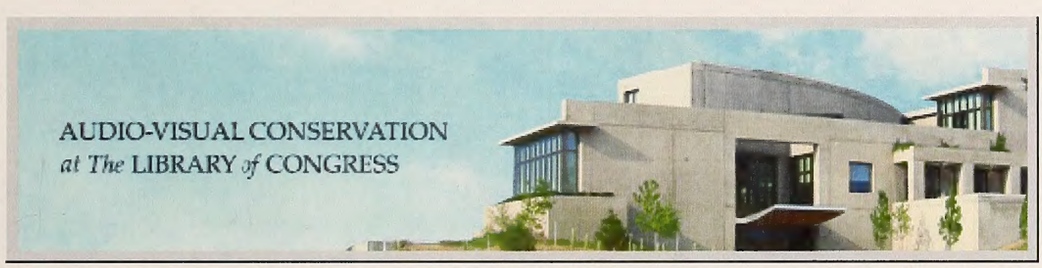
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SHOWMEN'S TRADE REVIEW

The Service Paper of The Motion Picture Industry

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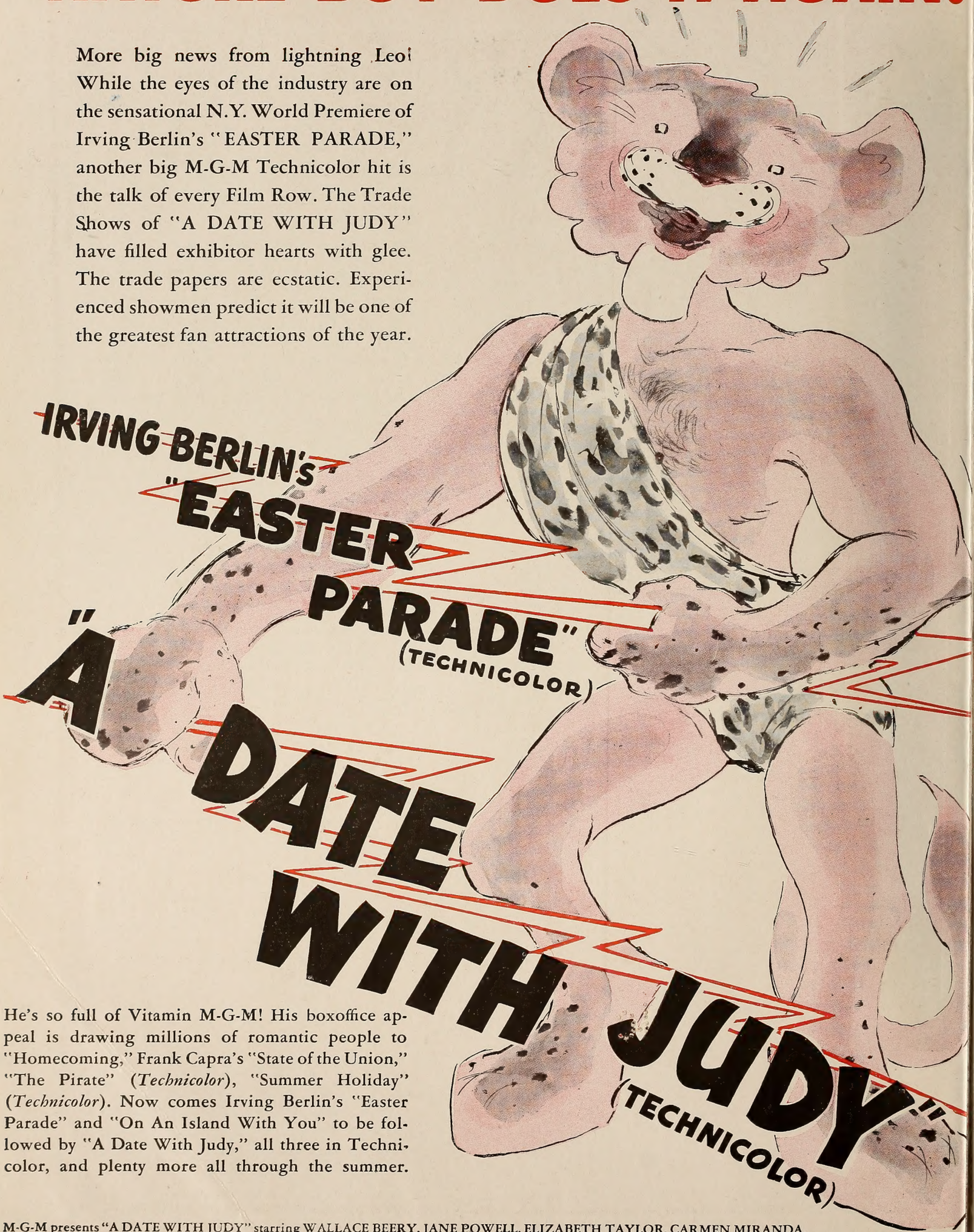
CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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JULY 3, 1948
Vol. 49 No. 1

NATURE BOY DOES IT AGAIN!

More big news from lightning Leo! While the eyes of the industry are on the sensational N.Y. World Premiere of Irving Berlin's "EASTER PARADE," another big M-G-M Technicolor hit is the talk of every Film Row. The Trade Shows of "A DATE WITH JUDY" have filled exhibitor hearts with glee. The trade papers are ecstatic. Experienced showmen predict it will be one of the greatest fan attractions of the year.



He's so full of Vitamin M-G-M! His boxoffice appeal is drawing millions of romantic people to "Homecoming," Frank Capra's "State of the Union," "The Pirate" (*Technicolor*), "Summer Holiday" (*Technicolor*). Now comes Irving Berlin's "Easter Parade" and "On An Island With You" to be followed by "A Date With Judy," all three in Technicolor, and plenty more all through the summer.

M-G-M presents "A DATE WITH JUDY" starring WALLACE BEERY, JANE POWELL, ELIZABETH TAYLOR, CARMEN MIRANDA, XAVIER CUGAT and his Orchestra, ROBERT STACK • Color by TECHNICOLOR • Screen Play by Dorothy Cooper and Dorothy Kingsley • Based on the Characters Created by Aleen Leslie • Directed by RICHARD THORPE • Produced by JOE PASTERNAK.

Carmen Miranda sings "Cooking With Glass" by Ray Gilbert and Luis Oliveira, and "Cuanto Le Gusta" by Ray Gilbert and Gabriel Ruiz

(See Page 8 For More!)

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THE EDITORIAL PAGE

Tips on Pictures

Just in case the word hasn't reached you, Columbia's "Fuller Brush Man" is doing phenomenal business in every situation we were able to check. Having had word from two important circuits on the business they were doing with this picture, we thought we'd tap some other sources. The net result is that we found out they were all doing far-above-average business with this slapstick comedy.

Another picture doing phenomenal business at N. Y. Capitol Theatre, is RKO's "Fort Apache." So much so that circuits and exhibitors everywhere should pencil it in now as a potential top-grosser. It seems hardly likely that its early business will taper off. On the contrary, it is our prediction that it will increase through fine word-of-mouth and as publicity and newspaper comment spreads from the first-run areas into the grass roots.

Leo the Lion has, among others, two that sound like big money-makers, "Easter Parade" and "Date With Judy." The former opened the morning this was written at the State Theatre here on Times Square and the line extended down Forty-Fifth Street as far as we could see. Maybe it went around Sixth Avenue. The line must be credited to a terrific ad campaign plus a magnetic, special front for the theatre, which, as a result of the premiere of "Easter Parade," assumes Broadway "showcase" status. The State must now be rated among the topflight picture palaces of Manhattan's main stem. We look for word-of-mouth and favorable newspaper reviews of "Easter Parade" to entrench the theatre as a first-run "showcase."

Twentieth-Fox entry, "Street With No Name" has all the earmarks of a sleeper geared to equal the business done with "House on 92nd St." Tremendous exploitation possibilities aided by FBI endorsement.

Eagle Lion has "Raw Deal" and the soon-to-come "Oliver Twist," the latter highly recommended by our own very discriminating Jock MacGregor from London. And Jock is a pretty good picker.

Paramount's "Emperor Waltz" is rolling up good grosses and "Foreign Affair" shows great promise on the basis of its reviews and the local ad campaign.

▲ ▲ ▲

No Pushover

It was beginning to look as though all an exhibitor had to do to make some easy dough was to start a lawsuit against some of the picture companies and then sit back while the courts found in his favor. The outlook must have been pretty good to judge by the number of suits started or threatened.

But it seems that it isn't that easy. On the contrary, it can prove to be rather expensive if you lose one of those suits. And of the last batch tried in the various Courts the decisions have been against the plaintiffs.

No one will deny that some of the suits were justified, but we doubt if even the most severe critic of our industry will agree that all of them were. And now that the courts and the juries seem to be getting a better understanding of what this business is all about, the pushover cases are turning out to be anything else but.

If you should be thinking about starting one of these law suits we suggest you make sure you are completely justified. You might also weigh the costs involved if you should lose. And don't let an ambitious lawyer tell you it will be a pushover just because a couple of cases years back were successful.

▲ ▲ ▲

It's All Very Confusing

Lots of exhibitors, circuit and independent operators around hot New York these days and, thus, a good chance to find out what's cookin' at box-offices.

Having talked with some eight to ten of them we must confess it is all very confusing. One theatreman told us business was simply terrible. Another said it was about normal for this time of the year. Still another claimed he was running a little ahead of the same week a year ago.

Taking into consideration the various men we talked with we have about come to the conclusion that, on the average, business is not too bad at all. As a matter of fact, these conversations leave us with the very definite impression that business is okay for this time of the year.

▲ ▲ ▲

Well Deserved Promotions

This week two executives of United Artists stepped up. Paul Lazarus, Jr., moved from advertising director to assistant to President Grad Sears and Howard LeSieur advanced from assistant to head of the vacated Lazarus post.

Both of these promotions were well deserved and serve to emphasize that it isn't always who you know, but what you know, and the ability to do your job.

We wish both these men good luck and success in their new assignments.

—CHICK LEWIS

WHAT'S NEWS

In the Film Industry This Week

Exhibition

The room was hot and the exhibitor was angry. Passionately he told the meeting that he would advertise in Washington, D. C., newspapers to ask Congress to investigate the industry. That was a year ago in New Jersey when Ben Berger, president of North Central Allied, spoke from the floor.

This week Berger came out again with a radical plan—radical in view of his former views. From Minneapolis he offered a plan which he worked out with 20th-Fox Sales Manager Andy Smith providing for voluntary mediation of exhibitor complaints against the company. The plan, dubbed the "Smithberger" plan, seemed to catch on quickly. Four other Allied units veered to it: Allied President William Ainsworth had a good word for it on the basis of description; New Jersey Allied sought to adopt it and Harry Brandt, President of the Independent Theatre Owners of America, a New York regional outfit, congratulated both Smith and Berger and said ITOA would like to try it. (P. 5.)

New Jersey Allied, meeting in convention, reelected Ed Lachman president and decided to protest to newsreel makers about the use of their reels for video. Twentieth-Fox will be first to hear of it. Meanwhile in Texas Col. H. A. Cole was pleading for "more thorough democracy" in that unit and showing the way by refusing to run again as president —a dominant position in the organization. In Texas also exhibitors were worrying about polio.

Theatres in Stevens Point, Fla., got a break when the city adopted a $200 yearly license fee against its former rate of 75 cents a seat. But Tri-States in Moline, Ill., didn't get a break and did get a $100 fine for its refusal to pay that city's four per cent admission tax in order to force a test case. Churches and fraternal orders in Ohio can play bingo and keno, but theatres can't, it is now established, and theatres in Minneapolis may have to pay for no-parking areas if the city ordinance is amended as requested by authorities.

Distribution

United Artists this week moved Paul Lazarus, Jr., up from ad and publicity director to the new post of executive assistant to the president and moved Lazarus' assistant—Howard LeSieur—into the ad and publicity spot. At Screen Guild Robert Lippert succeeded John Jones, resigned, as president. The Colosseum of Motion Picture Salesmen won the right to bargain for all salesmen excepting those of National Screen, and RKO announced a series of four sales meetings for July.

Production

RKO Production Vice-President Dore Schary quit this week in disagreement over production policies as the company called off three pictures and set July 6 for its directors to meet in Hollywood at which time Howard Hughes' representatives on the board are expected to be appointed. Universal-International will do no shooting this August.

Television

Theatre television took strides forward last week with the Louis-Walcott fight and exhibitors felt the impact of the telecasts on their box-offices. The legal aspects continued to be discussed and DuMont joined NBC in declaring it had a property right on its show which it would not permit places charging admission to pick up. (P. 7.) Jesse Lasky's son, Bill, has completed "Feathered Fury," in association with Bernard Glaser, a 45-minute feature especially for television. John Ford and Merian C. Cooper have announced video production plans.

Litigation

Major distributors consider they have won an important victory in the Fifth and Walnut suit in that the court gave them two precedents—one by refusing to admit the U. S. Supreme Court opinion on the grounds the case had been remanded for rehearing; another by declaring that uniformity of sales policies when dictated by good business judgment and not achieved by conspiracy, was not illegal. Fifth and Walnut had sued to get product for the National at Louisville and asked $2,100,000 damages. Meanwhile the majors had settled the Theatco, Inc., suit in San Francisco, a suit which asked $1,200,000 damages, out of court.

However, new suits were continuing to come to court, the latest to get involved being the Fourth Avenue Amusement Company (in which Ted Gamble is interested) in Indianapolis and others which were sued by the Zaring Theatres for $522,000 triple damages. And $21,600 damages was asked in a suit against Exhibitor L. A. Stein, Warner Bros., Republic, Eagle Lion and Monogram Southern by Alma Amusement Company at Alma, Ga.

In Philadelphia Exhibitor William Goldman, who has a sort of continuous suit against the majors, sought to have theatre divorce or a ban on cross-licensing put into the injunction issued in his case. In Chicago Paramount was seeking to get Federal Judge Michael Igoe to exempt "The Emperor Waltz" from a two weeks' maximum run in the loop area, and in Michigan City, Ind., the Liberty was asking for a chance on all first-run major project.

In New York a state court refused Artkino a temporary injunction against Film Classics over use of some footage shot in Russia in a Film Classics film. In Oklahoma City the Justice Department sought an injunction to prevent the Griffith circuit from selling or buying theatres while the suit is being retried on a Supreme Court order.

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Name Lazarus Sears' Aide, LeSieur In Adv. Post

United Artists Advertising and Publicity Director Paul N. Lazarus, Jr., has been promoted to the newly-created post of executive assistant to President Gradwell L. Sears, the home office announced Tuesday.



Paul Lazarus, Jr.

Succeeding Lazarus in his ad and publicity post will be Howard LeSieur, assistant director of the departments.

The promotion brings the 35-year old Lazarus to a post which is intended to provide closer liaison between the president and the advertising, administration and sales departments of the company.

Lazarus came to United Artists to head its ad and publicity department in 1943, 10 years after he had graduated from Cornell University. He entered the motion picture industry after graduation by way of Warner Bros., where he rapidly became assistant head of the press book department then shifted to directing sales and promotion. He left Warners' to join the Buchanan advertising agency and from it went to United Artists as ad-publicity chief.

LeSieur, came to UA in 1933 after five years with what is now Buchanan. He edited the UA house organ and in 1944 became advertising manager. From there he became assistant ad and publicity director.

Believe Rank Switch Aimed at U. S. Films

J. Arthur Rank's British Gaumont and Odeon circuits this week switched policy in a move regarded in London film circles as aimed to further restrict playing time for American product.

Meanwhile, to break the shortage of circuit bookings caused by revivals and quota obligations, Paramount, 20th-Fox and MGM are offering top new product direct to independents. This experiment frees new product awaiting booking, but also may force circuits to revive prewar policy and upset workings of the Quota Act. The Paramount Carlton and Plaza are showing "The Bishop's Wife" and "The Iron Curtain" and United Artists Pavilion is showing Columbia releases, all product which hitherto normally premiered at Rank theatres.

Rank Merger May Result In Discharge of 400

Almost 400 employes of the Gaumont-British and Odeon circuits in Britain will face loss of their jobs or retirement as a result of J. Arthur Rank's merger of the two circuits, it was reported this week.

'Hamlet' Opening In Boston Aug. 18

American premiere of "Hamlet" will be held in Boston at the Astor Theatre on Aug. 18, J. Arthur Rank notified Boston critics by cable this week.

"Hamlet" was screened for approximately 1,000 members of the industry, press and allied professions at the Winter Garden in New York Tuesday night.

Tax Take Down

May admissions tax collection figures as reported by the Bureau of Internal Revenue in Washington this week show a drop of nearly $3 million from the April total previously reported. The $28,309,291 collected was also off from the $31,266,930 collected in May, 1947. The total to date brings the collection for the first five months of 1948 to $144.016,291, a monthly average of slightly below $29 million. This decrease for May in theatre admission contrasts with the tax returns on tobacco which in May, 1948, brought in $106,820,943 compared to $94,028,037.67 in May, 1947, and liquor, which in May, 1948, brought in $155,412,105.50 compared to $105,265,429.20 in May, 1947.

Majors Find Legal Weapon In Fifth and Walnut Victory

Major distributors this week believed they had gained a strong weapon with which to fight anti-trust suits as a result of their victory in the Fifth and Walnut Amusement Corporation suit in New York Wednesday.

The suit, which asked for $3,000,000 damages, was won as a jury in federal court at New York brought in a verdict favoring Paramount, 20th Century-Fox, Universal, United Artists, Warner Bros., RKO, Loew's (MGM) and Columbia after a trial of nearly eight weeks.

The points which were felt to be important as possible precedents in future suits were that Federal Judge Vincent F. Leibell:

1) Refused to permit the U. S. Supreme Court opinion in the Government anti-trust suit to be used in the suit before him. The judge felt the Government suit had not finally been settled.

2) Instructed the jury that uniformity of action on the part of the defendants, when supported by good business judgement and unless proved to be achieved through a conspiracy, was not in itself illegal.

The second point is thought to have settled the suit. The jury came out once during its deliberations to ask the judge on this matter, returned and came out shortly with the verdict favoring the defendants.

Fifth and Walnut, which operates the National at Louisville, Ky., had sued the distributors and the Marcus Loew Booking Agency in New York instead of Louisville. The exhibitor corporation claimed that the defendants had conspired to prevent the National from getting first-run top product and as a result it had suffered damage.

The suit was really based on the right of a theatre to demand product for bids against old customers.

'Old' Customers

The majors replied that they were doing business with satisfactorily established customers over a long period of time, that the National was not as fine a house as those they were selling to, and that its neighborhood was not considered first-class in Louisville because it was largely Negro.

Fifth and Walnut attempted to controvert the statements made against the National and its neighborhood and most of the evidence on both sides centered around this question and the business policy of the majors.

Lawyers considered the suit unusual in several respects not only in that the majors won, but that it was the first anti-trust suit filed in a New York federal court.

Collective Bargaining Right Won by Colosseum

Right to act as collective bargaining agent for motion picture salesmen with 11 distributors was won this week by the Colosseum of Motion Picture Salesmen as the result of a National Labor Relations Board election.

The Colosseum lost only one company—National Screen Service. In contests with Columbia, Eagle Lion, Loew's, (MGM), Monogram, Paramount, RKO, Republic, 20th Century-Fox, United Artists, Universal-International and Warner Bros., it carried a clear majority of the workers.

The Colosseum is expected to swing into organization of the New York area shortly.

Zaring Sues 6 Majors, 4 Chains for Monopoly

Charges that five Indianapolis downtown houses and two north side neighborhood houses had conspired with six major distributors to monopolize product were made in an anti-trust suit for $522,000 triple damage filed in federal court of that city last week by the Central Avenue Amusement Corporation, operators of the Zaring Theatre.

The suit, directed against Paramount, 20th Century-Fox, Columbia, Loew's (MGM), Universal, United Artists, the Fourth Avenue Amusement Company of Louisville and The Greater Indianapolis Amusement Company, Inc., both of which jointly operate the Circle, Lyric and Keiths; Loew's, Inc., as operator of Loew's Theatres, and Amusement Enterprises, Inc., also asks injunctive relief.

The charge is that the distributor defendants

(*Continued on Page 6*)

Allied Unit to Test Mediation In Trial with 20th Century-Fox

Trial of a voluntary mediation system intended to replace litigation for exhibitors with complaints against 20th Century-Fox was put into effect this week by North Central Allied as the result of an agreement between 20th-Fox General Sales Manager Andy Smith and NCA President Ben Berger.

The system, already known in some circles as the "Smithberger" plan, appeared likely to spread to other Allied units this week as representatives of Allied in Massachusetts, Eastern Pennsylvania, Connecticut, and Maryland, were reporting on it to their memberships. It has already received partial blessing from National Allied President William Ainsworth who said that "at first blush the idea has great appeal" and indicated that if the try-out proved successful, it would receive full national Allied support.

It received the further blessing of the Independent Theatre Owners of America, regional organization, as President Harry Brandt praised Smith and Berger for the plan and said: "The ITOA is anxious to institute this system with 20th-Fox in the New York exchange area."

Sets Up Committee

The plan, intended to be non-partisan and a service to non-Allied exhibitors as well as those who belong to Benjamin Berger's organization, calls for a grievance committee of three permanent members plus three alternates, all of whom are to be members of North Central Allied. It has started at once as a try-out and if successful will be made permanent.

The committee consists of Chairman E. L. Peaslee, Stillwater, Minn.; Henry Green, Jr., Minneapolis; Ted Mann, Minneapolis; Alternates Jack Wright of New Prague, Minn., and George Granstrom of St. Paul, plus a third alternate to be appointed. Stanley D. Kane will serve as committee counsel.

The committee will meet at scheduled periods to consider complaints against 20th-Fox which the exhibitors put before it. If the complaint has merit, the committee will then refer it to "properly designated 20th-Fox film officials for consideration," Berger's release stated. The committee will not hear complaints of a

(*Continued on Page 6*)

Schary Quits as RKO Junks 3 Films

RKO Production Vice-President Dore Schary quit Wednesday in what Hollywood said was a disagreement over policies.

Schary's resignation followed abandonment without explanation of three pictures which were to go before the cameras shortly, one of which was Schary's own production. It followed also the report that RKO directors would meet in Hollywood July 12—the first such meeting in that city—at which Howard Hughes' representatives were expected to be appointed to the board.

Both RKO moves caused considerable speculation, Hollywood reported. Hughes is the largest single stockholder in the company through his comparatively recent acquisition of the Odlum interests and Hollywood has been anxiously waiting to see whether he would take charge of studio operations. Hughes reportedly has already moved legal representatives into the New York home office.

The pictures junked were: "Battleground," Dore Schary's special in association with Jesse Lasky and Walter McEwen, scheduled to start Sept. 7; "Bed of Roses," due to go before the cameras next week; and "Setup" which was to have started July 19.

Polio Spread

Exhibitors in Texas this week were worried about an infantile paralysis spread in various areas with some theatres closing entirely, Houston reported this week. Drive-ins were benefitting apparently with parents leaning to the view that by taking the kids in their own cars they could keep them separated from others.

North Central Allied To Test Mediation

(*Continued from Page* 5)

personal nature, nor will it attempt to negotiate a contract for an exhibitor. Otherwise, the Berger release reads, "it will hear all complaints without restriction."

Proponents of the plan made it plain that it was not forced upon any exhibitor. Neither, they said, would any exhibitor making use of it forfeit his legal rights. Apparently the new committee envisions itself merely as a grand jury which will sift the evidence of an exhibitor complaint and if it finds it sufficient pass it on to 20th-Fox with recommendations. If the exhibitor is not satisfied with results, he presumably could go to court.

To Avoid Entanglements

But it is to avoid legal entanglements and to submit a system of round-table conferences instead of litigation that the Smith-Berger plan came into being. It had its inception as 20th-Fox General Sales Manager Andy Smith wrote Berger after he had read news reports that Berger envisioned wholesale industry law suits.

Smith's letter follows:

"I read in the Trade Papers that lawsuits on a wholesale basis are being encouraged by you for Allied Theatres in your area.

"May I suggest to you the possibility of having a round-table discussion before any lawsuits are filed so that an opportunity may be had to work out grievances by discussion rather than by damage suits."

To which Berger replied:

"I repeat, I am anxious for a get-together rather than filing damage suits. Therefore, I propose the following plan:

"The appointment of a committee of three in the Minneapolis territory to hear any or all grievances by independent exhibitors against Fox in this territory. This is to be a fair-minded committee who are to receive any bona fide complaints, and you, or one of your home office representatives with power to act, are to sit down with the committee from time to time to review these cases with a view of adjusting them to the satisfaction of all concerned. If you or your representative will have an open mind and will make an honest effort to adjust these differences, that will, in my opinion, do away with 99 per cent of any brewing litigation, and of all differences existing between your company and the independent theatre owners of this territory."

Tri-States May Appeal On Moline Tax, Fine

Tri-States Theatres this week was expected to appeal to the Illinois circuit court a ruling by the city court of Moline which upheld the city's four per cent tax on amusement admissions and fined the theatre company $100 for refusal to pay.

Tri-States had challenged the constitutionality of the law.

Theatre Break

Theatres in Stevens Point, Wis., got a break this week as the city council in that community of 16,000 adopted an ordinance setting a license fee of $200 a year for theatres seating 500 or more and of 35 cents a seat for theatres seating less than 500.

The break comes in the fee, especially for the larger houses—such as the Lyric and the Fox—which formerly paid at the rate of 75 cents a seat.

Wants Bids

The Liberty Theatre at Michigan City, Ind., wants the right to bid for first-runs from all companies in its territory, Seymour Seymon, attorney for the company which has an anti-trust suit on file, declared this week.

Cole to Quit As Head Of Texas Allied

A move which members described as one to install "a more thorough democracy" in Allied Theatre Owners of Texas, was under way this week after President H. A. Cole had called the directors into session and advised them he would not serve as head of the unit after the next annual convention, date of which was set for Nov. 1-2 at Dallas.

Cole told the directors that Texas Allied had been a one-man affair for too long and urged a more active participation of directors, officers and members in the association's affairs. He offered to continue actively as representative in national matters and to work with the organization.

Following his talk the directors decided to inaugurate a new election system whereby members in districts nominate their directors who in turn elect officers. In the meanwhile organization for the November convention was started by naming Phil Isley as convention chairman with Rubin Frels as finance chairman and C. D. Leon as entertainment chairman.

Janet Blair Wins Order In 'Fuller Brush' Suit

Federal Judge Paul McCormick Monday issued a temporary order in the $250,000 suit of Actress Janet Blair against Columbia and Edward Small Productions, ordering both defendants not to issue any more "Fuller Brush Man" advertising unless Miss Blair's name appears in the same size type as Red Skelton's.

Want Larger Chicago Run on 'Waltz'

Federal Judge Michael Igoe in Chicago set July 2 as the date upon which he would hear Paramount's petition that "The Emperor Waltz" could stay longer than the maximum two weeks to which downtown first-runs are limited by his injunction on the defendants in the Jackson Park Theatre suit.

MGM Promotes 4 In Sales Field

MGM Vice-President and General Sales Manager William F. Rodgers promoted four in the sales field this week. They are:

William D. Gaddoni, Chicago salesman since 1946, moved to manager of the Omaha exchange.

Gerald E. McGlynn, former Omaha manager, transferred to Des Moines.

Vincent Flynn, acting Omaha manager, promoted to Milwaukee assistant manager.

Harry Buxbaum, Washington salesman, elevated to assistant manager at San Francisco.

Set RKO Meets

RKO Domestic Distribution Vice-President Robert Mochrie this week announced the following sales meetings: Buffalo, July 12; Toronto, July 15; New Orleans, July 19; San Francisco, July 26.

Zaring Sues 6 Majors, 4 Chains for Monopoly

(*Continued from Page* 5)

conspired with the downtown theatres to give them first-run on all their product and to enforce 41-days' clearance before they could be released in the neighborhoods. Further charge is made that the Amusement Enterprises Uptown and St. Clair received preference in the north side neighborhoods after the 41 days and as a result the Zaring Theatre had to follow them on neighborhood runs by 27 days or to wait a total of 69 days after first-run before they could get product from the defendant distributors.

Loss of "public patronage" from April 1, 1947, because of this alleged monopoly, is placed by the plaintiff at $174,000, which under the punitive provisions of the anti-trust laws, would amount to $522,000.

Settle San Francisco Suit out of Court

Suit for $1,200,000 under the anti-trust laws filed by Theatco, Inc., of San Francisco against seven major distributors, 11 theatre corporations and several individual defendants was reported settled out of court this week.

Details of the settlement were not revealed but were not for the full amount. Theatco, operators of the Empire Theatre, had sued in federal court claiming that a conspiracy between the defendants had prevented them getting first-run. One of the reported factors in the settlement was said to indicate reduced clearance.

Defendants in the suit were National Theatres and related companies, West Coast Theatres, United West Coast Theatres, West Coast Theatres, Inc., of Northern California, Golden State Theatres and Realty Corporation, United California Theatres, Inc., T & O Enterprises, Inc., Excelsior Amusement Company, Paramount, RKO, Warner Bros., Loew's, Inc., (MGM), Universal, United Artists, and individual defendants Spyros P. Skouras, Charles Skouras, R. A. McNeil, E. E. Emmick, Michael A. Naify, Samuel H. Levin, all associated with the defendant companies.

Ga. Exhibitor Charges Monopoly in Trust Suit

Suits for $21,600 damages plus court and attorney fees has been filed under the anti-trust laws in the federal district court at Alma, Ga., by the Alma Amusement Company against Exhibitor L. A. Stein, Warner Bros., Republic, Eagle Lion and Monogram Southern Exchanges, Inc.

The suit, which claims the defendants intend to prevent the Alma from getting "Grade A" product and are conspiring with Stein because of his allegedly large purchasing power, also seeks injunctive relief. The hearing on a temporary injunction is expected in July. Stein operates a series of theatres with headquarters in Jacksonville, Fla.

Portland Cuts Clearance

Cuts of the 14 days' clearance in the Portland, Oregon, area, were put into effect this week, Portland reported. Business, however, continues off due to the recent flood and the summer slump.

Theatre Television Takes Forward Stride As Fight Videocast Knocks Out Box-Office

Fox, Paramount Shows Indicate Theatre Edge Over Bars in New Field

By BILL SPECHT (News Editor)

Theatre television strode forward in seven league boots last Friday night.

Not only was this manifest in the impact of the Louis-Walcott fight telecasts, felt by every theatre in an area where video was available to such an extent that exhibitors are now discussing the danger potential of the new medium as a competitor, but the action of the New York Paramount and the Philadelphia Fox by becoming the first exhibitors to take out licenses to show the fight telecast raised another question:

Doesn't theatre television, presented in comfort without the eyestrain and the other distractions usually found in the saloon offer theatres an excellent chance to beat this type of bar competition by making use of video?

While this question was being posed, the question of the rights of a place charging admission, cover or minimum to exhibit a telecast, continued to be discussed, though there now is some legal precedent on this. There was every indication late this week that it will take a final showdown case in some high court to settle the matter once and for all.

The Friday night shows, both cities reported were excellent. Definition was clear, presentation held the audiences though the fight itself was dull excepting for a few flashes of action, and, in both instances, the huge auditorium was filled on almost instant notice since advertising was limited to the last minute under the licenses.

New York Paramount

The 3,650-seat New York Paramount made use of that company's system of photographing the television image off the cathode tube receiver onto 35-mm. film. The film was then developed, printed, dried and fed through a chute into the theatre's regular projectors in one continuous process. The pictures by this system then reach the Paramount's 18x24 foot screen within what the company says is 66 seconds. Sound is recorded at the same time as sight.

The Paramount telecast was brought into the theatre by cable, and not picked out of the air, from the NBC station.

Paramount gave Gillette a plug when it allowed its message to appear before the fight. After that the theatre used time between several rounds to plug Paramount product by a short ad trailer accompanied by organ music.

The audience reaction was good with considerably less booing than at the stadium and with enthusiasm displayed only when Louis went down and when he connected with Walcott.

Scenes were clear, the cameras keeping the fast punches in apparently perfect focus. The one drawback existed here as in other sports telecasts—the problem of getting the camera around to where the action is taking place. Baseball televisors have been heard to complain that if they could get a camera on a boom right behind the plate they could cover that area better. But such an arrangement would interfere with the best highest priced seats. The fight Friday apparently needed cameras in all four corners, for in the big moment when Louis went to town, the Champion's back hid most of the action and you could only get an indication of what was happening.

Clear Picture

However, video offered in return a clear picture that was right before you, and possibly was not visible to any at the stadium except those in the best ringside seats. The leering grin into which Walcott pulled his lips from his teeth in an obvious effort to taunt Louis; the surly watchful look on the champion's face, coupled with the patent indication that he was fighting his own fight as he kept his right cocked and didn't flail, were crystal clear to the audience in the Paramount.

And the knockout when Walcott came out of the punishing jabs to fall on his face, turn over on his back with his legs kicking and then weavingly scramble to his feet . . . when the leer had changed to a face contorted with pain, chagrin or both, had a dramatic impact which made it more than a fight with fists. The camera caught all this and caught it well.

Philadelphia Fox

The Fox used RCA's direct screen television which flashes the event on the screen simultaneously with its happening, while the sound pickup is fed directly into the theatre's amplifying horns.

Inasmuch as this system does not permit the projector to be as far from the screen as the "on film" systems which RCA is also developing, the Fox mounted its video projector on a special mounting before the balcony and shot to a 15x20 foot screen.

The fight was picked up out of the air by a micro-relay system installed by RCA engineers to get the image put out by the NBC network outlet at Wyndmoor, outside of Philadelphia.

The audience in the 2,422-seat house was enthusiastic and acclaimed the show while 20th-Fox President Spyros Skouras termed it a "milestone in the progress of both television and theatre programming."

While the broadcasts went off well both in theatres and in homes, Westinghouse ran into some bad luck when it attempted an airplane broadcast to a country club in Zanesville, Ohio. The attempt, a licensed experiment on the proven

(*Continued on Page* 10)

The Property Rights Aspect

The question of rights in connection with the pickup of telecasts on public events continued to be confused this week.

NBC stood on its right to prohibit anyone charging an admission, cover or minimum, from picking up its telecasts of events such as the fight, and broadened its stand to include important news events that it might wish to protect. NBC is citing the famous Associated Press case where the U. S. Supreme Court upheld the contention that even though AP was carrying news in the public domain, the effort it put into gathering the news, editing and transmitting it, gave it a certain property right subject to protection.

DuMont network was prohibiting any places charging admission, etc., from picking up any of its programs. Columbia Broadcasting apparently had not reduced its policy to words.

Exhibitor Henry Friedman of the Lawndale, a neighborhood house in Philadelphia, was refused an appeal to the state supreme court against the injunction which stopped him from picking up the Louis-Walcott fight. Lawyers in general agreed that none of the injunction cases were final.

Box-Office KO

Box-offices in New York, Boston, Philadelphia and areas near to those cities where the Louis-Walcott fight could be seen over television, took a body blow last Friday night that sent them staggering to new lows.

With the exception of the New York Paramount and the Philadelphia Fox, both of which houses took out a license from the 20th Century Sporting Club to exhibit the telecast on their screens, downtown and neighborhood houses had to yield to the bars and restaurants with video receivers from the time the fight went on till it ended. One interesting and possibly dangerous phase for the future is that barrooms while crowded did almost overwhelmingly a beer business with the customers holding on to the thin dime. A couple in a Times Square bar beneath the Paramount ordered a Coke and a Seven-Up, sat the whole fight through and demanded that other customers standing between them and the receiver be ordered to sit down.

N. J. Allied Will Fight Newsreels Video Service

New Jersey Allied will protest the making of television newsreels by newsreel companies serving theatres, Vice-President William Snaper revealed Wednesday as that organization's three-day convention came to a close at the Hollywood Hotel in West End, N. J.

Snaper declared in fact that this would be one of the first subjects taken up with 20th Century-Fox General Sales Manager Andrew W. Smith if Smith accepted their ratification of the "Smithberger" plan and put it into effect. Twentieth-Fox makes a daily newsreel for television. New Jersey has approved the "Smithberger" plan which provides for voluntary mediation on complaints against 20th-Fox.

Snaper said that New Jersey Allied had been impressed with the competitive potential of television when the fight night showed poor attendance at its member theatres and that New Jersey Allied watched television with great interest since it was in an area where home and saloon receivers were comparatively plentiful.

The convention drafted former president Ed Lachman for reelection.

Reelected with Lachman, who had previously announced he would not run again were Vice-Presidents Wilbur Snaper, Sam Frank; Secretary Haskell Block; Treasurer Morris Fogelson; Assistant Treasurer Sidney Franklin; Sergeant-at-arms Joseph Siccardi.

THE HAPPIEST MUSICAL



A new Giant takes its place among the screen's all-time Great! Irving Berlin's "Easter Parade" is a sensation in its first engagement. Marking an innovation in Broadway presentations, Loew's State Theatre has been honored with the World Premiere of M-G-M's remarkable musical. Already previewed by the press and the trade, it is acclaimed the greatest attraction of its kind ever made.

AS PREDICTED!

BY SPECIAL ARRANGEMENT

THE MOST IMPORTANT ENGAGEMENT
IN THE HISTORY OF

LOEW'S STATE

Broadway at 45th Street

The World Premiere

NOW PLAYING

of

METRO-GOLDWYN-MAYER'S

OUTSTANDING ACHIEVEMENT... THE MUCH
HERALDED MOTION PICTURE EVENT

The Happiest Musical Ever Made...

IRVING BERLIN'S

EASTER PARADE

starring

JUDY GARLAND · FRED ASTAIRE

PETER LAWFORD · ANN MILLER

COLOR BY *Technicolor*

Screen Play by Sidney Sheldon, Frances Goodrich and Albert Hackett
Original Story by Frances Goodrich and Albert Hackett

Lyrics and Music by IRVING BERLIN · Musical Numbers Directed by ROBERT ALTON

Directed by CHARLES WALTERS · Produced by ARTHUR FREED

A METRO-GOLDWYN-MAYER PICTURE

EVER MADE!



A SMASH HIT!

Theatre Video Strides Ahead

(*Continued from Page 7*)

system of using an airplane to pick up a telecast and rebeam it across obstacles such as mountains, reportedly failed when the airplane developed ice on its antennae.

Friday night's theatre shows came off without legal complications since both theatres had licenses. Paramount did business directly with the 20th Century Sporting Club, which owned the fight and retained the theatre television rights with disposal of the home rights to Gillette. Fox apparently did business through NBC. Sums involved were said to be a "valuable consideration" though no one would talk actual amounts excepting to deny they were token payments.

Triumph?

To NBC this may represent a temporary triumph in its determination—first made known when it prevented an RKO theatre in New York several months ago from using one of its sports events—to protect its property rights over programs.

These rights had hitherto been hazy. In fact they may still be, for the legal rulings upon which they are based have not gone beyond lower courts.

The decisions—in Philadelphia where the Lawndale Theatre and the Broadwall Hotel were enjoined; in Boston where Mechanics Hall was enjoined; in New York where the Audubon ballroom was forbidden to pickup the fight—held in principle that the originators of a telecast have a property right in them and that establishments charging admission, covers or minimums, can not pick them up.

Exhibitor Henry Friedman of the Lawndale attempted to carry his case to the Pennsylvania Supreme Court and failed, a possible indication of what is to come.

Bars Ballroom

The Audubon ballroom case in New York is more interesting since it was an "ex parte" suit. Here NBC claimed that it had heard of the ballroom plans to broadcast the fight for admission at the last minute and needed prompt relief. The court granted an injunction after NBC posted $1,000 bond. But the ballroom did not come into court to fight the ruling later, a fact which becomes important because had NBC been shown to be in error in claiming injunctive protection, it would have forfeited the $1,000 bond to the ballroom and would have been subject to whatever damages the ballroom could show it had incurred because of the injunction.

However, none of these decisions are thought to be final. What is more they apply to events emanating from a place to which admission is charged and do not cover general news events in the public domain.

NBC goes one step further and takes the position that it has a property right even in a public domain news event. It declares that its cameras and its workers are involved in picking up and transmitting the event and as such property rights are involved.

Cites AP Case

It is interesting to note that NBC has cited the Associated Press vs. International News Service case in the suits it brought to protect the Louis-Walcott fight. It is also using this case to back its views on the property rights it claims on news events in the public domain.

This suit, upheld by the U. S. Supreme Court, in effect found that AP had expended energy, skill and the like to gather news and to transmit it and even though the news was in the public domain, AP was entitled to protection against its use by a rival. Whether the case, based on taking news off an AP telegraph wire, is broad enough to cover the telecast of news images, may yet have to be determined.

Anyway NBC make it plain that it will fight.

DuMont concurs with the NBC view. Its official statement reads:

"All rights . . . to all programs telecast by this station and the reproduction and exhibition thereof in any and every form are reserved. No program nor any part thereto may be exhibited in any place where an admission fee is charged or where a cover charge is made for entertainment or where mechanical operating charges are made and no program nor any part thereof may be reproduced in any manner."

Columbia Broadcasting Company was vague about its policy.

The confusion here is pretty much equalled by that in the field of exhibition. Reports that theatre chains were considering video nets seemed based on more than wishful thinking but not on firm enough ground for immediate action.

Wins Tax Round

The American motion picture industry won one round in the French film tax fight and apparently held its own in a second this week, reports from Paris indicated.

The win came as the National Assembly defeated by a 408 to 183 vote a Communist proposal to tax film imports 25 per cent and use the estimated return of $3,300,000 to subsidize French Film production.

The draw came when the Assembly postponed action on another measure which would have established a tax based on footage on both French and foreign films.

Ford-Cooper, DeMille In Separate Video Deals

John Ford and Merian C. Cooper this week announced formation of Argosy Television Corporation to produce television pictures under a reportedly new method. Cecil B. DeMille has also announced entry into video production and has formed a separate corporation.

Boom in Drive-Ins Underway in So. Carolina

South Carolina is experiencing a boom in new drive-ins with five new ones under construction, it is reported from Atlanta. Two of the largest ones are being built in Greensville and Florence, 500-cars each. Others that will soon be under construction will be in Newberry, Aiken and Charleston.

Owners of four recently completed theatres report business fair to good and with mild weather in their locations.

Two drive-ins in Columbia boast separate speakers. One has paved ramps. Some of the small independents have speakers behind the screen. Also to be constructed soon will be one in Spartanburg, Hartsville, Darlington, Camden, Bennettsville, Greenwood, Waltersboro and Holly Hill.

It Depends

Bingo and keno games are legal in Ohio—if churches and lodges hold them, the State Supreme Court ruled this week, upholding a three-year amendment to the state gambling statutes. Theatres, however still can't run the games.

These statutes originally banned all games but the amendment exempted churches and fraternal orders. The recent rule came as the six judges upheld a Summit County court's dismissal of gambling charges against Murray S. Parker of Akron on the grounds that the indictment did not contain the words "for his own profit" and hence Parker was not indictable.

1,000 Brave Heat To Honor Louis Mayer

Approximately 1,000 industryites and others turned out in New York Tuesday night to sit through the sweltering heat of the city's hottest night at a testimonial dinner given Louis B. Mayer by the United Jewish Appeal in the Hotel Astor.



Louis B. Mayer

The occasion served to double the contributions of many to the UJA work as the guest of honor made a lengthy appeal for greater support on the part of all, regardless of creed.

Mayer was presented with a testimonial scroll which he accepted with thanks and said that in all modesty he could not accept the "kind words that went with it" for himself alone but accepted them for his associates. In his appeal for UJA support he declared it had been the American way to support all peoples fighting for freedom and declared the cause of the present trouble lay greatly in the fact that the better living conditions which the Jews had introduced into Palestine area had threatened the feudal position of the higher Arabs who kept their workers in virtual slavery.

In introducing Mayer, Motion Picture Association President Eric Johnston described him as the type "who have made this country great" and said:

"The story of Louis B. Mayer is the great American story told all over again. It's the story of the man who lifted himself to eminence by his spirited imagination, infinite patience and dauntless effort. . . . "

Text of the scroll Mayer received reads:

"To Louis B. Mayer in tribute to his inspiring leadership in coordinating and harmonizing the many sciences, arts and skills involved in the production of motion pictures for the entertainment of all the world and in tribute to his inspiring leadership in public service and philanthropic activities, this testimonial is presented at the dinner in his honor at the Hotel Astor, New York City, on June 29, 1948, by the amusement industry division of the United Jewish Appeal."

Barney Balaban, Si Fabian and Emil Friedlander were co-chairmen of the affair. David Weinstock was in charge of arrangements.

Hoffman Opens Shop

George Hoffman, who left his post as ad and publicity director of the New York Rialto when the house changed hands, has opened a motion picture promotion business of his own which will specialize in designing theatre fronts. To devote himself fully to this new enterprise Hoffman is resigning his instructorship on motion picture advertising, publicity and allied subjects at New York University.

Theatre Management

Guide to Modern Methods in the Administrative and Executive Phases of Theatre Operation

Greenpoint Theatre Tells About Theatre 'in Person'

When you put in a complete cooling plant install new seats get a new screen-sound setup, and do over the lobby and front you have virtually a new theatre. That is the way they felt about it at the RKO Greenpoint in that famous "garden spot of Brooklyn" so Manager James Bergen and home office publicist, Pat Grosso, decided to tell their patrons about it.

They did the job by means of a two-fold herald which was distributed directly to homes, and which was a real professional job of text and makeup. The most unusual feature of the copy consisted of putting it in the first person. That is, the theatre itself did the talking. On the front fold was a bowing figure in usher's uniform. The copy went: "Intimate Facts about Myself. The *New* RKO Greenpoint."

The other seven sides of the double-fold then went on to describe the wonders of the 120-ton refrigeration machine and how it brings about that cool-as-a-cucumber feeling, the lovely background the new, air-comfort seats make for the beautiful ladies of Greenpoint, the advantage of new RCA sound, and several other features like special talent shows, children's shows, and theatre services like receiving phone calls for patrons (such as doctors).

The aforementioned figure appeared throughout the copy in different guises, according to the subject matter, and the whole herald was a two-color job in red and blue. The wind-up copy went like this: "Mr. and Mrs. Public: . . . now that I have told you all about myself, there is only one more thing I want to say. I am all yours. Yes, the RKO Greenpoint is your theatre. Yours to enjoy, for my earnest endeavor is to provide you with the highest standards in entertainment, comfort and service."

New Griffith Theatre Opens in Stillwater, Okla.

The Leachman, a new link in the Griffith Consolidated Theatres chain, and operated by Griffith-Leachman Theatres, with L. C. Griffith and Claude E. Leachman as partners, was opened to the public on June 22 at Stillwater, Okla. Local moviegoers were treated to an afternoon preview of the new 1,250-seat house, while the formal opening took place that evening with MGM's "The Bride Goes Wild," as the initial attraction.

Other Griffith-Leachman houses in Stillwater are the Campus and Mecca, while the Aggie, which was destroyed by fire in January of this year, is now being completely rebuilt and is expected to be ready for operation by early fall. Griffith-Leachman are also planning the construction of a Drive-In Theatre on Highway 40, south of the city.

Ministerial Contact Man

For his midnight show for Negroes, Manager M. Leibman of Century's Albemarle, Brooklyn, N. Y., engaged a cooperative minister to contact every Negro church in that New York borough and plug the theatre and the show.



The Brass Tacks of Efficient Picture Theatre Management*

LET'S RESTORE AMBITIOUS EMPLOYES

By Jack Jackson

My penchant for plagiarism was badly in need of appeasement when I visited in New Orleans some weeks back, so I pilfered the following off the desk of Maurice Barr, plenipotentiary of publicity and public relations for the powerful Paramount-Richards theatre chain:

"A corporation may spread itself over the entire world and may employ 1,000 *men, but the average person will usually form judgment of it through some one individual. If this individual is rude or inefficient it will take a lot of kindness and efficiency to overcome that bad impression. Every member of an organization who, in any capacity, comes in contact with the public is a salesman and the impression they make is an ad, good or bad."*

Having visited one of the chain's theatres the previous night I was not greatly surprised when over a luncheon table (uh huh, Barr paid for it) the conversation turned, as it usually does with showmen who contemplate the future, to the constantly perplexing subject of manpower. It had been womanpower rather than manpower that had wrecked my composure and blighted my enjoyment of a picture that I really wanted to see and—knowing that my incident was but a slight throb in a circuit-wide headache—I alerted my listening apparatus to catch any and every suggestion of solution or ameliorative maneuver that might be in work or under consideration by Barr and his competent and capable cohorts.

We had chin-wagged right up to the dessert before we admitted that a combination of loss of employe prestige and niggardly wage scales were at the root of our troubles. Back in the days before the theatre surrendered its outward—yes, and in many instances, its inward—manifestations of glamor and splendor to the dress shops, liquor stores, sandwich stands, etc., it possessed a magnetism and dignity that did much to compensate for remunerative deficiencies. These factors lured the most ambitious and more respectable of employables to our doors. The pick of the best was ours and the successful applicants paraded their pride and glorified in their association with an institution whose every fibre boisterously proclaimed its right to leadership in the nation's march of progress.

The payrolls of today hold very few names of the type predominant in the not so long ago. Still smaller is the number who have demonstrated , through diligent study and a disregard of hours of duty, that they possess the enthusiastic drive and glory in accomplishment that spotlights those destined for success in theatre work. Our current employe roster is thickly specked with pool hall refugees and others of their ilk whose past reputations and present attitude presage anything other than competence or efficiency in dealing with and catering to the demands and requirements of the customers whose favor we seek and must have.

A Place to "Hang Around" and Draw Salary

Mention of the success canon I had found on his desk elicited comment to the effect that inspiring words, written or spoken, were lost when directed to irresponsibles who viewed their present occupation as a vacation from work, a temporary refuge from a vagrancy charge or as a place to "hang around" and draw salary while waiting for a fatter pay envelope from factory, restaurant or even the Western Union. Practically the only theatre employes who can be relied on for day-to-day service are the members of unions bound by contract with their organizations, and, incidentally, enjoying the financial benefits of group wage bargaining.

The maxim about "any man being better than no man at all" has its undeniable place in the business world but can hardly be accepted as an excuse for not exerting every possible effort to improve the calibre of job incumbents. This is particularly true when the employe is required—as are all theatre employes— to fill a post where deportment and demeanor are an influence on patronage.

Time and the Grim Reaper are making great gaps in the ranks of genuinely efficient management personnel and these gaps are being constantly deepened by lures of progressive companies in other lines who have awakened to the multiple values of showmanship in business.

To illustrate from my personal acquaintance without mentioning names: A topline manager of one of the nation's finest theatres who was drafted by a women's garment house where he quickly rose to the post of sales manager; an ace publicity man lured to employment with a warehouse company; three proved "toppers" to radio stations. And, I could mention literally dozens of others who have expressed themselves as being "unable to see any future in show

(*Continued on Page* 14)

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Plenty of ACTION ON

FEUDIN', FUSSIN' AND A FIGHT

Set for a world premiere over the Tri-State Circuit, with fun, hilarity and plenty of space-grabbing ballyhoo stunts surrounding personal appearances of Hollywood stars... real showmanship action that will establish the selling pattern for the rest of the country.

UNIVERSAL-INTERNATIONAL presents

DONALD O'CONNO

IN **FEUDIN**

with PENNY EDWARDS · JOE BESSER · Screenp

Directed by GEORGE SHERMA



A Word from Bill Scully about Feudin', Fussin' and a-Fightin'!

"Don't take our word for the entertainment value of **FEUDIN', FUSSIN' AND A-FIGHTIN'.** I think you owe it to yourselves, to the business and to your customers to screen this picture for an audience before you book it.

"This is the best way to prove to you that **FEUDIN', FUSSIN' AND A-FIGHTIN'** is a great audience picture."

MA 'n PA KETTLE OF "THE EGG AND I" *Together Again!*

MARJORIE MAIN · PERCY KILBRIDE

USSIN' AND A-FIGHTIN'

. D. BEAUCHAMP from his Collier's Magazine story

oduced by LEONARD GOLDSTEIN

Jackson . . .

(*Continued from Page* 11)

business." These are, of course, hanging like ripe fruit to be picked by the first seeker.

That we have been and are continuing to lose face with our customers has long been admitted. That the chances of finding management replacement material among the existing ranks of loose-charactered, ill-mannered help who evidence no manifestation of interest or concern for theatre work must also be admitted. To hold our patron goodwill and protect our future it is essential that we impose more rigid requirements of qualification and insist on higher standards or character, deportment, appearance and aptitude. A finer seive for screening help and a looser purse for compensation will do much to strengthen our weakest point—the junior sales personnel who meet our customers and to whom we must look for future executives.

Equal—and possibly better for the top-ranking spots—is this from a 20-year-old page in Maurice Barr's memory book:

Julian Saenger, former top man of the chain and always a progressive thinker, discussed at length the prospect of endowing a scholarship in theatre technology at Tulane University. Maurice Barr was assigned the job of working out details and had the scheme pretty well defined when plans were interrupted by the urgent demands of the depression. Julian passed away in the early '30s and the contemplated scholarship melted away into the nothingness that devours so many swell ideas of great men.

Could Provide Schooling

The idea is unquestionably one of the finest this column has ever been privileged to advance for consideration by the many men of money who owe the bulk of their wealth to the industry. Acting singly or in groups, these men could provide schooling for hundreds of ambitious youngsters and in doing so create an ever-increasing supply of expertly trained manpower to perpetuate the growth and success of their respective enterprises. Columbia already has such a course and other colleges would surely institute similar scholastics if proper encouragement were offered.

Somehow or other, I seem to recall some industry leader who engaged in the practice and provided practical experience to augment book learning by inducting the students into his organization during the school vacation period. It's a whale of an idea and one that offers a four-way reward for sponsors: favor with their Alma Mater, cheers from the alumni, everlasting gratitude from the student selected and the guarantee of needed manpower-bracing to keep their empires from tumbling.

'Certain Somethings'

Maybe the idea is not new but it's a swell one and holds every prospect of being an effective and modern substitute for the elements of magnetism mentioned earlier as having been surrendered to invaders from the marts of mundane needs. How or why or where is a moot question, but certain it is that someplace along the pathway of passing years the theatre has lost a lot of "certain somethings" that caused the best of available and promising manpower to shift the gonfalons of their ambitions from other forms of endeavor to the ranks of showmanship. The shift was made despite awareness of the stiff competition for every step up the ladder of advancement and that any slackening of effort, mental or physical, would bring oblivion in this field of ambition-ridden zealots racing for the success goal. Hours were ignored in pursuit of knowledge, trade journals were thumbed for sales formulas and operational patterns that might be twisted or contorted to a picture-to-picture study of the business and give birth to a brainchild that would attract attention and bring reward from superiors. That WAS the morale of theatre employes of yesteryear.

Today, the service staffs, minor executives, etc.—as well as many managers, city managers and district managers—exude an aura of discontentment, dissatisfaction and disinterest. Regretable though it be, the impression is left that to them the theatre is "just a job." That invigorating atmosphere; of everyone "driving to get somplace" is gone; the "feel" that they consider themselves and their tasks important to humanity is missing; that unexplainable sensation of being a "Blue Ribbon" entry in the company of champions seems no part of their makeup. This lack of enthusiasm for their work, lack of loyalty to the institution, lack of confidence in the future of their field of employment is patently communicable to patrons and forms an invisible yet effective barrier to ticket sales. Something or somebody is to blame, and the need for immediate institution of corrective measures is imperative.

Little or Nothing

A walk down the principal thoroughfares of most any city and a candid comparison of the facade and display of theatres with those of other business enterprises solves part of the problem. Restaurants, department stores, dress shops, etc. make a practice of keeping abreast of the times and effecting periodic change in the overall appearance of their establishments. The theatres—not all but by a long ways most of them—of 25, 50 and more years standing have done little or nothing to evidence their consciousness that the world is in a new era and that new generations with new ideas and new desires are running things. Practically every facet of the scintillating gem that once captured the imaginations, fired the urge to surpass and excel and fostered the consuming desire that annealed ambitions to avowed careers in theatre business are as dull, dismal and lifeless as the burned-out bulbs and scaly paint of entirely too many fronts and marquees.

Yesterday's profit dollars can bolster today's business drop and foster future prosperity if they are put to work in the important channels of labor and display. To improve your business improve your establishment and business methods. And, by all means, improve your personnel because the personnel are your salesmen and the impressions they register with the patrons determines the speed of the ticket machine.

Hold Regular Staff Meetings

Remember the story about the mother who had a heart-to-heart talk with her daughter . . . and learned plenty?

That's the question posed by Showmanship, National Theatres house organ, in reminding exhibitors that they may be missing a lot by not holding regular staff meetings.

An article in a recent issue of the publication asks those who "grew up in the business" to recall how their planning and showmanship began away back when they were perhaps ushers and doormen and to realize that their own ushers and doormen are just as full of ideas as they were, and that with a little encouragement these employes may furnish new slants on old problems.

Exhibitors are urged to call the gang together regularly and often and find out what they think. A discussion, a pat on the back and an opportunity to participate, can work wonders, the article concludes.

Prices Too High

High admissions were blamed by moviegoers of Harrisburg, Pa., for a "movie-going slump" in that city in reply to a newspaper advertisement by Manager Bob Sidman of the Senate Theatre asking for their ideas on the reasons for poor business. As a result, Senate matinee prices were dropped to 50 cents for all seats, with night admissions scaled at 50 cents for the balcony and 65 cents downstairs.

N. Y. RKO Theatres Book WOR Matinee Quiz Show

That the current craze for radio giveaways may be extending to motion picture theatres was strengthened last week when RKO Theatres in the New York area announced a six-week engagement in their houses of the WOR Movie Matinee Quiz Show, running daily except Saturday and Sunday. The regular broadcast emanates directly from the stages of the theatres, with contestants chosen from the immediate audiences. Valuable prizes are awarded both successful contestants and those submitting questions.

The program goes on the air from 3 to 3:30 P.M., and is scheduled into the theatres as follows: June 30, the Albee; July 14, the Coliseum; and July 28, the 86th Street—two weeks in each theatre. The broadcasts will receive local coverage through Station WOR. The Movie Matinee Quiz Show is known nationally.

Wife 90, Husband 37 Make 2-Theatre P.A.s

A wide-awake, new and young manager for the Schine circuit is Jack Killeen, recently transferred to the Plaza at Malone, N. Y. He watches local events for ideas. Soon after being promoted to Malone he learned of a recent wedding of a 90-year old woman and a 37-year-old man who lived some distance from Malone. Having no car, he walked to their home and sold them on making a personal appearance at both Schine houses in Malone—the Plaza and the Malone.

He asked them what they wanted in return for appearing as part of his promotion activities, and was told that they wanted a wood stove. Returning to town, Killeen visited a local hardware dealer and other merchants who participated in acquiring a new stove for the couple.

Ice Cream Matinees

Midweek ice cream Wednesday matinees for children were instituted at the close of the school year by Reade Theatres City Manager Hal Martz in Plainfield, N. J. A number of local merchants supply the ice cream and cooperate in other ways.

Selling the Picture

News and Ideas Concerning Profitable Advertising, Publicity and Exploitation

'Easter Parade' Bows as State Starts New Policy

Following an intensive six-week advertising, publicity and exploitation campaign, MGM's "Easter Parade" made its world bow in New York Wednesday at Loew's State Theatre. The various campaigns were conducted jointly by MGM and Loew.

The theatre was closed 24 hours before the film's opening to permit final alterations in a complete renovation job under a new extended-run policy which was inaugurated by the "Easter Parade" premiere. Although there was a slight increase in former admission prices, the policy of seven shows daily on a continuous scale was maintained.

On the night of the opening, Irving Berlin, composer of the film's songs, and Ann Miller, one of the stars, pushed the switch which turned on the new giant illuminating sign above the marquee. Floodlights played on 30-foot figures of the four "Easter Parade" stars (Judy Garland, Fred Astaire, Peter Lawford and Miss Miller), and there were a dozen models in original costumes from the picture with Easter Lilies, thus creating the effect of a living sign. Loudspeakers hidden on the marquee amplified the Easter Parade tune from the picture.

For the past several weeks Berlin and Miss Miller have appeared on several radio shows plugging the picture and the premiere, and magazines and newspapers have given considerable space to the musical.

Lieber, Wilkinson Here For 'Green Hair' Talks

Perry Lieber, RKO studio publicity chief, and James Wilkinson, of the cutting department, arrived in New York this week with a print of "The Boy With Green Hair" for showings to the eastern sales force and huddles on forthcoming publicity and ad campaigns on the picture.

Dore Schary, who was also to have made the trip east, remained in Hollywood from where it was announced Thursday that he had resigned as RKO studio production chief (*see National Newsreel*).

Pete Smith Short Publicized in Australia

Pete Smith's "Surfboard Rhythm" has made a big splash in Australia where the sport, known as "shooting the breakers," is an Australian favorite.

MGM exchanges "down under" went to town with tieups with various surf clubs, with the mayor of Albany, West Australia, presenting a special award on the stage of the Empire Theatre.

Plugging the Music

Records of hit numbers are available from nearly all musical films now released. This makes it easy to arrange a lobby plug or possibly a street plug, if local laws do not interfere. But if you want to impel, rather than repel, for goodness sake use a first class audio and speaker system. (See the STR Theatre and Equipment Section from time to time.)



ANYBODY CAN DO THIS. We don't mean getting married, but putting on this simple ballyhoo which got loads of attention for Loew's Poli Elm Street Theatre, Worcester, Mass. A girl with a bridal headdress, a boy with a white carnation, a convertible with the top down, and a rear banner to tie in "The Bride Goes Wild" and the theatre. They don't really have to be married, you know.

6-City Pre-Release Set For 'Loves of Carmen'

Pre-release engagements, backed by an extensive promotion campaign, are planned for "The Loves of Carmen" in six typical audience cities early this fall, it was announced last week by A. Montague, Columbia general sales manager, on his return from a week-long branch and district manager's meeting in Chicago.

Cities selected for first showings of the Rita Hayworth-Glenn Ford Technicolor starrer are Detroit, Buffalo, Houston, San Francisco, Baltimore and Cincinnati. While no definite dates have been set, it is expected that the film will open in these situations in mid-September, with national release scheduled for later in the year.

"All six cities," according to Dr. George Gallup, whose Audience Research Institute is an arm of the Gallup Poll, "are situated in the center of large territorial shopping areas, and are geographically well-spread, representing 15 per cent of the population of cities over 250,000 and 20 per cent of the population of cities over 500,000. These percentages are sufficient to wield a powerful influence on the over-all national motion picture audience. Another contributing factor is the modern communication and exhibition facilities to be found in all these centers."

National Publicity Free

Red Skelton, Columbia and "The Fuller Brush Man" came in for a big slice of national publicity when the July issue of *Coronet* magazine appeared on the stands. In it Dickson Hartwell authors a feature article on Alfred Fuller, founder of the brush company, which details how one man's idea grew into an international institution. In the course of the article Skelton and the picture are prominent through an anecdote on Skelton which reveals how he tried peddling bushes as a gag and sold four.

'Jesse James' to Spark 'Bad Men' Area Premiere

As a special attraction in connection with the Oklahoma-Texas premiere of "Return of the Bad Men," RKO Radio has arranged for personal appearances of Colonel J. Frank Dalton who recently announced his real identity as Jesse James, the famed Western outlaw.

The world premiere will be staged in Guthrie, Okla., on July 7, with the Guthrie Chamber of Commerce and business and civic leaders cooperating in the event.

The huge street parade, starting at noon, will have several hundred mounted riders from roundup clubs all over the state. Governor Roy Turner of Oklahoma will make an appearance, with stage coaches and covered wagons making up the procession which will wind up with an old fashioned square dance in front of the Melba Theatre.

Ray Whitley and his cowboy band has been engaged to appear throughout Oklahoma and Texas in conjunction with the showing of "Return of the Bad Men," which stars Randolph Scott, Robert Ryan and Anne Jeffreys. Members of the cast are also expected to come on from Hollywood.

Over 100 radio stations are pledged to participate in the area premiere.

The Oklahoma City opening is set for July 8 at the Center Theatre with Tulsa on July 9 (Rialto Theatre) and Enid, Chickasha, Lawton, Amarillo, Wichita Falls, Fort Worth and Abilene to follow in that order.

Details are being handled by Bob Hickey, midwest and south field supervisor and Eddie Terhune, Dallas and Oklahoma City field man.

Spencer to Handle Premiere of 'Feudin' '

Perry Spencer, formerly Universal-International exploitation representative in the South with headquarters in Atlanta, has been engaged by the company to handle the territorial premiere of "Feudin', Fussin' and A-Fightin' " in the Tri-States Theatres circuit starting July 8 in Des Moines.

Stars and featured players of the film including Marjorie Main, Percy Kilbride, Penny Edwards and Joe Basser, are scheduled to participate in the premiere.

Washington Preview

An audience of officialdom, including members of the Federal Bureau of Investigation and theatre executives, were on hand Wednesday evening when 20th Century-Fox previewed "Street With No Name," at the Statler Hotel in the nation's capitol. Spyros P. Skouras, 20th-Fox president, and J. Edgar Hoover, director of the FBI, acted as hosts.

Let Merchants Know

Be sure the local merchants receive copies of your heralds and programs. It may give them the idea of advertising in your hand-outs. They're a good ad medium, you know.

"I, Jane

starring RUTH HUSSEY JOH
with GENE LOCKHART •
and ADELE MARA
A REPU



PRE-
COAST

THROUGH RAD

RALPH EDWARDS' TRUTH OR

**An audience of more than 60,
search for "Miss Jane Doe" in**



Mary Ruth Wade of Lake Charles, La.,
selected from 15,000 entries.
She will soon be seen in
Republic's "The Plunderers."

Doe"

ARROLL VERA RALSTON
N HOWARD • BENAY VENUTA
AMES BELL • JOHN LITEL
IC PICTURE



SOLD
TO COAST

'S MOST POPULAR SHOW
CONSEQUENCES

00,000 heard the nation-wide
ree weeks of smash publicity.

Screen Play by LAWRENCE KIMBLE Adaptation by DECLA DUNNING
Associate Producer-Director—JOHN H. AUER

Stage Set for July 2nd 'Canon City' Premiere

Plans were being completed this week for the world premiere of Eagle Lion's "Canon City" at the Rex and Skyline theatres in Canon City on July 2, just a stone's throw from the grim grey walls of the penitentiary where the incidents related in the semi-factual drama took place.

Gov. Lee Knous of Colorado is scheduled to head a large turnout of Rocky Mountain Empire officials, industrialists and motion picture exhibitors, including governors of six surrounding states and six former governors of Colorado. A one-hour parade will precede a special dinner arranged for invited guests at the penitentiary, after which the film is to be shown in the prison chapel, simultaneous with the initial showings at the two Canon City theatres.

Planned as one of the highlights of the Canon City and Denver activities is the presentation of the special merit of award to Producer Bryan Foy by the Denver University Motion Picture Foundation "for his outstanding contribution in making an unusual and factual documentary motion picture and for the development of new techniques in the production of factual films."

The Canon City opening is to be followed by an engagement of the film at the Paramount and Webber theatres in Denver on July 6, touching off simultaneous openings at more than 150 major first-run key houses in the six-state Rocky Mountain Empire—including Fox Intermountain, McCormick-Fox and Westland circuit theatres in such cities as Salt Lake City, Oklahoma City, Cheyenne and Albuquerque.

Jerry Pickman, EL's assistant director of advertising, publicity and exploitation, was in Canon City and Denver this week finalizing campaign details for the openings. Assisting him were Milt Overman and Julius "Red" Edison, EL field representatives.

Sets 'Dude' Openings

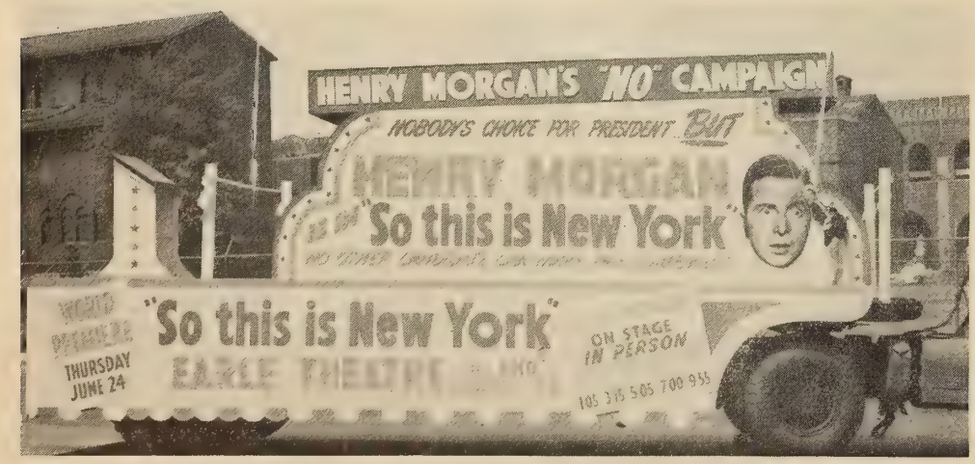
Jim Schiller, Allied Artists exploiteer, has started a six-week tour during which he will set up openings on King Bros.' "The Dude Goes West" in Des Moines, Omaha, St. Louis, Oklahoma City, Tulsa and other midwestern cities.



AND IN NEW YORK, TOO. For some reason or other, full-page motion picture cooperative ads in New York newspapers are few and far between. But along came Warner Bros. and promoted the layout above on "Romance on the High Seas" in the New York Times. Advertisers included RCA, the Cuban Government, House of Westmore, Paragon Luggage, Pilcher Compact and Cigaret Cases, Calem Handbags, Oculens Sun Glasses, Junior Deb Suits and Coats, Susan Sage Dresses and White Rose Diamonds. Theme of the ad: "There's Romance on the High Seas. Book Your Passage for a Romance on the High Seas at the Strand Theatre."

Can't Resist a Parade

Manager James Keefe of the Orpheum, Spokane, Wash., just can't resist getting his theatre and its attractions in every parade that comes along. At the city's recent Lilac Festival, he had two members of his staff in prison garb in the parade plugging "Prison Without Bars" and "City Without Men."



HE MADE THE TURNSTILES, THOUGH. Henry Morgan went down to Philly during the Republican Convention, running on his exploitation platform of "Nobody's Choice for President." Henry wasn't elected to anything and was probably something of a nuisance to the regular delegates, but he did accomplish what he went down there for, to put over the showing of his first film, "So This Is New York," United Artists release, at the Earle Theatre. Here is his truck ballyhoo, with a lectrum at the back end. Somebody made speeches from it, but we haven't information whether Henry himself was in on the deal.

Gives 'Unconquered' A 'Hollywood Premiere'

Manager Bud Sommers of the Madison Theatre, Richmond, Ky., wanted to give that community a Hollywood-style premiere for the showing of Paramount's "Unconquered."

First he needed stars—a "George Raft", "Gary Cooper", "Paulette Goddard" and other facsimiles of film favorites, to give flamboyance to the opening. Eight contestants were enrolled and taken by a fleet of cars, with police and motorcycle escort, down the city's main street to the theatre where they were interviewed over the theatre's P.A. system, and then paraded on the stage before three local persons who acted as judges.

Sommers promoted the following prizes from Richmond merchants: a $75 wrist watch, a $39.75 radio, a $15 electric clock, coiffure and makeup for the local contestants, costumes and corsages. The fleet of cars, city and county police escort cars and flood lights were also promoted.

Contest for Best 'Tap Root' Promotion

Universal-International will conduct a contest to select the three best applications by theatre staffs of three different types of promotions in connection with the 10-theatre Philadelphia area territorial premiere of Walter Wanger's Technicolor "Tap Roots" July 14-15 in Philadelphia, Atlantic City, Allentown, Bethlehem, Harrisburg, Reading, Ocean City, Lancaster, York and Wilmington.

The winners, to be selected by a group of experts to be named by U-I will be given weekend trips to New York at their convenience during the summer.

Herman Kass, U-I home office exploitation representative, is visiting each of the theatres involved to explain the details of the contest to the managers and theatre staffs.

RKO Plans Territorial Premieres on Buck Film

Basing its action on the success of the rerelease of Frank Buck's "Bring 'Em Back Alive" in the Cleveland, Cincinnati and Indianapolis areas, RKO Radio is planning territorial premieres of the reissue in all sections of the country during July and all through the summer. Terry Turner, national director of exploitation, will be in charge.

Showmanship campaigns are in order on "Bring 'Em Back Alive," with such activities possible as donating part of the proceeds to buy new wild life for local zoos, naming recent arrivals at zoo built around a contest, Frank Buck "Bring 'Em Back Alive" clubs and similar stunts, all in the good old-fashioned, tried-and-true methods of surefire picture merchandising.

'Red Shoes' in Tieup With Capezio Shoes

Major national tieup with Capezio Shoes for J. Arthur Rank's Technicolor "The Red Shoes," which Eagle Lion will release in this country, has been announced by Max E. Youngstein, EL vice-president in charge of advertising, publicity and exploitation.

The tieup will bring the film window and counter displays in 230 major shoe outlets throughout the country, in addition to newspaper and magazine advertising.

The Trade Papers All Have A Name For It!!!!!!!

"'High-Powered Grosses' Street!"
—*M. P. Daily*

"'Double-Barreled Boxoffice' Street!"
—*Variety*

"'Smash Boxoffice Thriller' Street!"
—*Hollywood Reporter*

"'Sure-Fire Hit' Street!" —*M. P. Herald*



From the files of the FBI

The STREET WITH NO NAME

Starring
MARK STEVENS · RICHARD WIDMARK
Directed by **WILLIAM KEIGHLEY**
Produced by **SAMUEL G. ENGEL**

4-Theatre World Premiere Now
CHINESE · LOEW'S STATE · LOYOLA · UPTOWN
. . . . . Los Angeles

20th CENTURY-FOX

An STR Showmanalysis

(REG. U. S. PAT. OFF.)

Campaign Material for 20TH CENTURY-FOX'S "Give My Regards to Broadway"

GENERAL APPROACH: A human interest yarn of the father-and-son members of an oldtime vaudeville team who couldn't realize that the two-a-day was dead, and continued to keep in practice till Cupid had his way with the two daughters and finally with the son. A bit nostalgic to oldtimers but enlivened with comedy happenings and song and dance, and filmed in brilliant Technicolor.

NEWSPAPER ADS: The 38 newspaper ads reproduced in the pressbook utilize every bit of space so that many of them are overcrowded, but the general effect is attractive and most of them will stand out well among other ads. Eight of them are single- and double-column teasers for which the showman should find good use. Dan Dailey, being the solo star, gets chief play throughout. In many layouts the entire family of five is represented, often together, occasionally in twos and threes. In but few is there any indication that the film is a musical, those few showing a played-down bar of music. Title, in 90 per cent of the cases, is in white letters against a black square, oval, rectangle or circle. Dancing angle is given prominence through the figures of Dan Dailey in dancing attitudes. Two of the large ads, the 800-liner, reproduced on the front cover of the pressbook, and the 798-liner, showing Dailey against a Broadway street background beside a 24-sheet poster of "Give My Regards to Broadway," are especially attention-arousing. Occupying small space but conspicuous in several of the ads is the miniature figure of Al Jolson in blackface proclaiming (from the trailer, which he speaks): "You ain't seen nothin', folks, till you see 'Give My Regards to Broadway'."

DISPLAY MATERIAL: With little white space to accentuate figures and copy, the posters nonetheless convey an idea of the comedy, dancing and singing to be found in the film. The head of Dailey in the 24-sheet and his full-length figure in the six will, when cut out and mounted, provide attractive marquee and lobby displays. The Broadway street background is prominent in all but the 24, but its scenes from the pictures and character across the bottom emphasize the film's entertainment values. The customary accessories are "sharp" and exert good drawing power.

EXPLOITATION: The three pages of exploitation ideas will be found a great aid to the manager who has but little time and money to devote to exploiting his shows. A most-talented-family-in-the-community contest should interest an editor; also a search for oldtime vaudeville entertainers in the town. A four-day newspaper Broadway quiz contest identifying oldtime entertainers from pictured props that made them famous or from descriptions of mannerisms should be easy to promote. There are several baseball stunts that can be worked and that tie-in with the baseball angle of the film; also, many music tieups growing out of the songs of the picture and their recordings. Several ideas are advanced for playing up the new star, Dan Dailey, from posting the manager's praise of him in the lobby to a search to find his local double.

Garner Extra Publicity For 'Years' in St. Louis

RKO Radio cashed in on the Freedom Train Parade in St. Louis to garner some extra publicity for Samuel Goldwyn's "The Best Years of Our Lives" at the Shubert Theatre. Harold Russell, handless veteran who won two Academy Award "Oscars" for his performance in the film, was on hand for the occasion and received a royal welcome. A visit to Sportsmans Park resulted in a reunion with President Bob Hannegan and Manager Eddie Dyer of the Cardinals, with resultant newspaper breaks on the sports pages.

Russell also visited the St. Louis Zoo and was photographed with "Tommie," pet chimpanzee. Following a mammoth parade, in which 26 bands participated, and 15,000 people in line, which he reviewed in company with prominent civic and legion officials, Russell appeared at the head of a big variety show participated in by 500 actors, singers, dancers and musicians at the Convention Hall of Kiel Auditorium. Joan Marie Chapman, chosen "Miss Freedom," was crowned and presented with a jeweled scepter by Russell and took part in the ceremonies. Details attendant on the tieup were handled by RKO Radio's field exploitation staff under the supervision of Terry Turner.

Gets Circus Elephants For His Pet Parade

With a circus coming to Bellingham, Wash., in a day or two, Manager LeRoy Kastner of the American, knowing his pet parade for 20th-Fox's "The Tender Years" couldn't lick the circus, decided to try for a tieup with it. If he could borrow an elephant, he thought, it would add oomph to his parade.

So he approached the circus for the loan of a pachyderm. The circus, glad of extra publicity for itself, let Kastner have four elephants. Added to his 100 pet entries, the parade proved quite a spectacle as the animals moved upon the stage of the American.

The affair was so successful that civic leaders asked Kastner to make it an annual event.

Hold That Tiger!

Universal-International promised an old-fashioned campaign for "Man-Eater of Kumaon" and has now proceeded to make good for the picture's world premiere at the Winter Garden, New York, which took place Thursday. Just like old times is the big tiger snarling from the top of the marquee. There is a modern touch, however; this is a three dimensional job, with eyes that flash, jaws that move menacingly and a tail that thrashes about angrily. There is so much jungle foliage around the lobby entrance that passersby are said to be hiring guides.

'Kumaon' Tiger Novelties Available to Exhibitors

In recognition of the strong appeal to children by the Monty Shaff-Frank P. Rosenberg wild animal production, "Man-Eater of Kumaon," arrangements have been completed whereby the Economy Novelty and Printing Company will market a number of novelties for youngsters in connection with the picture.

The novelties, which are made available to exhibitors through the pressbook, include tiger masks, tiger balloons, a hidden animal fold, a mystic foto, and tiger drawing sheets.

Premiere Over Kumaon

While Universal-International's "Man-Eater of Kumaon" was having its world premiere at the Winter Garden Theatre in New York this week, another initial showing of the adventure film was taking place on the Pan-American World Airways "Clipper Cathay" as it flew over the Kumaon Territory of India. The clipper left San Francisco on June 29.

Treasure Hunt

A treasure hunt, with a jeweler's ad furnishing the clues, was used to exploit "Albuquerque" at Reade's Strand, Perth Amboy, N. J.



THIS IS REALLY PICKING THE SPOTS. The World premiere of Eagle Lion's "Mickey," which introduced Lois Butler as a new star, took place at Moline, Ill. with a dual showing at the LeClaire and Paradise theatres. And what a time they picked for the opening! Moline was in the midst of a Centennial Celebration, a big feature of which was a parade depicting the history of the community. Well sir, here is the parade, and everybody with a pair of eyes can see that the theatre management took full advantage of the situation, with this street banner becoming a center of interest.

Men called it "*Lulu Belle* fever"...



COLUMBIA PICTURES presents

DOROTHY LAMOUR

as

Lulu Belle

co-starring **GEORGE MONTGOMERY**

with

Albert Dekker · Otto Kruger · Glenda Farrell · Greg McClure

Screenplay by Everett Freeman • Additional Dialogue by Karl Kamb
Based upon the play by Charles MacArthur and Edward Sheldon,
produced by David Belasco

Directed by LESLIE FENTON

A BENEDICT BOGEAUS PRODUCTION

Regional Newsreel

News of Events and Personalities Reported by Correspondents Throughout the Nation

ST. LOUIS

Fred C. Souttar, for 12 years regional manager in St. Louis for Fox Midwest Theatres in southern Illinois and Eastern Missouri, was transferred on July 1 to Kansas City, Mo., to succeed Howard Jameyson as regional manager of the Kansas area. Jameyson is retiring. Zach Taylor, manager of the St. Louis Browns baseball league, was guest speaker at a luncheon meeting of the St. Louis Variety Club on Tuesday. It was the club's last meeting until fall. B. Temborious of Lebanon, Ill., his wife and sister-in-law are vacationing in Canada. Herman Tanner of Pana, Ill., is back from a three-week vacation in New York City .

Herman Hunt, who was St. Louis manager for National Screen Service in 1931-33, visited old friends on film row. He is now interested in the new Tower Theatre, Wichita, Kan., and owner of six theatres in Cincinnati and a buying and booking organization in that area. Eagle Lion District Manager Clair Hilgers was here from his Dallas headquarters for a visit.

Merrill Atkins, who opened the new Idaho theatre, Sumner, Ill., last September, has sold the house to Ralph Clark and is going to Idaho to live. Charles H. Weeks, Jr., is closing the Weeks Theatre, Dexter, Mo., for major improvements. Tom Curley has closed the Lee, St. Louis, for the summer. The St. Louis Theatre here was reopened June 30. House was closed in April when projectionists refused to cross a picket line.

Funeral of Mrs. Jessie Hainline, widow of A. L. Hainline, who died in Tucson, Ariz., was held at her late home in Compton Park, Macomb.

NEW HAVEN

President Spyros P. Skouras of 20th Century-Fox, attended the graduation of his son, Spyros, Jr., from Yale University. Manager Ed Lynch of Warners' Roger Sherman is off to Virginia Beach, Va., for a golf vacation on the Cavalier Hotel course.

MGM Manager Harry Rosenblatt and RKO Manager Barney Pitkin are in Boston for meetings and conferences. Variety Club of Connecticut, Tent 31, has presented Boys Village at Milford with large deep freeze unit. The village now houses 14 boys from every section of state.

Harry Rose, manager of Loew Poli Majestic, Bridgeport, and Mrs. Rose off to Westbrook, Conn., for their annual vacation. Bob Carney, manager of Loew Poli, Waterbury, is vacationing in Maine. Paul Klingler, manager of Strand in same town, is acting as relief manager. Strand Amusement Co., theatres in Bridgeport, with exception of Park City and Mayfair, are inaugurating summer season matinees on Tuesday.

Miss Nancy Jacocks, daughter of Ted Jaoccks, owner of the Brandford in Branford, has become the bride of John E. Taft of New Haven.

HARTFORD

Personnel changes continue in the territory. Michael Piccirillo, formerly with Loew's in New York, is new manager, Center, Hartford, succeeding Jack A. Simons, now managing director of the Beacon, New York. Bob Ritzerd, assistant manager, Loew-Poli Bijou, New Haven, was transferred in same capacity to circuit's Globe Bridgeport, with Ray Flynn replacing him at the Bijou.

Harold Lancaster, manager, Strand, Pawtucket, R. I., is the father of a baby boy. Larry O'Neill ex-manager, Suffolk, Holyoke, Mass. is now in Marblehead, Mass., laundry business. Sam Schubouf, manager, Loew-Poli Lyric, Bridgeport, was on vacation in Florida. John Scanlon, Sr. manager, Warner, Torrington went fishing on his vacation.

At Burlington, Vt., new drive-in—first for Vermont—was opened by Sunset Drive-In Auto Corp.; associated in it are George Brown of Burlington; John Gardner, Schenectady, N. Y.; and Claude Watkins, Watervliet, N. Y.

Nancy Sawyer Jacocks, daughter of Irv Jacocks, Jr., treasurer of Motion Picture Theatre Owners of Connecticut, married John Taft. Adele Harris, daughter of Ted Harris, managing director, State Theatre, Hartford, married Sam Feingold. Patricia Griffin, daughter of Audrey Griffin of Tom Carey Theatrical Enterprises, Hartford, is engaged to Jack Carroll, football player, with wedding set for Sept. 11.

James Clancy, long manager of the Capitol here, is handling a fund-raising drive for the Hartford Rehabilitation Workshop. Ben Lamo, assistant manager, Strand, is recuperating at Hartford Hospital from an operation.

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Revive Bank Night?

Albert Lea Amusement Co., Albert Lea, Minn., has filed suit in district court there seeking to revive bank nights. The action asks the court to determine whether a section of the Minnesota lottery law applies to bank night. Attorney General Burnquist of Minnesota ruled in August, 1946, that it does.

NEW YORK

The Motion Picture Bookers Club held a get-together with ice cream cake and coffee Monday night and topped it all off with a ping-pong match which had among other prizes an alarm clock, which, it is to be acknowledged, is one very appropriate prize for a booker. The Club's softball team, managed by Max Fried and coached by Seymour Berkowitz, is going to town.

Filmrowite Gertrude Levein is going on vacation July 10 at which time she will get married, and United Artists Booker Myron Starr is going on his pronto. He plans to sit under that tree which grows in Brooklyn. Minna Jackter, daughter of Columbia assistant general sales manager Rube Jackter, graduated with honors from the Elizabeth Barrett Browning Junior High School in the Bronx.

Edward Schreiber, for the past two years heading Century Theatres advertising and publicity department, quit July 1 to go into business out of the film industry. No one replaced him to date.

Walter Reade Theatres managerial changes: Lester Smith, assistant, Red Bank, N. J., to manager, Strand, Red Bank; John Balmer, manager, Strand, Red Bank, to manager, Strand, Freehold, N. J.; Joseph De Souza, manager, Strand, Freehold, to manager, Paramount, Asbury Park; Chris DeFillipo, chief of service, Carlton, Red Bank, to assistant manager, same house; Jerry Segal, manager, Lyric, Asbury Park, to staff of Congress, Saratoga Springs, N. Y.; William Cheesman, in Asbury Park before the war, to manager, Lyric, Asbury Park.

MINNEAPOLIS

Ben Meshbesher has joined the Columbia sales staff to fill the vacancy created by the resignation of Irving Marks, who has become branch manager of Monogram.

Minnesota Entertainment Enterprises has asked permission of the St. Louis Park village council to establish a 650-car drive-in theatre in this Minneapolis suburb. The request was referred to the zoning committee and a hearing was set for July 19. If granted theatre would be the second drive-in in the Twin Cities area; the Rose in Rose Township, St. Paul, opened last week. Minnesota Entertainment Enterprises has purchased two other sites for drive-ins in the Twin Cities area.

Francis Bateman, general sales manager of Screen Guild, visited accounts in the Twin Cities with Reno Wilk, branch manager.

PORTLAND

Although the streams of Pacific Northwest are again almost at normal flow, this cannot yet be said of the box-offices. Many persons have lost their all in the past 30 days, and in addition the dog races in Portland are cutting again into the 59-cent dollars, and taking altogether too large a share.

Paramount Western District Manager Hugh Brady is covering Portland and Seattle exchanges. Pete Higgins and Lynn Peterson on Seattle row advise their Y-Parl Drive-In, near

(*Continued on Page* 24)

THE TWO HOTTEST NAMES IN GOLF... IN THE SEASON'S TOP SPORTS SHORT!

WHAT A PHYSIQUE

WHAT A TECHNIQUE

FRANK "Muscles" STRANAHAN,
British Amateur Champion, U.S. Tournament Ace!

LOUISE SUGGS,
U.S. and British Women's Amateur Champion!



A new RKO Pathe scoop to delight the growing host of golfing millions — and every other sports lover. The most thrilling golf shots ever caught by camera. RELEASED NOW at season's peak!

An RKO Pathe
SPORTSCOPE

"MUSCLES and the LADY"

Produced by JAY BONAFIELD
Distributed by
RKO Radio Pictures, Inc.

RKO RADIO PICTURES

REGIONAL NEWSREEL

LONDON OBSERVATIONS

45% Quota, American Films Holdup, Rental Disputes Harass British Exhibitors; Rank Is Held Blameless

By JOCK MacGREGOR

Chaos once again controls the British film industry. The 45% quota, hold-up of new American product through lack of circuit deals, and rental disputes with J. Arthur Rank's GFD, all combine to frustrate the exhibitor. The financier and producers are not prepared to go ahead with expensive plans when circuit playing time is near impossible to get without a hat-in-hand approach.



Jock MacGregor

Exhibitors are not anti-British, but they are realists. The majority are in competitive areas and know that by the time the circuits have milked the home product, there is little cream and not much cheese left. For this, they have to pay top rentals, give priority playing time and take reissues. Many cater mainly for the cap-and-muffler trade which finds Hollywood action pictures preferable to the class English offerings designed for thinking patrons.

Do not blame Mr. Rank. He is an astute business man and naturally when approached by the government to suggest a quota percentage, he plumbed for the top. It is only elementary bargaining to ask for the maximum. The impractical Films Council knocked off 5% and President of the Board of Trade Harold Wilson, who has displayed no great love or knowledge of the exhibitor, gladly accepted the high figure. On paper it can be made to look possible, but a thorough knowledge of the intricacies of showmanship reveals that accountants' reckonings are not always fulfilled at the box-office. Above all, the plan saved dollars and looked good for socialist ideology.

The exhibitors have themselves to blame to a great extent. Mr. Rank has a skilled public relations team which placed the right stories at the right moment. They were bound to influence opinion. The showmen have no such machinery and so only one side was widely publicized.

Currently, CEA General Secretary Walter R. Fuller handles this himself and does as well as is humanly possible, but he has all the society's problems and when they come surging in as they have done recently, he is virtually swamped. The CEA should certainly have a full-time public relations officer who can keep constantly in touch with the press and leading figures. The showman's voice should be heard loudly.

An incredible situation exists over quota. Mr. Rank has promised to play over 60% on his circuits and that will leave little for anyone else. Sir Philip Warter is not convinced that ABC can meet their obligations in all situations, especially where there are bi-weekly changes of program.

Hundreds of exhibitors are already claiming exemption. Included among these are West End showhouses. If Rank keeps his output for his halls, the five American cinemas which want nearly forty British pictures capable of approximately three runs to meet their annual requirements are in a tricky position. It is understood that the Board of Trade will deal sympathetically with Paramount's Plaza and Carlton, but that the answer to MGM's Empire and the Warner Theatre is that their own studios should get cracking (MGM is currently making "Edward My Son" with Spencer Tracy and Deborrah Kerr, but Warners have no plans).

Pre-war Britain churned out well over a hundred "A" features annually, and on a low quota many exhibitors defaulted. During the war quality replaced quantity and a fine reputation was built for the home product. Now there are not the personnel, equipment or artists to meet the greatly increased demand. Shoddiness must ensue.

American films, essential to the British cinema, are only dribbling out. UA have no releases set and 20th-Fox have nothing between "Amber" on September 27 and "Northside 777" on December 20. Columbia have initiated floating releases, taking circuit and independent dates in the provinces and hoping for a London general release later.

* * *

During the last two weeks, London critics have seen the best of contemporary production in the two countries. Rank's "Oliver Twist" which Eagle Lion handles is a superb offering and young John Howard Davies, son of the Sunday Graphic's film columnist, Jack Davies, gives a performance which will capture feminine hearts. No less enthusiastic has been the press reaction to "Sitting Pretty", "Gentleman's Agreement" and "High Wall," while "Fort Apache" is accepted as a film which only Hollywood could make.

* * *

Recent star receptions have not been good. An exception was Sidney L. Bernstein's for Ingrid Bergman. A series of interviews were run in his office for each section of the press and it is a long time since there has been so much enthusiasm for an artist. Even the most staid correspondents were chatting with her for a long time.

Alfred Hitchcock, who will direct "Under Capricorn," was present and expounded his theories on cutting costs by proper planning and shorter pictures. As he points out, irrespective of its length a feature is sold only on its entertainment value. Extra footage costs much, and how often a picture could be improved by cutting!

* * *

For the record: Odeon, Tottentham Court Road (formerly the Paramount), becomes a first-run cinema again due to the west end bottleneck with UI's "Woman's Vengeance". . . Dave Griffiths has been appointed Frederick Brisson's London representative. . . Frank Chambers of the Roxy, Hanley, is the latest exhibitor to attack Rank with a letter to the trade press. . . Frederick Murray, assistant manager at GB's New Victoria, is thrilled that his daughter Barbara has the lead in Michael Balcon's "Passport to Pimlico". . . MGM's Empire organist Eric Spruce broadcasting on BBC. . . Finding that stars Basil Radford and Naunton Wayne had birthdays in the same week, Betty Box threw a party for the "It's Not Cricket" unit and members of the press.

(*Continued from Page 22*)

Kennewick, has been closed indefinitely account floods in eastern Washington. Oscar Oldknow is conferring with Oscar Chinquy, manager National Screen Supply Company. Republic Branch Manager Paul McElhinny and Salesman Ernie Piro attended the opening of Tower Drive-In Theatre at Yakima, Wash.

All-night movies at both Longview and Kelso issued passes to volunteer dike workers, which further built good will as things return to normal.

There are upwards of 185,696 seats in 353 houses in the Seattle area, but they are far from filled. One big drawback is long-continued Boeing strike; another is summer vacation time.

TORONTO

Dimouts face exhibitors in the Ontario region because of a prospective power shortage next fall and winter, Robert H. Saunders, chairman of the Ontario Hydro-Electric Power Commission announced.

Odeon Theatre's Vice-President L. W. Brockington, KC, is off to England to represent the Canadian Club in London. Syl Gunn of Winnipeg is the winner of Canadian Paramount's branch managers' contest with William Kelly of Calgary second and Pat Hogan of St. John, N. B. third. Postponement of Louis-Walcott fight had theatres in a dither with the advertising changes which became necessary as the rains held up the fight. Glenn Ireton, for years with Warner Bros. here, was host to newspapermen at a party in the new Renaissance Films studios at Montreal.

NEW ORLEANS

Sack Amusement Enterprises of Dallas will open a full-staffed New Orleans branch here on July 12, following arrangements completed last week by Alfred N. Sack, general manager. Alton Dureau, formerly with 20th Century-Fox, will be branch manager, and Gene Youngblood, former manager of Joy heatre here, will be salesman. New branch will be located at 218 S. Liberty Street in the Film Building.

DES MOINES

Clark Baker, Columbia Detroit city salesman, for three years, has been named manager of the Des Moines exchange to succeed Mel Evidon who has resigned. Maynard Long, assistant manager of the Iowa and Strand theatres at Grinnell, Ia., was married to Marilyn Lincoln at Grinnell. Ted Allen, owner of the Garden, Guthrie Center, is hospitalized in Des Moines with a stomach ailment.

SAN FRANCISCO

Floyd Billingsley, business agent, Theatrical Operator's Union, is on business trip to Honolulu.

New theatre in Chico, California, the El Rey, will open July 8. Jack Britton, former assistant manager at Harding Theatre, is being transferred to San Francisco Theatres' Coliseum as assistant to Albert Levin. Robert Naify, son of Michael Naify, president, United California Corporation, replaces Walter Armstrong as purchasing agent. Ralph Carmichael from Los Angeles office replaces Sid Martinstein as Republic's San Francisco manager. Earl Collins,

(*Continued on Page 26*)

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NATIONAL *Screen* SERVICE

PRIZE BABY OF THE INDUSTRY



REGIONAL NEWSREEL

(*Continued from Page 24*)

formerly district manager, succeeds to Carmichael's former post.

Manager William Coovert of the El Camino, San Bruno, Calif., on July 15 succeeds Rex Stevenson as division manager of the San Francisco and Peninsula area of the Golden State circuit. Coovert has been with the circuit 14 years. Stevenson and Dave Bolton, the circuit's division manager in the Oakland and East Bay area, are resigning July 15 to form Trans-California Theatres, Inc., to manage theatres and provide a film booking and buying service. Bolton has been with Golden State more than 20 years. Bolton for 10 years. Offices will be at 940 Market St., San Francisco.

BALTIMORE

Mr. and Mrs. Sid Marcus of the Patapsco and Brooklyn are the parents of a son. The Eagle Lion Fred Sappersteins are celebrating their second wedding anniversary, mere tyros compared to the Max Goodmans of that circuit who are celebrating their 16th. Mrs. Reba Schwartz of the Schwartz circuit is out with the grippe. Insley Circuit's Herman Purnell of Salisbury, is visiting New York. Lou Fenwick is back as assistant to Ted Houtson at the Little Theatre. United Artists Salesman Joe Young is celebrating a birthday while Loew's Publicist Jack Sidney is on vacation. Mayfair Publicist Harry Welsh is off to a California vacation. Schwaber circuit's Wilbur Brizendine is keeping the tennis courts busy these days.

Joe Grant of the Nemo and the Dunbar is up and around again. Bill Saxton of Loew's was cook at a shrimp dinner given *News Post* Columnist Lou Azrael who is becoming Far Eastern correspondent for the paper. Jack Sidney, Sr., who is father of the Loew's publicist here, visited his son and granddaughter before going to New York for the fights last week. Variety Club Tent 19 held a meeting to discuss its forthcoming benefit fights. Columbia Representative Sid Zins is going to say "I do" next month.

CHICAGO

On vacation: Lindau Circuit Owner Charles Lindau and wife, west coast; Riviera Manager Sam Soible, in the south; Attorney Tom McConnell, in the north woods. Back from vacation: Manager Lenny Utecht of the Essaness Lake, from north woods; Grand Theatre Executive H. G. Nelson, from Pistakee Bay; Amo Manager H. M. Rouda and wife, from Canada.

Appointments: John Karsan, assistant manager, North Center, Chicago; Sam Coston, manager, Manta-Rose drive-in, Niles, Mich.; Richard Hoffman, assistant manager, Roosevelt; Robert J. Baker, assistant, Maryland; Danny Starzynski, manager, Crystal (succeeding Mort Rosenthal on leave from illness); Harold Lang, manager, Biltmore; John Bingemer, temporary manager, Drake; Charles Nagle, Balaban and Katz relief manager. B & K managerial trainees: Lee Behrens and A. Lee Roberts.

Roberto Rocha, owner, Casa Ehlers, Mexico City, DeVry distributors, and family visited th DeVry plant. World Playhouse Managing Director A. Teitel is in New York for conferences. Paramount Central Division Manager James Donahue is back from a swing of the southern area. His assistant, Paul Rice, is being transferred to the New York home office, and is succeeded by Irving Wirtheimer, former Milwaukee office manager.

Harry Wolfe, formerly with the Chicago Theatre Supply, and his son Fred, have formed the Chicago Cinema Supply Company. Villa Theatre is showing Mexican films daily. New prices at the Monroe: 44 cents to 1 p.m., 60 cents to 5:30, 80 cents to closing.

There's Truth In It

Manager Charles Tamler of the Garfield at Indianapolis won't object to anyone saying that his double feature thrillers are the most thrilling pictures in town but when a customer loses his teeth over them and apparently doesn't even notice it—that's too much. Tamler, who found a set of false teeth when he was policing the theatre after a show is appealing to the owner to come get them.

"I don't want anyone to miss enjoying his meals," he says.

PHOENIX

A new Harry L. Nace theatre seating 1,000 will be constructed in the fall at 10th and Van Buren Streets.

The Arizona Supreme Court has ruled that that state industrial commission may refuse to issue unlimited workmen's compensation policy coverage to the motion picture industry. The decision arose out of a "friendly" suit against the commission by Gene Autry Productions. The court determined that the commission would be within its rights to refuse to issue such a policy after determining that the risks involved would in all "reasonable probability" result in the compensation fund's becoming insolvent.

Malcolm White's T-Bar-T theatre in Scottsdale opened with a sneak prevue of "Coroner Creek."

A new drive-in, site as yet not selected, is planned for Tucson by Midway Enterprises, which operates the Midway drive-in. General Manager Joseph Sure recently returned from Reno, Nevada, where Midway Enterprises recently opened a drive-in.

New Theatres

Charlotte, N. C.—J. M. O'Neal of Freemont, N. C., a new theatre in Kenly, N. C., for Jan. 1, 1949 opening.

Chicago—Plans have been completed for a new drive-in near Michigan City, Ind. Ditto for the new Paramount Theatre in Toledo, Ohio. Sam Pirtle is building a new theatre in Abingdon, Ill.

Seattle—Sterling Theatres, resume construction of the $300,000 Magnolia, work on which was stopped last January.

Dallas, Tex.—Robb and Rowley, a 1,000-seat, $200,000 house, Western Oak, Calif.

Victorville, Calif.—Western Amusement Company, 1,000-seater.

San Francisco—E. R. Cummings, a new theatre in Norwalk, Calif. William Tupper, Jr., new house in La Tijera, Calif.

Hartford, Conn.—Charles Lane, Dave Willig and Dr. M. N. Kahashin are building a 650-car drive-in, on Route 5. The Giles circuit has opened the 1,000-seat Giles at Framington, Mass.

Cincinnati—Elstun Dodge, a new theatre at New Richmond, O.; plans to build another in Mt. Washington.

Indianapolis—Horace E. Schock, drive-in, Ft. Wayne, Ind. Louis Wetzel, drive-in between Winchester and Union City, Ind.

Atlanta—Larry Walters, a drive-in, Linden, Ala.

Baltimore—Schine circuit has opened its new 1,700-seater at Milford, Del.

Toronto—This city has its second drive-in with the opening of the Northwest on the Malton Road.

Milwaukee—J. and M. Enterprises, Minneapolis, 1,000-car drive-in west of Racine. G. E. Bertch, new theatre at Suring, Wis.

Phoenix, Ariz.—Harry L. Nace, 1,000-seater here in the fall. Midway Enterprises, new drive-in.

LOS ANGELES

Transferred temporarily to San Francisco was Ralph Carmichael, as Republic branch manager. District Chief Earl Collins has assumed Carmichael's former duties until a new appointment is made.

The Norwalk Theatre, Norwalk, has been taken over by E. R. Cummings, on a long-term lease from Mr. and Mrs. J. A. Menard, who are retiring after more than 40 years in the local area. Cummings is also starting a new house in Norwalk.

National Screen Service Manager Ben Ashe leaves July 6 on an extended tour. A national captain in NSS's initial sales drive, he expects to cover 12 different western branches. Bernard Wolf, NSS western division chief, is recuperating from recent surgery at the Cedars of Lebanon.

Bruce Fowler, Fox West Coast first-run district manager, returned from Las Vegas with his wife after a two-week vacation. The 824-seat Melvan Theatre has been sold to Al Olander, Jack Chazum and Sam Sunnis by the Vinnicof Circuit.

William Tupper, Jr., who left Terrytoon Cartoons as sales manager, is having a theatre in LaTijera constructed for him.

Kelly Norwood, who runs the La Habra, will open a new 951-seat theatre between Fullerton and Whittier about the middle of August. Paramount Branch Manager Al Taylor has been in New York on home office matters.

INDIANAPOLIS

L. J. McGinley, sales manager, Prestige Pictures, spent the week here calling on exhibitors, and also went to Louisville, Ky., visiting exhibitors there.

Claude McKean, manager, Warner Bros. exchange, visited Chicago, calling on the officials of the Gregory Circuit.

Hobart Hart, operator of the Court Theater, Auburn, Ind., is confined at home by an injured back.

William Brower, is the new student booker at U-Int. exchange.

Louis Wetzel, is building an open air theater, between Winchester and Union City, Ind.

Horace E. Schock, of Lima, Ohio, is building a drive-in in Ft. Wayne, Ind., scheduled to open early in July.

William Meloy, brother of Paul Meloy, who operates the Strand Theatre, Shelbyville, Ind., was confined to the Shelbyville Hospital by an auto accident.

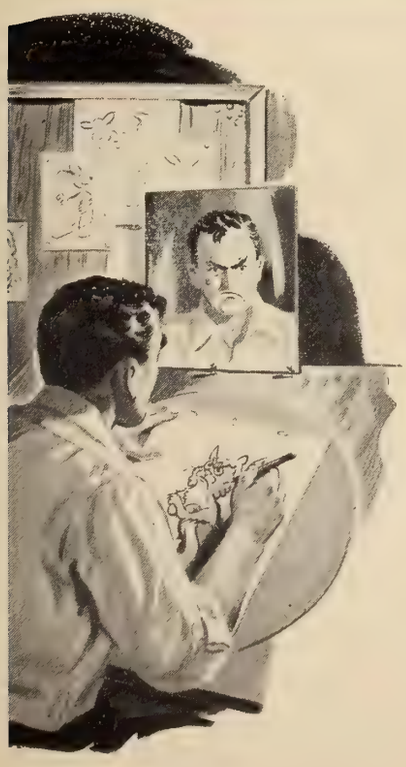
Mother of Tom Arrington operator of the Arrington, New Haven, Ind., died June 15. and the father of John Micu, who runs the State, Ft. Wayne Ind., also died during the past week.

CLEVELAND

Jack Benny and his in-person show at the RKO Palace proved again that the public has the money when the entertainment is what it wants and the house did a record business. Universal-International Office Manager Lee Goldsmith, who has been transferred to Atlanta, was dined at Schulter's Tavern by his associates before leaving. Mr. and Mrs. H. C. Lance have formed Diana Amusement Company to operate the Diana at Rit man which they have taken over from F. D. Krichbaum. Jack O'Connell of Toledo has a clear lease on the Madrid at Pt.

(*Continued on Page 28*)





His pen-and-ink people live for laughter...

BORN on the drawing board, though they are, these little people have the breath of life and laughter that captures hearts the world around—thanks to the creative genius of the animator.

His knowing lines belie the fact that they are folk of fantasy... of pen and ink and paint. For each and every one has the human touch . . . has been fully endowed with character and lifelike movement, through the animator's artistry.

Yet—for all his wit and skill—the animator could not present his gift of laughter to the moviegoing world without the help of film. And this—in types especially adapted to his needs—he finds in the famous Eastman family, whose Fine Grain Master Positive and Background X Negative have been the animator's faithful mediums for many years.

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REGIONAL NEWSREEL

(Continued from Page 26)

Clinton and will spend $40,000 on a remodeling job.

University Heights and Shaker Heights have settled a squabble about the $6,000 annual local admission tax which the Fairmount Theatre brings in by agreeing to split it. The Fairmount is located in both suburbs. Lou Walters, former National Theatre Supply manager, has been appointed head of the theatre department of Universal Corporation in Dallas. Paramount Booker Irwin Sears is vacationing in Washington, D. C. Mary Maxwell, secretary for the Essick and Reif circuit, is back at her desk minus her tonsils. Paramount Secretary Eileen Sophis has just finished two weeks of jury duty.

CHARLOTTE

The polio situation in North Carolina has assumed the proportions of a "light epidemic," with 139 cases in the state and a score or more under treatment in Charlotte. Exhibitors fear that if the "light epidemic" should grow worse, attendance would be seriously cut. No closings have been reported yet.

Washington Theatres, Inc., in which P. B. Shearer and Dr. H. C. Thompson are associated, are constructing a 500-seat theatre for the Negro trade at Shelby, N. C. The brick and steel will cost $40,000, it is stated.

DENVER

Cy Lee and Paul Rothman were forced to postpone the opening of their 650-car $115,000 Starlight drive-in, Colorado Springs, from June 25 to June 30.

Sam Reed has taken a leave of absence as Western Service & Supply salesman to manage the R. D. Ervin theaters in Dillon, Breckenridge and Fairplay, Colo.

Harry Golub, former Orpheum manager here, is director of the television station, W6XIS, Salt Lake City. Clarence Martin, owner the Gem, Hugo, Colo., sustained a cut artery in one of his hands in an auto accident. Don Davis, Kansas City RCA branch manager, was here



SOCIAL PERIOD DURING PREMIERE ACTIVITIES. Last week's premiere of Eagle Lion's "Mickey" at the Paramount and Weber theatres in Des Moines was marked by the attendance of a number of screen stars, who are seen here relaxing between premiere activities. Starting at the left: Sunnie Anderson, Lon McCallister, Signe Hasso, A. H. Blank, president of Central States Theatre Corp., G. Ralph Branton, executive of Tri-States Theatre Corp., and Lois Butler, new singing star of the Cinecolor musical.

conferring with Western Service & Supply, and also visited Ward Scott, former 20th-Fox district manager. Neal Beezley, owner the Midway, Burlington, Colo., was elected president of the Chamber of Commerce.

Joe LeVee, Des Moines salesman, has been moved to Denver by Warner Bros. He succeeds Bill Hobson.

Paramount Exchange Secretary Pauline Hall is vacationing in eastern Canada.

O. J. Sears has sold the Apache, Elida, N. M., to A. B. Yarbrough, who intends to move the theatre to House, N. M. Columbia Manager Wayne Ball, stopped here for a visit with friends. Ball was Columbia branch manager here prior to his Los Angeles promotion. RKO Office Manager Quentin Horn goes to Pacific Northwest and California on vacation.

SALT LAKE CITY

The Motion Picture Club has built four additional rooms at its club house. At its annual Roundup last week prizes were won by everyone who played in the Club's golf tournament. Salesmen attending the week's celebration have returned to their posts in the Intermountain area.

United Artists Booker Joe Madsen takes his vacation this month. Stanley Marguiles, former Salt Laker, now RKO publicist in Hollywood, here on studio business, will remain for a week's vacation. His wife and son will join him here at the home of her mother.

United Artists District Manager W. E. Calloway was here from Los Angeles conferring with Branch Manager Carrol Trowbridge. Film Classics Manager Dave McElhinney is calling on managers of the DeMourdant circuit and others in the Boise, Idaho area.

Entrants in the Gene Autry Rodeo and *Deseret News*, contest will receive six tickets for rides on the Midway at the state fair, with winners being awarded two tickets to Autry's world championship rodeo the week of July 19.

CINCINNATI

Mrs. Ella Miller, of the Film Center Restaurant, will take a boat cruise early in July to Guatemala, and Panama. Mr. and Mrs. Lou Martin stopped in the exchanges the past week on their return from a Florida vacation. Albert Manheimer, in charge of exchange operations for Film Classics, visited the local branch and went over plans for enlarging and remodeling the present quarters.

The new drive-in at Forestville, Ohio, which R. L. Fitzwater is building, will have its formal opening July 4. Monday night, June 28, was "Marvin Arent Night" at the Variety Club. Marvin returned from Cleveland to spend an evening with old friends made during his stay in Cincinnati. The MGM staff, from manager Booth down, picnicked at Ross, Ky. June 21.

Elstun Dodge, of Mt. Washington and New Richmond, is planning a new house in New Richmond in the near future; ground has been broken for this project. Dodge will also build a theatre in Mt. Washington sometime in the future. Jack E. Kincaid expects to have his new theatre in Winfield, W. Va. open sometime in August. The mother of Ray Law, exhibitor, Lebanon, Ohio, died Tuesday June 15 at age of 84.

Realart Distributor Lee Goldberg has added Samuel Weiss and Joseph Bohn to his sales staff in the Cincinnati and Indianapolis territory, and Mrs. Joseph Bohn has joined the organization as auditor.

MILWAUKEE

Film Arts Corporation has moved to its new quarters which give it three times the space it had in the old.

Allen Usher, vice-president of the Sprague Theatre Corporation, Elkhorn, Wis., for nearly a year, has resigned and sold his stock in the company to D. F. Kelliher. For years Usher was a Paramount mid-west executive in its Chicago office.

J. and M. Enterprises, Inc., Minneapolis, is reported to have bought a 35-acre site for a 1,000-car drive-in due west of Racine, Wis.; with construction expected to start sometime in July. G. E. Bertch, formerly of Carson, N. D., has started building at Suring, Wis., a new theatre which will be managed by his son, Peter Bertch.

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"Voice of Theatre Speakers" JOE HORNSTEIN has it!

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REGIONAL NEWSREEL

HARRISBURG

The fight socked the box-office last week.

Edgar Goth, Fabian ad and publicity director for the area, has moved with his family into their new Country Club Hills home, Camp Hill. Fabian City Manager E. G. Wollaston is back home after an appendectomy. Midge Funk Brennan, former Senate cashier and a sister of Colonial Secretary Gen Funk, is headed for Oceanside, Calif., to visit her family. Her husband a marine sergeant, expects sea duty.

Robert Moore is manager of the new Canon, recently opened in suburban Duncannon. Ritter Bros., local contractors, have been retained to construct a new 1110-seater in Lewistown. Dawn Blue, State cashier, is back after a trip to Salt Lake City. Other vacationers are Mrs. Bertha Olsen of the Rio; Foster Napper, State; Ruth Powley, Colonial; Paddy Ryan, State; Katie Furjanic, Senate. Among the Philadelphia convention visitors was Mrs. Wilma Todorov, wife of State Assistant Manager Spasia Todorov. She is the president of the Council of Republican Women at Mechancinsburg.

OMAHA

Verne Lindholm, secretary and manager of the Ainsworth (Neb.) Chamber of Commerce, has purchased the Ainsworth Theatre from Roy Syfert.

Fred Horn, Oakland, Calif., and former film salesman here returned to see old friends. Cliff Sherron has changed the name of the City, David City, Neb., to the Crest following remodeling. Vacationists include: Jean David, 20th-Fox to Minnesota; Lucille Hehne, MGM, to Denver; Exhibitors Elmer Tilton, Seward, Neb., and Henry Saggale, Dennison, La., to Minnesota.

Joe Feldhans Schaller (Ia.) exhibitor is making a good recovery from a serious illness. J. K. Varney has closed the Modern, Fairfield, Neb. Dale Murphy also has shut doors on his Rainbow at Wilsonville, Neb.

United Artists Branch Manager Don McLucas, went to Chicago for a meeting. Edward Cohen, Eagle Lion boss, went to Des Moines and Moline.

L. R. Howorth sold the Manilla, Manilla, Ia., to W. H. Noragon. William Youngclaus, Island Theatre owner has moved back to Grand Island, Neb., from California after a 2½-year stay. W. D. Rassmussen has finished a new marquee on the Star, Anthon, Ia. Eddie Kugel plans an Aug. 1 opening for his new house at Holstein, Ia. Mrs. G. E. McGlynn, wife of the MGM branch manager, underwent an operation in St. Catherine's Hospital.

No Park, But Pay

Possibility of including the cost of no-parking zones in theatre license fees is being studied in Minneapolis this week by a committee which the city council appointed. According to the Tribune, City Traffic Engineer Ralph Sprungman reported that the downtown World and Grand theatres, had not paid for their "no-parking" zones and that there was no way he could force them to. The traffic ordinance, Sprungman said, prohibits parking in front of theatres and most theatres pay for these zones like other businesses.

PHILADELPHIA

Among movie notables in town for the Republican convention were George Murphy, Irene Dunne, Louis B. Mayer and Edward Arnold. Murphy acted as emcee at the Philadelphia *Inquirer's* annual music festival at the Municipal Stadium.

Mitch Pantzer, Independent Poster Exchange, will marry Peggy Lucille Rogers of High Point, N. C. Aug. 7. Roslyn Rosenberg, cashier at Republic, has announced her engagement. No date yet.

Warner Bros. theatres' personnel held their annual dinner party and dance at the Cedarbrook Country Club. Lou Davidoff, assistant film buyer, won a television set.

Joy Shapiro, secretary at Eagle Lion, is vacationing at Lake Louise. Flo Resnick, 20th-Fox, is spending part of hers in Cleveland. Warner Clerk Pauline Moray also vacationing. Ely Epstein, sales manager at RKO got a new Packard, and office manager Addie Gottshalk got Epstein's old car. Mrs. Ben Harris, American Film, is still on the sick list.

The Philadelphia Variety Club, Tent 13, unanimously approved as a new Heart Fund project a summer camp for handicapped child-

(*Continued on Page* 30)

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Millions and millions of constant fans you can reach and add to with Columbia's exciting exploitation campaign!

A COLUMBIA SERIAL

REGIONAL NEWSREEL

(*Continued from Page 29*)

ren, to cost approximately $100,000 the first year. The camp will be on 80 acres of ground donated by Leo Posel in Montgomery County near Collegeville.

ATLANTA

President Ed Stevens of Stevens Pictures is back from Florida and Monogram Southern President Arthur C. Bromberg from Washington and New York. Francis White of Screen Guild's Charlotte office was here visiting President John W. Mangham. Film Classics Head Booker Lenda Burnett is back from a visit to New York and Washington. N. E. Savini and his wife are back from a trip to Astor's New Orleans office.

Forman Rogers, Rogers Theatres in Alabama, and Charlie Clark, former Universal-International sales manager, have started Quiz Night in theatres in the south and report good business.

New theatres recently opened: Harlow Land and E. S. Winburn's in Chiefland, Fla.; Dr. V. E. Brown's 500-seat Viccar, Williamstown, N. C.

John R. Moffit has reopened the Deposit, Ft. Deposit, Ala., following a fire that did some damage. M & M Theatres has closed the Cove, Green Cove Springs, for the summer. C. E. Beach expects to open his new Ilan in Fernandina, Fla., about July 15. The Ritz in Sarasota, Fla., is closed for remodeling.

COLUMBUS

Warners new Cincinnati area field man, Bernard M. Serlin, was in town on his first official visit in behalf of "Romance on the High Seas." Shirley Chaney of Wilmington was chosen Ohio dairy queen at the finals at the Palace. Beverly Cochran, chosen Miss Ohio in a recent contest at the Place, had an RKO screen test in New York.

Mrs. Lelia Stearn, operator of the Southern, is giving a kid bargain admission of 10 cents week days up to 2 P.M., to continue until Sept. 4. The Columbus *Dispatch* has increased its amusement ad rate one cent per line to 31 cents.

Miles circuit has opened its 800-car Scioto Drive Auto Theatre at Griggs Dam, Columbus. Hobart Gay is managing it as well as the Drexel.

The Ohio Traffic Safety Council, according to Chief Engineer Harry E. Neal of the Ohio Highway department, is studying the many complaints received about traffic hazards created by drive-ins and shopping centers with a view to recommending legislation for the regulation of drive-in construction.

LOUISVILLE

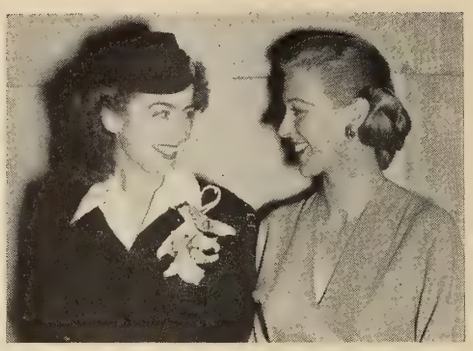
Cancer fund benefit at the National here netted almost $1,500, the management revealed.

Parkview Amusement has changed operating policy for its Shelby and Capitol, running a full seven days now and changing three times a week. Houses formerly made two changes and were closed Wednesday.

Charlie Wells of the Falls City Theatre Equipment Company is in the money, taking prizes in both singles and doubles at the American Bowling Congress tournament. W. E. Carrell, Jr., is back at his desk after a trip to Detroit with his wife and son. W. E. Carrell, Sr., is in Chicago for the Theatre Equipment Dealers Protective Association. Charles Elbert "Bluebird" Kenney, 67-year-old vaudevillen died at his home in New Albanay, Ind., last week. A window screen falling off a fourth floor window struck Ohio Theatre Manager Ford Tracey on the head. No known damage.

James R. Donnelly, 37, died from a heart attack at his home in Johnson City, Tenn., June 22. In theatre business since 1937, at the time of his death he was vice-president of the Sevier Theatre Corporation, operating houses in Johnson City and Jonesboro, Tenn.

New Mirrophonic Sound
JOE HORNSTEIN has it!



STUDIO VISITOR. Gloria Gibbons, a transatlantic air hostess on the American Overseas Airlines, spent her recent day off in London visiting Denham Studios. Here she is chatting with Phyllis Stanley (Mrs. Stephen Miller) on the set of "Look Before You Love," the new Corfield Huth production. A resident of New Jersey, Miss Gibbons declared that her visit to the British studios was more thrilling than her frequent trips across the Atlantic.

KANSAS CITY

Joe Redmond, manager of the Esquire, found a lucky combination in the reissues of "Tobacco Road" and "Grapes of Wrath." Redmond brought in the pair as a regular attraction for the week, found them doing exceptional business and ran them 9 days for a fine $7,000 gross. He was quick to follow the pair with two more name-ful reissues, "Drums Along the Mohawk" and "Mark of Zorro" for this week.

Loew's Midland Manager Howard Burkhardt had a minor operation on his shoulder last week, without missing duty. He worked it in on his day off.

For the third time within a year a youngster has been locked in a theatre after closing hours here. This time it was the Kansas Theatre, subsequent-run on Kansas Avenue, and the victim was Ermalinda Valdivia, 9. Ermalinda woke up after midnight to find herself in the dark house, and was resourceful enough to take off her shoe and break out a glass panel in the front door. Her cries for help summoned a nearby policeman who rescued her.

Nick Sonday, manager of the Uptown Theatre, has his annual Boogie Woogie show scheduled for Saturday midnight, July 3, with proceeds going to Post No. 9009 of the Veterans of Foreign Wars.

VIEWS ON NEW SHORTS

LETTER TO A REBEL (RKO—83,109) This Is America. No. 9, 16 mins. This subject will be made available for spot bookings, as it is the second picture to be sponsored by the Motion Picture Association of America because of its general significance to Americans. An entertaining screen offering, "Letter to a Rebel" deals with the essentials of the free enterprise as this fundamental of the American form of democratic government affects the daily lives of its citizens. Most of the players appear in their real-life roles as merchants and townspeople of Monroe, N. Y., apparently a typical American town. The device used to introduce the story of how the free enterprise works is adroitly accomplished by having a newspaper editor write a letter to his son, at college, replying to some typical "liberal" views on the greed of the capitalistic system as developed by youth in exploratory excursions into government on a college campus. The subject seems qualified to meet with very favorable audience reaction, while the message it conveys makes quite plain the reasons MPAA has chosen it as a public relations subject for sponsorship by a film industry association.

AS HEADLINERS (Para.—Y7-6) Speaking of Animals. 10 mins. The animal world has its newsreel too, with comments by the animals themselves. A mink, dog, lion, toucan and rooster are chief subjects. Release date, 6/18/48.

GYPSY HOLIDAY (Para.—FF7-3) Musical Parade Featurette in Technicolor. 19 mins. Mikhail Rasumny is starred in this musical featurette. He gets tipsy the day of his son's engagement party, but they straighten him out in time for a real gypsy festival. Release date, 6/25/48.

World Problem Shorts Shown in New York

Encyclopedia Britannica Films Inc. last week held a showing of two films sponsored by United World Federalists Inc., "Where Will You Hide?" and "Grass Roots." Produced by Audiographic Institute of Los Angeles, the first film depicts by means of animated drawings the possible fate lying in wait for Americans in the event of a third world war, while the latter, as a sequel, points out the steps necessary to work over the United Nations setup into a world federal government.

Both films run 20 minutes and induce some serious thinking on the part of the spectators. Such devastating means of warfare as jet bombs, germ bombs, and, of course, the atomic bomb—greatly intensified—are loosed on United States cities, with obliterating results. As a preachment for a world federation the films are a strong argument, the chief point taken being that there is no defense for the atom bomb, so why not do away with war rather than revert to a new dark age?

For the most part the films will be shown at clubs and special gatherings, but some exhibitors may want to run them in connection with local peace drives or as part of special programs. The films rent at $10 for the first day and $2.50 for each additional day. Information on the series is available from Encyclopedia Britannica Films Inc., 450 West 56th Street, New York 19, N. Y.

Starrett Leading Lady

Paula Raymond, who completed a top role recently in Columbia's "Photo Finish," has been set as Charles Starrett's leading lady in the studio's "Challenge of the Range," next "Durango Kid" western.

Curwood Story Bought

James Oliver Curwood's celebrated dog story, "Kazan," has been purchased by Columbia and placed on Robert Cohn's production slate. Arthur has been signed to write the screenplay.

Wuxtry! Wuxtry!

Raymond Massey will play the newspaper publisher in Warners' "The Fountainhead," with Gary Cooper and Patricia Neal.

The Box-Office Slant

Current and Forthcoming Feature Product Reviewed from the Theatreman's Standpoint

The Black Arrow

Columbia Romantic Drama 76 mins.

AUDIENCE SLANT: (Family) This old Robert Louis Stevenson story creaks badly, but hard work on the part of the production staff to make it an action entertainment pays off in the end. It's all pretty obvious stuff, but hinged right for the average audience.

BOX-OFFICE SLANT: Some good names connected with this one, not forgetting Stevenson, but it will not rate as a big picture, despite efforts to make it look so. Run-of-the-mill, but a safe bet to play either mid-week or special.

Cast: Louis Hayward, Janet Blair, George Macready, Edgar Buchanan, Rhys Williams, Walter Kingsford, Lowell Gilmore, Halliwell Hobbes, Paul Cavanaugh, Ray Teal. Credits: An Edward Small Production. Direction, Gordon Douglas. Production unit, Grant Whytock. Photography, Charles Lawton, Jr.

Plot: Louis Hayward, as Sir Richard Shelton, returns from the 30 Years War (War of the Roses) to find his uncle, George Macready, in charge of things, and actually the chief factor in the murder of Hayward's father. The daughter of the man executed for the murder, Janet Blair, is pawn in the game and is forced to agree to marry Macready. She and others of the opposition party reveal the plot underlying the murder and Hayward joins their side. In a desperate jousting duel Hayward finally does away with Macready and wins the girl.

Comment: "The Black Arrow" is set in Fifteenth Century England and because of this has to do with customs very difficult for present-day moviegoers to understand. The production staff, apparently realizing this, sought to turn the effort into an action picture that would override the somewhat embarrassing situations that seem hopelessly stilted to modern audiences. Somehow, the film brings you back to the early days of picture-making, when a hero was a hero and had no psychiatric overtones. The result is that the hard work of the production staff really pays off. They have turned out an action picture that will hold an audience through sheer muscular exuberance, and as such can be counted on as right solid box-office insurance. Don't claim artistic heights for it; just play it as an action picture and let the swords fall where they may.

Oliver Twist

(Reviewed in London)

Eagle Lion Costume Drama 116 mins.

AUDIENCE SLANT: (Family) This superb picture which skilfully combines artistry with honest-to-goodness entertainment will thoroughly satisfy most moviegoers.

BOX-OFFICE SLANT: Its warmth, outstanding characterization and technical excellence, plus Charles Dickens' renown, makes this a top attraction for most locations.

Cast: Robert Newton, Alec Guinness, Kay Walsh, Francis L. Sullivan, John Howard Davies, Henry Stephenson, Mary Clare, Josephine Stuart, Henry Edwards, Ralph Truman, Anthony Newley, Kathleen Harrison, Gibb McLaughlin and others. Credits: Adapted from Charles Dickens' novel by David Lean and Stanley Haynes, Photography, Guy Green. Sets designed by John Bryan. Music composed by Sir Arnold Bax, D.Mus., Master of the King's Musick. Solo pianoforte, Harriet Cohen with the Philharmonia Orchestra of London. Music director, Muir Mathieson. Director, David Lean. Producer, Ronald Neame. A Cineguild production presented by J. Arthur Rank. UK Distribution, GFD.

Plot: Brought up in a workhouse, Oliver Twist falls foul of the authorities when he is deputed by the other little foundlings to ask for more gruel. As a result, he is apprenticed to an undertaker, but finding life no kinder runs away to London. He is found by the "Artful Dodger" and introduced to Fagin who has a school for young crooks. Oliver is befriended by the rich Mr. Brownlow, but is kidnapped by Bill Sikes and Nancy who have learned his true identity and are working with Monks to defraud him of his inheritance. They take him to Fagin, but Nancy, upset at the way Oliver is treated, tells Mr. Brownlow, who realizes he is his grandson. Learning of this, Fagin informs Sikes who murders her. Fagin is captured and Sikes killed in a rooftop chase. Oliver is taken home by Mr. Brownlow.

Comment: Here is a superb picture which successfully combines artistry with honest-to-goodness entertainment and box-office values. Streamlining Charles Dickens' famous novel, Director David Lean remains faithful to the theme, but has ignored many minor issues. He has altered the sequence and taken certain liberties, but all to the advantage of the finished product. The result is a spacious canvas, peopled with rich, fruity characters and teeming with incidents which appeal strongly to the emotions. Sentiment, pathos and laughter are well blended. In no mean manner expert casting helps, and brilliant performances make the Dickensian caricatures appear real people involved in a moving sociological drama of their times. Even the smallest part is perfectly handled. Robert Newton's Bill Sikes played with fire is an awe-inspiring portrayal virtually bringing a Cruikshank drawing to life. No less successful are Kay Walsh as Nancy and Alec Guinness' Fagin. Francis L. Sullivan's Bumble, Henry Stephenson's Mr. Brownlow, Anthony Newley's Artful Dodger, Mary Clare's matron and Gibb McLaughlin's Mr. Sowerberry are true Dickens. A delightfully sensitive performance is that of nine-year-old John Howard Davies in the title role. He will capture feminine hearts and go a long way in putting the picture over. Technically, the film is outstanding, with special credit going to Guy Green's photography, John Bryan's set designing and the music. Moving at a good pace, "Oliver Twist" has a strong woman's angle and should make a top attraction for practically all theatres.

National Reviewing Committees Audience Classifications

MICKEY (EL)
FAMILY—National Board of Review.
CLASS A—SEC. 1—National Legion of Decency.

CANON CITY (EL)
MATURE—National Board of Review.
CLASS A—SEC. 2—National Legion of Decency.

I, JANE DOE (Rep.)
MATURE—National Board of Review.
CLASS A—SEC. 2—National Legion of Decency.

The Betrayal

Astor Pictures Drama 195 mins.

AUDIENCE SLANT: (Family) A serious effort by a group of Negroes, making their first appearances as screen players, results in a picture that cannot be measured by established critical standards, under which, naturally, it would classify as too amateurish. However, it does not aspire to competition in that direction, but frankly is addressed to audiences with pre-determined favor and partisan attitudes toward a sincere, pioneering effort.

BOX-OFFICE SLANT: An attraction for theatres catering to Negro patronage.

Cast: Leroy Collins, Verlie Cowan, Myra Stanton, Harris Gaines, Yvonne Machen, Gladys Williams, Alice B. Russell, Frances DeYoung, Arthur McCoo, Lou Vernon, Vernetties Moore, Barbara Lee. Credits: Produced, written and directed by Oscar Micheaux, based on his novel, "The Wind from Nowhere." Photography, N. Spoor.

Plot: Leroy Collins, a Negro farmer, is loved by Myra Stanton who is supposedly white. Collins will not return the love, but marries a girl he had met in Chicago, Verlie Cowan. Before the marriage, Myra, who is psychic, tells him he will meet the hatred of two people and be betrayed by the person he most trusts. These turn out to be Verlie's father and sister, and Verlie does betray him. God strikes down the evil-doers and Collins is reunited with Myra.

Comment: As entertainment, "The Betrayal" cannot compete with the average attraction of the standard commercial theatre. Its excessive length further emphasizes the lack of professional acting, script writing and direction. But where there are audiences with pre-determined favor and partisan attitudes toward a sincere, pioneering effort, especially in theatres catering to Negro patronage, the picture has its best possible chances of success.

Deep Waters

20th Century-Fox Drama 85 mins.

AUDIENCE SLANT: (Family) Pleasant story, pleasant people, but the real star of this effort is the State of Maine. Good deal of picture was made there and the backgrounds are most refreshing and new, that is, new to all who have been viewing the seered fields of California these many years.

BOX-OFFICE SLANT: Be sure you plug this picture for what it is. Dana Andrews is the star, and this story is a far cry from what he's been doing recently. It's a polite film calculated to please the family trade. Sell it as such.

Cast: Dana Andrews, Jean Peters, Cesar Romero, Dean Stockwell, Anne Revere, Ed Begley, Mae Marsh, Leona Powers, Will Geer, Bruno Wick, Cliff Clark, Harry Tyler, Raymond Greenleaf. Credits: Production, Samuel G. Engel. Direction, Henry King. Screenplay, Richard Murphy, based on the novel, "Spoonhandle," by Ruth Moore. Photography, Joe La Shelle. Music, Cyril Mockridge.

Plot: Little Dean Stockwell is an orphan who hasn't been too well treated by fate. Born of a fisherfolk family, he takes naturally to the sea and finds pals of the same mind in Dana Andrews and Cesar Romero. Jean

(*Continued on Page* 33)

Hollywood Newsreel

West Coast Offices—6777 Hollywood Blvd., Hollywood 28, Calif.—Ann Lewis, Manager

PRODUCTION PARADE

By Ann Lewis

Here's a new wrinkle in personal appearance tours: Burt Lancaster is planning to make one in September, doing the acrobatic act he did in Ringling Bros. circus and vaudeville prior to gaining stardom in films. Lancaster made his decision because Joan Fontaine's approaching motherhood caused postponement of Universal-International's "Thunder on the Hill," which was supposed to start in the fall.

* * *

The next two Allied Artists productions will be photographed entirely on location. Jack Wrather's "Strike It Rich" will be filmed at Lindale, Texas, and its surrounding oil fields; while King Bros.' "Gun Crazy" will be shot in and around Sacramento, California.

* * *

David O. Selznick announced that Joseph Cotten will co-star in Carol Reed's production, "The Third Man," which goes before the cameras this October in Vienna. This is one of the films being made under the terms of an agreement recently signed by Selznick and Sir Alexander Korda to produce pictures for world distribution.

* * *

More than a few readers of this column remember Leatrice Joy, famous silent screen star of many Cecil B. DeMille early "epics." She is returning to the screen after an absence of 17 years, for a leading role in Eagle Lion's forthcoming "Red Stallion in the Rockies." At the height of her career, Miss Joy was married to John Gilbert.

* * *

Seven must be a lucky number—anyway, it is for Lucille Ball. She returned to RKO Radio studio, where for seven years she was under contract, to play the stellar feminine part in "Interference," romantic drama with a background of professional football. Filming is scheduled to start July 12.

* * *

Monty Stratton, former Chicago White Sox pitching ace who lost a leg in a hunting accident, joined a film crew from MGM studio this week. With Director Roy Rowland and Producer Jack Cummings, they are touring American League cities with the White Sox, to photograph action scenes. It's for Metro's "The Story of Monty Stratton," oft-postponed baseball film.

* * *

Paramount made Lewis Allen and Richard Haydn happy by revealing their assignments to direct two of the lot's biggest bets. Allen will handle the Alan Ladd starrer, "One Woman," in which the virile Ladd is cast as a newspaperman. Haydn, former actor-comedian, who turned to directing very recently, will pilot the next Bob Hope starring comedy, "Easy Does It."

* * *

One of the year's most coveted assignments has gone to Jane Wyman. She will play a tempestuous Mexican girl in the filmization of James M. Cain classic, "Serenade." The film will be produced by Michael Curtiz for Warner Bros. release. Miss Wyman is going to Mexico City next month, as well as Acapulco, to study the language and customs.

* * *

"Shadow of Time," an action drama with Canadian locale, will be the second Cinecolor drama to be produced by Al Rogell and Manning Post, under the banner of Gibraltar Pictures. Last week the location unit moved from central Canada to the sector north of British Columbia, to complete shooting in the ice fields. Actual story production will start August 1.

* * *

Africa hits the news, both North and South. Donald O'Connor and his manager will sail from New York next week for Captown, where O'Connor will judge finalists of a Schlesinger Theatres' beauty contest held in connection with Johannesburg's annual "Diamond Jubilee," and will make a personal appearance with the South African premiere of U-I's "Are You With It?" Meanwhile, the location survey expedition for DeMille's "Samson and Delilah" departed for Algeria. They will spend several weeks on a 2000-mile trek by caravan through French North Africa, scouting and buying "props."

* * *

James Nasser completed a deal to star Dick Powell in a picture to be produced later this year for United Artists release. The producer will probably extend the deal so that Powell will continue to do a picture annually for Nasser.

'Violet' Acquired as Margaret O'Brien Vehicle

Rights to "Violet," a 1942 novel by Whitfield Cooke, have been acquired by MGM, and Producer Robert Sisk has been assigned the property for preparation as a possible vehicle for Margaret O'Brien.

Cook and Anne Morrison Chapin will write the screenplay.

Studio Roundup

Husband-and-wife teams are becoming increasingly popular in Hollywood. The latest starring combination is Cornel Wilde and his missus, Patricia Knight, who star in Columbia's "The Lovers." Film started this week, with S. Sylvan Simon producing. This is the first time the Wildes have appeared together in co-starring roles.

Due to the sudden illness of George E. Stone, Sid Tomack was placed in the comedy role of "The Runt" in Columbia's current Chester Morris series release, "Boston Blackie's Honor." Damian O'Flynn was cast for a leading villain's role in Gene Autry's current Columbia production," Wings Westward."

Special police details protected a three-day location at a large Protestant church in Los Angeles, where scenes were made with the entire cast of RKO's "Baltimore Escapade." Located in a busy downtown district, large crowds had to be prevented from marring "takes." The other RKO picture got a lift when blonde and beauteous Pat Hall made her screen debut this week in "Every Girl Should Be Married."

Four Hollywood High School couples received a swell gift when they were graduated last week: they immediately went to work at Warner Bros. as hay-wagon spooners in "June Bride"—and got paid for it, too! As love-making couples in the hay-ride scenes, the youngsters were chaperoned by Bette Davis and Robert Montgomery, who were doing some smooching on their own.

Jack Hively was named second unit director for Universal-International's "Criss Cross," and started shooting the first of 15 scheduled locations in the Los Angeles area. The film is the first for Producer Michael Kraike at U-I. Joan Fontaine returned to work last week in "You Gotta Stay Happy," Rampart production for U-I, after recovering from the first case of "kleig eyes" reported in the film capital in more than 10 years. She developed eye trouble after working all day in a storm sequence in-

Paxton Sees Entertainment, Profit in Social Films

Motion pictures of social significance can be entertaining and profitable, in the opinion of John Paxton, nominee for the Academy Award this year for the best written screenplay "We don't have to make the theatre a classroom," the youthful scenarist of "Crossfire" told SHOWMEN'S TRADE REVIEW in his first exclusive trade paper interview. "Realistic films can give the customer a feeling of exultation without preaching to him. I believe the American moviegoer's intelligence and taste have been seriously underestimated.

The Kansas City-born writer who has just been elevated to producer status at RKO Radio, believes that such pictures as "Crossfire" and "Gentleman's Agreement" can be duplicated with other timely issues. He attributes the success of a number of foreign pictures to the fact that Americans want to see life presented to them on the screen as it is. "However," he warns, "the production must be expertly handled or it will fail."

Paxton believes that "entertainment" has an erroneous connotation derived from the industry's formative years. "A picture that is serious and deals with the problem of the American Indian, for example, can be just as entertaining as a routine dance affair."

Paxton illustrates his opinion by calling attention to his forthcoming film as an RKO producer. He has finished his own scenario on "The Great Man's Whiskers," a play by Adrian Scott.

"It is Abraham Lincoln as seen through a child's eyes," he explains. "It seems to me that Lincoln has always been treated in too dull a manner. Usually we find him making a speech; this will let history in through the back door."—JAY GOLDBERG.

PICTURES STARTED LAST WEEK

COLUMBIA. The Lovers—Principals: Cornel Wilde, Patricia Knight. Director, Douglas Sirk.

EAGLE LION. Tulsa (Technicolor)—Principals: Susan Hayward, Robert Preston, Pedro Armendariz. Director, Stuart Heisler.

MGM. Little Women (Technicolor)—Principals: June Allyson, Margaret O'Brien, Elizabeth Taylor, Peter Lawford. Director, Mervyn LeRoy.

REPUBLIC. The Denver Kid—Principals: Allan "Rocky" Lane, Eddy Waller, Carole Gallagher. Director, Phil Ford.

WARNER BROS. Night Beat—Principals: Robert Douglas, Helen Westcott, Robert Alda. Director, Felix Jacoves.

TITLE CHANGES

"Photo Finish" (Col.) now
RACING LUCK

"Silver Lining" (WB) now
LOOK FOR THE SILVER LINING

"Miss Number Please" (U-I) now
FOR THE LOVE OF MARY

"A Letter to Three Wives" (20th-Fox) now
THREE WIVES

volving frequent lightning flashes, and was ordered to remain in a dark room for three days by her doctor.

After two weeks of rehearsals, Gene Kelly and Vera-Ellen began filming their "Slaughter on 10th Avenue" number in MGM's "Words and Music." This is one of the most lavish routines in the Technicolor musical. A cable from England informs that "Edward, My Son," picture with which Metro is inaugurating production at its new British studio, is going so well it may wind a week ahead of schedule. The Spencer Tracy-Deborah Kerr starrer has been in production three weeks. Speaking of overseas, Philip Dorn had to bow out of "Little Women" because it was impossible to rearrange the picture's shooting for a Holland project of the actor's. He will return there shortly to co-star with Henrietta Davis in a film that has as its aim the reestablishment of the Dutch picture industry.

Walter Wanger started his first film for Eagle Lion, "Tulsa," June 24. A Technicolor frontier drama with Susan Hayward, this is the initial one of a series of films the producer intends to make based on authentic Americana.

Work at WB Studio at Highest Level Since 1940

Indicating an upswing in motion picture industry employment and production, Jack L. Warner this week disclosed that work at Warner Bros. Studios is at its highest level since 1940, and that it will be brought to a higher peak in July.

During the past 11 weeks, employment at the Burbank studio has risen 42 per cent, to a present total of 4,188 in all classifications, Warner revealed. Since the beginning of the year, Warner Studio personnel has nearly doubled.

Now before the cameras in Burbank are eight feature pictures, a 10-year high for Warner Bros. With more pictures slated for starting than for completion next month, the company expects presently to have nine or ten films simultaneously in work.

Berry Kroeger Signed

Berry Kroeger who had an important role in support of Ingrid Bergman in last year's Broadway production of "Joan of Lorraine," has been signed by Columbia for the role of the gangster in "The Dark Past," psychological thriller which Rudy Mate is directing with William Holden, Nina Foch and Lee J. Cobb.

Box-Office Slants

Deep Waters

(*Continued from Page* 31)

Peters, however, who represents the state, also represents the women who fear for their men on the treacherous water and she wants Dean to grow up away from that influence. The conflict between her and Andrews is resolved exactly in the way you would suppose.

Comment: Using a story that is very simple but which serves the purpose of the production well, Director Henry King and Producer Samuel Engel have come up with one of those scenic displays that mean real entertainment to many, many filmgoers. The Maine backgrounds are beautiful and carry the tang of the salt sea in every scene. The picture is in sepia-tone, which is easy on the eyes and gives the production a restfulness quite in keeping with the story. The only character that has any dramatic significance is that of the boy, but Andrews, Miss Peters, and Anne Revere (as the stern New England spinster) carry off their rather difficult assignments with aplomb. Romero, as Andrews' partner, is a standout and handles himself around a boat as if he really knows what it's about—as he probably does. We can't think of a nicer compliment than to say that after you come away from this picture you feel as if you want to throw off all your cares, move to Maine, and become a lobster fisherman.

Abbott & Costello Meet Frankenstein

Univ.-Int'l Comedy 83 mins.

AUDIENCE SLANT: (Family) Good lively fun in a juvenile way for the mentally young of all ages. The customers will surely get rid of their troubles by looking at Costello's.

BOX-OFFICE SLANT: A & C not only meet Frankenstein's Monster, but also Dracula and the Wolf Man. An unusual combination of stars that should prove irresistible at the coin cage.

Cast: Bud Abbott, Lou Costello, Lon Chaney, Bela Lugosi, Glenn Strange, Lenore Aubert, Jane Randolph, Frank Ferguson, Charles Bradstreet. **Credits:** Production, Robert Arthur. Direction, Charles T. Barton. Original screenplay, Robert Lees, Frederic I. Rinaldo and John Grant. Photography, Charles Van Enger.

Plot: We-l-l, let's see. Bud and Lou are expressmen who bring two cases to Ferguson's chamber of horrors exhibit and unpack them. In the cases are Dracula and Frankenstein, Jr. The Wolf Man joins the party trying to do away with the creatures. It also seems Lou is being made love to by a strange woman surgeon (Lenore Aubert), who actually knows the secret of life detailed in the original Frankenstein's notes. When Dracula gets loose he catches Lenore and bites her on the neck, according to his custom, whereupon she, under his power, agrees to transfer Lou's brain to that of Frankenstein Jr.—or The Monster. From then on it is touch and go until the boys get away, and in the process bring about the destruction of the whole gruesome crew. Look out, though, A & C, these few people can always come back to life.

Comment: Good clean, horrendous fun which seems designed to do away with these peccant people for good. Abbott & Costello prance through this spoof-happy opus until they make the Messrs. Frankenstein and Dracula look like stiffs—which, of course, they are. The film sags in places and action gags are not plentiful, but toward the end the pace quickens to a romp, with A & C on the run and the queer ones popping up at every corner. Strange to say, you get as much fun out of the picture after you've seen it as you do in the theatre. For instance, you might remember the gag when the Monster comes to and first sees Costello. He's scared. The boys have certainly done well by the box-office with that title and the star horrors of filmland. You can't get away from this fact: it's really intriguing and is going to bring them in on the run.

Northwest Stampede

(Cinecolor)

Eagle Lion Outdoor Comedy 79 mins.

AUDIENCE SLANT: (Family) One of those taming-of-the-shrew stories set in the Canadian Rockies that furnishes a pleasant entertainment of comedy, action, and beautiful scenery for the not-too-serious patron.

BOX-OFFICE SLANT: Good title—although not apt—plus excellent marquee names, plus color add up to general pulling power. Can take the top half any place where they like color scenic stuff.

Cast: Joan Leslie, James Craig, Jack Oakie, Chill Wills, Victor Kilian, Stanley Andrews, Ray Bennett, Lane Chandler. **Credits:** Produced and directed by Albert S. Rogell. Executive producer, David Hersh. Story and screenplay by Art Arthur and Lillie Hayward. Suggested by the Saturday Evening Post story "Wild Horse Roundup" by Jean Muir. Music, Paul Sawtell. Photography, John W. Boyle. Cinecolor supervisor, Wilton Holm.

Plot: James Craig, a rodeo star, has been away from home several years, and comes back to the ranch on his father's death, surprised to find the foreman a girl, Joan Leslie. He tries to hide his identity, but she knows him. There is a struggle between the two to get the upper hand. Craig decides to sell the ranch after he catches the big white stallion which leads a band of wild horses. As a colt the horse had got away from Craig. In the process of Craig trying to trap the horse and Joan putting everything in his way so he won't leave the ranch again, the two are brought together.

Comment: "Northwest Stampede" is not a buffalo run, nor a wild-shooting western, as its title might imply, but a harmless comedy built on time-honored lines of a bickering twosome who fight until they find they're in love. With this lightweight framework to hang it on the producers have given the picture breathtaking scenery in Cinecolor (and very good, too), a stunning white stallion and a band of wild horses, in Calgary Stampede (rodeo), some easy-going fun by Oakie and Chill Wills, charming shots of Joan Leslie and her red-red hair, and a complete absence of villains. In other words, while the picture looks like a western it isn't a western. All in all, the picture is a nice package of escapist fare that leaves you with the impression that you have had a pleasant time, and wasn't that scenery wonderful? With a little something for everybody it stands high in general family appeal.

Signed for Film Lead

Kent Smith has been signed by RKO Radio to play the lead in "Follow Me Quietly," a melodrama by Francis Rosenwald and Anthony Mann. Production is scheduled for July 12, with William E. Watts directing.

NEWSREEL SYNOPSES

(Released Wednesday, June 30)

MOVIETONE (Vol. 31, No. 51)—Thomas E. Dewey, New York governor, nominated by Republicans for Presidency.

NEWS OF THE DAY (Vol. 19, No. 285)—Dewey wins nomination.

PARAMOUNT (No. 88)—Convention special—Dewey wins.

UNIVERSAL (Vol. 21, No. 155)—Dewey wins—sweeps G.O.P. convention.

WARNER PATHE (Vol. 19, No. 90)—G.O.P. names Dewey.

ALL AMERICAN (Vol. 6, No. 297)—Girls learn secrets of beauty culture; Sid Peaks is promising aspirant for heavyweight boxing crown; Special awards made to R.O.T.C. leaders and war hero instructor; New free paper continues progress in Indiana; Delegates to Republican national convention meet in Philadelphia.

TELENEWS (Vol. 2, No. 26)—Bernadotte begins mediation as ship blazes at Tel Aviv; Riotous French strikes whip industry; Maille, France, survivors honor Americans; Mountbatten returns home from India rule; The lighter side of reconversion in Germany; Convention windup at Philadelphia; Projected U.N. home remains in forlorn stage of broken ground and rubble; N. Y. harbor police grapple for plane; Most modern school for motorcycle cops in Los Angeles; Former J. P. Morgan luxury yacht readied for cruise to Alaska; New Jersey bees buzz beekeepers; Budget fashions shown at Norwalk, Conn.; Sports: America's Olympic hopefuls—German kids stage soap box derby.

(Released Saturday, July 2)

MOVIETONE (Vol. 31, No. 52)—Warren nominated for vice-president by the Republicans; New east-west crisis between western powers and Russia in Germany; Pathos and violence in Holy Land under truce; Lord Louis Montbattan returns to England from India; Miss America of 1947 gets new title—housewife—in 1948; Sports: Joe Louis quits the ring—Young German speed demons hold soapbox derby.

NEWS OF THE DAY (Vol. 19, No. 286)—Berlin under red "siege"; "Rebel" ship set afire in Israeli clash; The Warrens meet the Deweys; Patty Berg wins open golf title; India bids farewell to Lord Mountbatten.

PARAMOUNT (No. 89)—New days of crisis in Berlin—Mountbatten's farewell to India; Haganah-Irgun clash over armed ship in Palestine; Dewey, Warren—G.O.P.—set for big campaign; Sports: Joe Louis—champ—says he'll retire—Patty Berg wins western golf title.

UNIVERSAL (Vol. 21, No. 156)—Governor Warren chosen by G.O.P. to be Dewey's running mate; Mountbatten leaves India; French tireworkers strike; New invasion of Holland by beetles; Telescopic ladder shown; Sports: Water skiers join fleet—Electric surfboard tried; German kids' soapbox derby.

WARNER PATHE (Vol. 19, No. 91)—Warren joins Dewey ticket; Four brothers come home; Bernadotte in Rhodes; Miss America is married; Mountbatten leaves India; French bathing suits.

ADVANCE DATA
On Forthcoming Product

Loaded Pistols (Columbia) Principals: Gene Autry, Barbara Britton. Director, John English. A musical western in which Gene saves the life of a young man being framed by crooks, who want his ranch because they discover it overlies a bed of iron ore.

The Walking Hills (Columbia) Principals: Randolph Scott, Ella Raines, William Bishop. Director, John Sturges. An outdoor adventure drama about seven men who try to uncover the hundred-year-old mystery of a disappearing wagon train loaded with gold, only to discover not an ounce of gold once they find the wagons.

Gentleman from Nowhere (Columbia) Principals: Warner Baxter, Fay Baker. Director, William Castle. Mystery involving an inconspicuous New York night watchman who impersonates a man and eventually helps uncover an insurance racket.

Blondie's Secret (Columbia) Principals: Penny Singleton, Arthur Lake, Larry Simms, Marjorie Kent. Director, Abby Berlin. The Bumsteads try to take a vacation, only to become mixed up with a gang of counterfeiters; eventually everything rights itself and Dagwood gets an extra week's time off.

New Ideal Theatre Chairs
JOE HORNSTEIN has it!

Enchanted (RKO) Principals: David Niven, Teresa Wright. Director, Irving Reis. Drama of war-time London about a girl who comes to see her uncle, a grizzled old man, and who finds love with a wounded RAF officer.

Bodyguard (RKO) Principals: Lawrence Tierney, Priscilla Lane. Director, Richard Fleischer. An action-drama concerning an ex-detective and his girl friend in the police department, who work together to bring to justice the crooked nephew of a meat-packing plant owner.

Weep No More (RKO) Principals: Joseph Cotten, Valli. Director, Robert Stevenson. A gangster film about a clever card sharp who falls in love with a wealthy, beautiful invalid in a small town, only to be killed eventually by a big-time gambler from whom he had stolen a large sum.

Ladies of the Chorus (Columbia) Principals: Adele Jergens, Rand Brooks, Marilyn Monroe. Director, Phil Karlson. Musical comedy concerning a young burlesque star who falls in love with a wealthy society boy, with his mother saving the day by getting her crowd to accept the marriage.

Black Eagle (Columbia) Principals: William Bishop, Virginia Patton. Director, Robert Gordon. This story of a horse involves a crooked gang of ranchers who almost succeed in cheating a group of honest horsemen until a hobo helps bring justice.

Look For the Silver Lining (WB) Principals: June Haver, Ray Bolger, Gordon McRae. Director, David Butler. Musical comedy based on the career of the great dancing star, Marilyn Miller, involving actual incidents from her life and including many famous showbusiness names. Technicolor.

Flaxy Martin (WB) Principals: Virginia Mayo, Zachary Scott. Director, Richard Bare. Gangster drama revolving about a flashy, unscrupulous beauty who causes several killings before she is finally apprehended by the law, through the work of a man she had tried to play as another sucker.

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AURICON SINGLE SYSTEM 16MM RECORDING OUTFIT, worth $2,500.00, special $1,695.00; Western Electric Preview Magazines, $395.00; Bodde Process Screens, $2.40 sq. ft.; 35MM Sound Moviola, $795.00; Belhowell Eyemo Motorized Bombspotter Cameras, $119.50; Mitchell Plywood Blimp, $149.50; Klieglite 2000W Rifle, $79.50; Bardwell McAlister Portable Floods for four R40, $29.50; Art Reeves type 35MM Soundfilm Recorder with new Modulite, $1,995.00; Neumade Automatic Film Cleaners, $159.50. Send for latest Catalog. New Address S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.

THEATRES FOR SALE

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Feature Booking Guide

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases and re-issues) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listing.

SHOWMEN'S TRADE REVIEW

A

Title	Company
Abbott & Costello Meet Frankenstein	U-I
A Connecticut Yankee	Para.
Accused, The	Para.
Act of Violence	MGM
A Date With Judy	MGM
A Double Life	U-I
Adventures of Casanova	EL
Adventures of Don Juan	WB
Adventures of Gallant Bess	EL
Adventures of Silverado	Col.
A Foreign Affair	Para.
A Joe Named Palooka	Mono.
A Lady Surrenders	U-I
Albuquerque	Para.
Alias A Gentleman	MGM
All My Sons	U-I
All's Well	Ind.
Always Together	WB
A Man About the House	20th-Fox
An Act of Murder	U-I
An Ideal Husband	20th-Fox
Angel in Exile	Rep.
Angels' Alley	Mono.
Angry God, The	UA
An Innocent Affair	UA
Anna Karenina	20th-Fox
Another Part of the Forest	U-I
Apartment for Peggy	20th-Fox
April Showers	WB
Arch of Triumph	UA
Are You With It?	U-I
Arizona Ranger	RKO
Arthur Takes Over	20th-Fox
A Song Is Born	RKO
A Southern Yankee	MGM
Assigned to Danger	EL
Atlantis, The Lost Continent	U-A

B

Bachelor and the Bobby-Soxer	RKO
Babe Ruth Story, The	Allied
Bad Sister	U-I
Baltimore Escapade	RKO
Berlin Express	RKO
Best Man Wins	Col.
Best Years of Our Lives	RKO
Beyond Glory	Para.
B. F.'s Daughter	MGM
Big Cat, The	EL
Big City	MGM
Big Clock, The	Para.
Big Dan	20th-Fox
Big Punch, The	WB
Big Sombrero, The	Col.
Big Town After Dark	Para.
Big Town Scandal	Para.
Bill and Coo	Rep.
Bishop's Wife, The	RKO
Black Arrow, The	Col.
Black Bart	U-I
Black Eagle	Col.
Black Velvet	U-I
Blanche Fury	U-I
Blonde Ice	FC
Blonde Savage	EL
Blondie in the Dough	Col.
Blondie's Anniversary	Col.
Blondie's Night Out	Col.
Blondie's Reward	Col.
Blondie's Secret	Col.
Blood on the Moon	RKO
Body and Soul	UA
Bodyguard	RKO
Born to Fight	EL
Borrowed Trouble	UA
Boston Blackie's Honor	Col.
Bowery Buckaroos	Mono.
Boy With Green Hair, The	RKO
Bribe, The	MGM
Bride Goes Wild, The	MGM
Broken Journey	EL
Brothers, The	U-I
Brothers in the Saddle	RKO
Bungalow 13	20th-Fox
Bury Me, Dead	EL
Bush Christmas	U-I
Bush Pilot	SGP

C

Caged Fury	Para.
Calcutta	Para.
Calendar, The	EL
Call Northside 777	20th-Fox
Campus Honeymoon	Rep.
Campus Sleuth	Mono.
Canon City	EL
Captain from Castile	20th-Fox
Captain Boycott	U-I
Caravan	EL
Carnegie Hall	UA
Casbah	U-I
Case of the Baby Sitter	SGP
Cass Timerlane	MGM
Catherine the Great	FC

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION OR BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) Biographical	*(C) Comedy*
(D) Drama	*(Doc) Documentary*
(G) Gangster	*(M) Musical*
(H) Horror	*(W) Western*
(My) Mystery	*(Wa) War*

(See final page of Guide for Re-Issues)

ALLIED ARTISTS

CURRENT

		Time Mins.	Rel. Date	Refer to
3	Gangster, The (D)A — Belita-B. Sullivan-J. Lorring	83	11/22/47	b10/4/47
5	Hunted, The (D)A — Preston Foster-Belita	85	4/7/48	b2/7/48
7	Panhandle (W)F — R. Cameron-C. Downs	84	2/22/48	b2/14/48
6	Smart Woman (D)A — B. Aherne-C. Bennett-B. Sullivan	93	4/30/48	b3/13/48
4	Song of My Heart (D)F — Frank Sundstrom-Audrey Long	85	1/31/48	b11/8/47

COMING

	Babe Ruth Story, The — W. Bendix-C. Trevor-C. Bickford		9/6/48	a6/12/48
8	Dude Goes West, The (C)F — E. Albert-G. Storm-J. Gleason	87	8/30/48	b5/1/48
	Last of the Badmen — B. Sullivan-M. Reynolds-B. Crawford			
	When a Man's a Man — G. Madison-R. Calhoun-G. Storm			

ASTOR PICTURES

	Deadline — Sunset Carson-Pat Starling	64	4/15/48	New Release
	Fighting Mustang — Sunset Carson-Pat Starling	62	3/1/48	New Release
	Western Terror — Dave "Tex" O'Brien-Buzzy Henry	60	12/20/47	New Release

Westerns (Coming)

	Battling Marshal — Sunset Carson-Pat Starling			
	Six-Shooter — Sunset Carson-Pat Starling			
	Sunset Carson Rides Again — Sunset Carson-Pat Starling			
	Sunset Carson Strikes Back — Sunset Carson-Pat Starling			

COLUMBIA

CURRENT

	Adventures in Silverado (W)F — W. Bishop-G. Henry-E. Buchanan	73	3/25/48	b5/8/48
	Best Man Wins (C)F — E. Buchanan-A. Lee-R. Shayne	73	5/6/48	b5/22/48
911	Blondie in the Dough (C)F — P. Singleton-A. Lake-L. Simms	68	10/16/47	b3/20/48
	Blondie's Anniversary (C)F — P. Singleton-A. Lake-L. Simms	67	12/18/47	b1/3/48
	Blondie's Reward (C-D) — P. Singleton-A. Lake-L. Simms	67	6/3/48	a2/21/48
915	Crime Doctor's Gamble, The (M)A — Warner Baxter-Micheline Cheirel	66	11/27/47	b12/13/47
	Devil Ship (D)F — Richard Lane-Louise Campbell	62	12/11/47	b12/20/47
930	Down to Earth *T (M-C)A — Rita Hayworth-Larry Parks	101	10/29/47	b8/2/47
	Fuller Brush Man, The (C)F — Red Skelton-Janet Blair	93	June '48	b5/8/48
	Glamour Girl (M)F — G. Krupa-V. Grey-M. Duane	68	1/16/48	b1/3/48
929	Her Husband's Affairs (C)A — F. Tone-L. Ball-E. E. Horton	86	11/12/47	b7/26/47
	I Love Trouble (My)A — F. Tone-J. Blair-J. Carter	94	Jan. '48	b1/10/48
	It Had to Be You (C-D)A — Ginger Rogers-Cornel Wilde	98	Dec. '47	b10/25/47
905	Key Witness (D)A — John Beal-Trudy Marshall	67	10/9/47	b11/15/47
	Lady from Shanghai, The (My)A — Rita Hayworth-Orson Welles	87	May '48	b4/17/48
917	Lone Wolf in London (M)A — Gerald Mohr-Nancy Saunders	68	11/13/47	b12/6/47
	Lost One, The (O)A — Nelly Corradi-Gino Mattera	84		b4/3/48
	Mary Lou (M)F — R. Lowery-J. Barton-G. Farrell	65	1/23/48	b2/28/48
	Mating of Millie, The (C)F — G. Ford-E. Keyes-R. Randall	85	Apr. '48	b3/13/48
	My Dog Rusty (D)F — T. Donaldson-J. Litel-J. Lloyd	64	4/8/48	b6/12/48
	Port Said (D)A — Gloria Henry-William Bishop	68	4/15/48	b5/15/48
	Prince of Thieves *C (D)F — J. Hall-P. Morison-A. Jergens	72	Jan. '48	b3/6/48
	Relentless *T (D)F — R. Young-M. Chapman-W. Parker	93	2/20/48	b1/17/48
	Return of the Whistler (My)F — M. Duane-L. Aubet-R. Lane	61	3/18/48	b4/3/48
	Rose of Santa Rosa — Hoosier Hot Shots-E. Noriega	65	12/25/47	
	Sign of the Ram, The (D)A — S. Peters-A. Knox-P. Thaxter	84	Mar. '48	b2/7/48
	Song of Idaho (M-C)F — Hoosier Hot Shots-Kirby Grant	67	3/30/48	b4/10/48
918	Sweet Genevieve (M)F — J. Porter-J. Lydon-A. Donahue	68	10/23/47	b1/3/48
	Swordsman, The *T (D)F — L. Parks-E. Drew-G. Macready	81	1/9/48	b10/11/47
981	The Last Round-Up (W)F — Gene Autry-Jean Heather	77	11/5/47	b10/11/47
	To the Ends of the Earth (D)A — D. Powell-S. Hasso-Maylia	109	2/27/48	b1/24/48
	Trapped By Boston Blackie (M) — C. Morris-J. Vincent-R. Lane	78	5/13/48	b6/19/48
919	Two Blondes and a Redhead (F)M — J. Porter-J. Lloyd-J. Preisser	70	11/6/47	b1/10/48
	Woman from Tangiers, The (D)A — A. Jergens-S. Dunne-M. Duane	66	2/12/48	b3/6/48
	Wreck of the Hesperus (D)F — Willard Parker-Edgar Buchanan	68	2/5/48	b5/29/48

COMING

	Arkansas Swing, The — H. Hot Shots-G. Henry-S. Hart		7/29/48	
	Big Sombrero, The — Gene Autry-Elena Verdugo			a9/20/47
	Black Arrow, The (D) — L. Hayward-J. Blair-G. Macready			
	Black Eagle — William Bishop			
	Blondie's Night Out (C) — P. Singleton-A. Lake-L. Simms			a1/10/48
	Blondie's Secret — P. Singleton-A. Lake-L. Simms			
	Boston Blackie's Honor — C. Morris-R. Lane-G. E. Stone			
	Coroner Creek *C (D)A — R. Scott-M. Chapman-G. Macready	90	July '48	b6/5/48
	Dark Past — William Holden-Lee J. Cobb			
	FBI Meets Scotland Yard — Dennis O'Keefe-Louis Hayward			
	First Gentlemen, The (D)A — Jean-Pierre Aumont-Joan Hopkins	111		b5/8/48
	Gallant Blade *C (D) — Larry Parks-Marguerite Chapman			a2/21/48
	Gentleman from Nowhere — W. Baxter-F. Baker			
	Her Wonderful Life — Janis Carter-Marc Platt			
	I Surrender Dear — Gloria Jean-David Street			a5/15/48
	Ladies of the Chorus — A. Jergens-R. Brooks-M. Monroe			
	Let's Fall in Love — Lamour-Carter-Parker-Ameche			a5/8/48
	Loaded Pistols — G. Autry-B. Britton			
	Loser Takes All — C. Mitchell-J. Nigh-B. Edwards			a6/12/48
	Lovers, The — Cornel Wilde-Patricia Knight			
	Loves of Carmen *T — R. Hayworth-G. Ford-Luther Adler			a5/1/48
	Lulu Belle (D-A) — D. Lamour-G. Montgomery-A. Dekker	87		b6/12/48
	Man from Colorado, The *T (D) — Glenn Ford-Ellen Drew-Wm. Holden			a5/24/47
	Manhattan Angel — G. Jean-R. Ford-A. Tyrrell			a6/12/48
	Racing Luck — Stanley Clements-Gloria Henry			
	Return of October, The *T (C) — Glenn Ford-Terry Moore			a2/7/48
	Rusty Leads the Way — Donaldson-Doran-Moffett-Litel			a6/5/48
	Rusty Saves a Life — Ted Donaldson-Sharyn Moffett-Flame			
	Singin' Spurs — Hoosier Hot Shots-Patricia White			
	Song of India — Sabu-G. Russell-T. Bey			
	Strawberry Roan, The *C — G. Autry-G. Henry-J. Holt	76		b4/24/48
	Thunderhoof — P. Foster-M. Stuart-W. Bishop	77	7/8/48	a5/1/48
	Undercover Man — Glenn Ford-Nina Foch			
	Walking Hills — R. Scott-E. Raines-W. Bishop			
	Wrangler, The *C — S. Tufts-B. Britton-G. "G" Hayes			a6/5/48

Westerns (Current)

964	Last Days of Boot Hill (W)	Charles Starrett-Smiley Burnette	56	11/20/47	a7/19/47
	Phantom Valley	Charles Starrett-Smiley Burnette	52	2/19/48	
	Six Gun Law (W)	C. Starrett-S. Burnette	54	1/9/48	
	West of Sonora	Charles Starrett-Smiley Burnette	55	3/25/48	
	Whirlwind Raiders	Charles Starrett-Smiley Burnette	54	5/13/48	

Westerns (Coming)

Blazing Across the Pecos	Charles Starrett-Smiley Burnette	55	7/1/48		
Challenge of the Range	Charles Starrett-Smiley Burnette				
El Dorado Pass	Charles Starrett-Smiley Burnette				
Quick On The Trigger	Charles Starrett-Smiley Burnette				
Trail to Laredo	Charles Starrett-Smiley Burnette				
Wings Westward	Gene Autry-Jimmy Lloyd				

EAGLE LION

CURRENT

812	Adventures of Casanova (D)F	DeCordova-Bremer-Bey-Sutton	83	2/7/48	b2/28/48
821	Assigned to Danger (My)	G. Raymond-N. Nash-R. Bice	66	5/19/48	a4/17/48
807	Blonde Savage (D)F	L. Erickson-G. Sherwood	62	11/22/47	b10/11/47
803	Bury Me Dead (My)A	M. Daniels-G. McClure-C. O'Donnell	68	10/18/47	b9/27/47
826	Canon City (Doc) A	S. Brady-J. Corey-W. Bissell	82	6/30/48	b6/26/48
824	Close-Up	Alan Baxter-Virginia Gilmore	76	6/9/48	
820	Cobra Strikes, The (My)F	S. Ryan-R. Fraser-L. Brooks	61	4/24/48	b5/22/48
817	Enchanted Valley, The *C (D)F	A. Curtis-A. Gwynne-C. Grapewin	77	3/27/48	b4/3/48
712	Gas House Kids in Hollywood (C)F	Alfalfa Switzer-Gas House Kids	63	8/23/47	b9/6/47
802	Green for Danger (My)A	Sally Gray-Trevor Howard	93	10/4/47	b12/14/46
810	Heading for Heaven (C)F	S. Erwin-G. Farrell	71	1/17/48	b12/20/47
808	Linda Be Good (C)A	E. Knox-J. Hubbard-M. Wilson	66	1/3/48	b11/1/47
806	Love From a Stranger (My)A	J. Hodiak-S. Sidney-A. Richards	81	11/15/47	b11/8/47
815	Man from Texas (D)F	J. Craig-J. Johnston-L. Bari	71	3/6/48	b4/3/48
825	Mickey *C (C)F	L. Butler-B. Goodwin-I. Hervey	87	6/23/48	b6/19/48
819	Noose Hangs High (C)F	Abbott-Costello-Downs-Calleia	77	4/17/48	b4/10/48
818	October Man, The (D)A	J. Mills-J. Greenwood-E. Chapman	85	3/20/48	b9/6/47
813	Open Secret (D)A	J. Ireland-J. Randolph-R. Bohnen	70	5/5/48	b7/17/48
801	Out of the Blue (C)A	G. Brent-V. Mayo-T. Bey	87	10/11/47	b8/30/47
822	Raw Deal (D)A	D. O'Keefe-C. Trevor-M. Hunt	79	5/26/48	b5/22/48
804	Return of Rin Tin Tin (D)F (Color)	D. Woods-B. Blake-C. Drake	67	11/1/47	b11/8/47
816	Ruthless (D)A	Z. Scott-L. Hayward-D. Lynn	102	4/3/48	b4/3/48
811	Smugglers, The *T (D)A	Michael Redgrave-Jean Kent	85	1/31/48	b4/12/47
823	Sword of the Avenger (D)A	R. Del Gado-Sigrid Gurie	72	6/2/48	b5/15/48
809	T-Men (D)F	Dennis O'Keefe-Mary Meade	91	1/10/48	b12/20/47
814	Take My Life (D)F	Greta Gynt-Hugh Williams	80	2/28/48	b5/17/47
805	Whispering City (D)A	H. Dantine-P. Lukas-M. Anderson	89	11/15/47	b11/15/47

COMING

Adventures of Gallant Bess *C (D)	Cameron Mitchell-Audrey Long				a3/20/48
Big Cat, The *T	Lon McCallister				
Born to Fight	Scott Brady-Anabel Shaw				a6/5/48
Broken Journey (D)A	P. Calvert-M. Grahame-F. L. Sullivan	89			b4/24/48
Calendar, The (C)A	Greta Gynt-John McCallum	79			b6/5/48
Hollow Triumph	Paul Henreid-Joan Bennett				a5/15/48
Inside the Wall	L. Bremer-R. Carlson-T. Henry				
It Always Rains on Sundays	G. Withers-J. Warner	92			b11/29/47
Lady at Midnight	R. Denning-F. Rafferty-J. Searle				a5/29/48
Let's Live a Little	Hedy Lamarr-Robert Cummings				a6/5/48
Man Wanted	Anabel Shaw-Robert Lowery				
Million Dollar Weekend	G. Raymond-O. Massen-F. Lederer				
Mystic, The	T. Bey-C. O'Donnell-L. Bari				a5/15/48
830 Northwest Stampede *C	J. Leslie-J. Craig-J. Oakie	79	7/28/48		
828 Oliver Twist	R. Newton-K. Walsh-A. Guinness	115	7/14/48		
Philo Vance's Peril	W. Wright-L. Belasco-R. Ames				b1/25/47
829 Shed No Tears	W. Ford-J. Vincent-R. Scott	70	7/21/48		a5/29/48
827 Spiritualist, The	T. Bey-L. Bari-C. O'Donnell	79	7/7/48		
Strange Mrs. Crane, The	M. Lord-P. Watkin-J. McGuire				
29 Clues	Richard-Basehart-Scott-Brady				
Tulsa *T	S. Hayward-R. Preston-P. Armendariz				

Westerns (Current)

851	Black Hills	Eddie Dean	58	10/25/47	
853	Check Your Guns (W)F	E. Dean-R. Ates-N. Gates	55	1/24/48	b11/22/47
856	Hawk of Powder River, The (W)F	E. Dean-R. Ates-J. Holt	54	4/10/48	b3/27/48
857	Prairie Outlaws	E. Dean-R. Ates-J. Holt	57	5/12/48	
852	Shadow Valley (W)F	E. Dean-R. Ates-J. Holt	58	11/29/47	b12/13/47
758	Stage to Mesa City (W)F	Lash LaRue-Fuzzy St. John	52	11/1/47	b1/31/48
858	Tioga Kid, The (W)F	E. Dean-R. Ates-J. Holt	54	6/17/48	b3/20/48
854	Tornado Range (W-S)F	Eddie Dean-Roscoe Ates-J. Holt	56	2/21/48	2/21/48
855	Westward Trail, The (W)F	E. Dean-R. Ates-P. Planchard	56	3/13/48	b3/13/48

Westerns (Coming)

Gun Fighter	Lash LaRue-Fuzzy St. John-Mary Scott				a12/18/47

FILM CLASSICS

CURRENT

	Blonde Ice (D)A	Leslie Brooks-Robert Paige	73	May '48	b5/22/48
	Devil's Cargo (M)A	J. Calvert-R. Hudson-R. Karns	61	Apr. '48	b3/20/48
	Discovery (Doc)F	Admiral Byrd-Members of Expedition	74	Jan. '48	b4/24/48
	For You I Die (D)A	C. Downs-P. Langton-M. Auer	76	Jan. '48	b1/3/48
	Furia (D)A	Isa Pola-Rosanno Brazzi	89	Jan. '48	b10/25/47
	Miraculous Journey *C	R. Calhoun-A. Long-V. Grey		July '48	
	Money Madness	H. Beaumont-F. Rafferty-H. Warde	73	Apr. '48	b4/3/48
	Sofia *C	Gene Raymond-Sigrid Gurie		July '48	
	Spirit of West Point (D)F	Glenn Davis-Felix Blanchard	77	Nov. '47	b10/4/47
	The Argyle Secrets (My)F	W. Gargan-M. Lord-R. Byrd	63	May '48	b4/24/48
	Unknown Island *C	V. Grey-B. MacLane-P. Reed			
	Will It Happen Again? (Doc)A	Adolph Hitler-Eva Braun	62	May '48	b5/22/48
	Women in the Night (D)A	Tala Birell-William Henry	90	Jan. '48	b1/17/48

METRO-GOLDWYN-MAYER

CURRENT

818	Alias a Gentleman (C-D)A	W. Beery-T. Drake-D. Patrick	76	Mar. '48	b2/7/48
820	B. F.'s Daughter (D)A	B. Stanwyck-Heflin-C. Coburn	108	Apr. '48	b2/21/48
827	Big City (D)M	M. O'Brien-R. Preston-D. Thomas	103	June '48	b3/27/48
819	Bride Goes Wild, The (C)F	V. Johnson-J. Allyson-B. Jenkins	97	Mar. '48	b2/28/48
813	Cass Timberlane (D)A	Spencer Tracy-Lana Turner	119	Jan. '48	b11/8/47
807	Desire Me (D)A	G. Garson-Richard Hart	90	Oct. '47	b9/27/47
810	Good News (M-C)F *T	June Allyson-Peter Lawford	95	Dec. '47	b12/6/47
811	Green Dolphin Street (D)F	Lana Turner-Van Heflin	141	Nov. '47	b10/18/47
815	High Wall (D)A	R. Taylor-A. Totter-H. Marshall	99	Feb. '48	b12/20/47
826	Homecoming (D)A	Gable-Turner-Baxter-Hodiak	113	May '48	b4/10/48
728	Hucksters, The (C-D)A	C. Gable-D. Kerr-A. Menjou	115	Aug. '47	b6/28/47
814	If Winter Comes (D)A	W. Pidgeon-D. Kerr-A. Lansbury	97	Jan. '48	b12/27/47
809	Killer McCoy (D)A	M. Rooney-A. Blyth-B. Donlevy	104	Dec. '47	b10/25/47
805	Merton of the Movies (C)F	Red Skelton-Virginia O'Brien	82	Oct. '47	b7/18/47
825	Pirate, The *T (M)A	J. Garland-G. Kelly-W. Slezak	102	June '48	b4/3/48
708	Show-Off, The (C)F	R. Skelton-Marilyn Maxwell	83	Dec. '47	b8/18/47
804	Song of Love (D-M)A	K. Hepburn-P. Henreid-R. Walker	118	Oct. '47	b7/26/47
824	State of the Union	S. Tracy-K. Hepburn-V. Johnson	124	Apr. '48	b3/27/48
821	Summer Holiday *T (C)A	Rooney-De Haven-Huston-Morgan	92	5/20/48	b3/13/48
816	Tenth Avenue Angel (D)F	M. O'Brien-A. Lansbury-G. Murphy	74	Feb. '48	b1/17/48
808	This Time for Keeps *T (M-S)	E. Williams-L. Melchior	105	Nov. '47	b10/11/47
317	Three Daring Daughters *T (M)F	J. MacDonald-J. Iturbi-J. Powell	115	Mar. '48	b2/14/48

Title	*Company*
Challenge, The	20th-Fox
Checkered Coat, The	20th-Fox
Cheyenne	WB
Chicken Every Sunday	20th-Fox
Cleopatra Arms	WB
Closeup	EL
Cobra Strikes	EL
Command Decision	MGM
Corpse Came C. O. D., The	Col.
Corridor of Mirrors	U-I
Counterfeiters, The	20th-Fox
Countess of Monte Cristo	U-I
Cowboy Cavalier	Mono.
Crack Up	RKO
Creeper, The	20th-Fox
Crime Doctor's Gamble	Col
Crimson Key, The	20th-Fox
Criss-Cross	U-I
Cry Wolf	WB

D

Daisy Kenyon	20th-Fox
Danger Woman	U-I
Dangerous Years	20th-Fox
Daredevils of the Clouds	Rep.
Dark Circle	Para.
Dark Delusion	MGM
Dark Past	Col.
Daughter of Darkness	Para
Dead Don't Dream, The	UA
Dear Ruth	Para.
Decision of Christopher Blake	WB
Deep Waters	20th-Fox
Denver Kid, The	Rep.
Design for Death	RKO
Desire Me	MGM
Devil Ship	Col.
Dick Tracy's Dilemma	RKO
Disaster	Para.
Discovery	FC
Docks of New Orleans	Mono.
Down to Earth	Col.
Dragnet	SG
Dream Girl	Para.
Drums Along the Amazon	Rep.
Dude Goes West, The	Allied
Duel in the Sun	Selznick
Dynamite	Para.

E

Easter Parade	MGM
Easy to Wed	MGM
Embraceable You	WB
Emperor Waltz, The	Para.
Enchanted	RKO
Enchanted Valley	EL
Escape	20th-Fox
Escape Me Never	WB
Every Girl Should Be Married	RKO
Exile, The	U-I
Eyes of Texas	Rep.

F

FBI Meets Scotland Yard	Col.
Fabulous Texan, The	Rep.
False Paradise	UA
Fame Is the Spur	U-I
Family Honeymoon	U-I
Feudin', Fussin' and A-Fightin'	U-I
Fiesta	MGM
Fighter Squadron	WB
Fighting Back	20th-Fox
Fighting Father Dunne	RKO
Fighting Mad	Mono.
Flame, The	Rep.
Flaxy Martin	WB
Forever Amber	20th-Fox
For the Love of Mary	U-I
For You I Die	FC
Fort Apache	RKO
Four Faces West	UA
Foxes of Harrow, The	20th-Fox
French Leave	Mono.
Fugitive	RKO
Fuller Brush Man	Col.
Furia	FC
Fury at Furnace Creek	20th-Fox

G

Gallant Blade	Col.
Gallant Legion, The	Rep.
Gangster, The	Allied
Gas House Kids in Hollywood	EL
Gay Intruders	20th-Fox
Gay Ranchero, The	Rep.
Gas House Kids Go West	EL
Gentleman from Nowhere	Col.
Gentleman's Agreement	20th-Fox
Girl From Jones Beach	WB
Girl from Manhattan, The	UA
Give My Regards to Broadway	20th-Fox
Glamour Girl	Col.
Golden Earrings	Para.
Golden Eye, The	Mono.
Good News	MGM
Good Sam	RKO
Good Time Girl	U-I
Great Expectations	U-I
Great Gatsby, The	Para.
Green Dolphin Street	MGM
Green for Danger	EL
Green Grass of Wyoming	20th-Fox
Guilt of Janet Ames	Col.
Guns of Hate	RKO

H

Half-Past Midnight	20th-Fox
Hamlet	U-I
Hat Box Mystery	SG

Title	Company
Hatter's Castle	Para.
Hazard	Para.
Heading for Heaven	EL
Hearsay	Col.
Heartaches	EL
Heart of Virginia	Rep.
Heiress, The	Para.
Henry the Fifth	UA
Her Husband's Affairs	Col.
Her Wonderful Life	Col.
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High Tension	Mono.
High Tide	Mono.
High Wall	MGM
Hills of Home	MGM
Hollow Triumph	EL
Hollywood Barn Dance	SG
Homecoming	MGM
Homicide for Three	Rep.
Honeymoon	RKO
Hoppy's Holiday	UA
Hucksters, The	MGM
Hungry Hill	U-I
Hunted, The	Allied

I

I Became a Criminal	WB
I Cover Big Town	Para.
Idol of Paris	WB
If I'm Lucky	20th-Fox
If Winter Comes	MGM
If You Knew Susie	RKO
I, Jane Doe	Rep.
I Know Where I'm Going	U-I
I Love Trouble	Col.
Indian Agent	RKO
Indian Scout	UA
Indian Summer	RKO
Inside the Wall	EL
Intrigue	UA
I Remember Mama	RKO
Iron Curtain	20th-Fox
Isn't It Romantic?	Para.
I Surrender Dear	Col.
It Always Rains on Sunday	EL
It Had to Be You	Col.
Ivy	U-I
I Walk Alone	Para.
I Wouldn't Be in Your Shoes	Mono.

J

Jassy	U-I
Jiggs & Maggy in Society	Mono.
Jimmy Steps Out	Astor
Jinx Money	Mono.
Joan of Arc	RKO
Joe Palooka in Fighting Mad	Mono.
Joe Palooka in the Knockout	Mono.
John Loves Mary	WB
Johnny Belinda	WB
Julia Misbehaves	MGM
June Bride	WB
Jungle Goddess	SGP

K

Key Largo	WB
Key Witness	Col.
Kidnapped	Mono.
Killer McCoy	MGM
Kilroy Was Here	Mono.
King of the Bandits	Mono.
King of the Gamblers	Rep.
Kings of the Olympics (Pt. 1)	UA
Kiss in the Dark	WB
Kissing Bandit	MGM

L

Ladies of the Chorus	Col.
Lady at Midnight	EL
Lady from Shanghai, The	Col.
Laff-Time	UA
Larceny	U-I
Last of the Badmen	Allied
Last of the Redmen	Col.
Law and Martin Rome, The	20th-Fox
Le Silence est D'Or	RKO
Leave It to the Irish	20th-Fox
Let's Live a Little	EL
Letter from an Unknown Woman	U-I
Let's Fall in Love	Col.
Let's Live Again	20th-Fox
Lighthouse	EL
Lightnin' in the Forest	Rep.
Linda Be Good	EL
Little Miss Broadway	Col.
Little Women	MGM
Locker, The	RKO
Lone Wolf in London	Col.
Long Denial, The	RKO
Look for the Silver Lining	WB
Loser Take All	Col.
Lost Moment's, The	U-I
Lost One, The	Col.
Louisiana	Mono.
Love from a Stranger	EL
Lovers, The	Col.
Loves of Carmen	Col.
Lulu Belle	Col.
Luxury Liner	MGM

COMING

818	A Date With Judy *T (C)F	W. Beery-J. Powell-E. Taylor	113	July '48	b6/19/48
	A Southern Yankee	R. Skelton-B. Donlevy-A. Dahl		Aug. '48	a8/29/48
	Act of Violence	van Heflin-Robert Ryan			
	Bribe, The	Taylor-Gardner-Laughton-Hodiak			
	Command Decision	Gable-Hodiak-Johnson-Pidgeon			
	Easter Parade *T (M)F	J. Garland-F. Astaire-P. Lawford	103	July '48	b5/29/48
	Hills of Home *T	Lassie-E. Gwenn-J. Leigh			a11/15/47
	Julia Misbehaves	G. Garson-W. Pidgeon-C. Romero		Aug. '48	a5/29/48
	Kissing Bandit, The *T	F. Sinatra-K. Grayson			a8/23/47
	Little Women *T	Allyson-O'Brien-Taylor-Lawford			
	Luxury Liner *T	G. Brent-F. Gifford-J. Powell			a11/15/47
	No Minor Vices	Dana Andrews-Lilli Palmer			
	Numbers Racket, The	John Garfield-Thomas Gomez			
828	On An Island With You *T (M)F	E. Williams-P. Lawford	107		b5/1/48
	Piccadilly Incident (D)A	Anna Neagle-Michael Wilding	88		b8/31/47
	Search, The (D F	Montgomery Clift-Aline MacMahon	105		b3/27/48
	Stormy Waters (D)A	J. Gabin-M. Morgan	77		b8/9/47
	Sun in the Morning *T	J. MacDonald-C. Jarman, Jr.J-Lassie			
	Three Godfathers *T	J. Wayne-P. Armendariz-H. Carey, Jr.			
	Three Musketeers *T	Turner-Kelly-Heflin-Allyson		Sept. '48	a5/22/48
	Words and Music *T	J. Garland-M. Rooney-T. Drake			

MONOGRAM

CURRENT

4708	Angels' Alley (D)F	L. Gorcey-H. Hall-B. Benedict	67	3/21/48		b1/31/48
4713	Campus Sleuth (My)F	F. Stewart-J. Preisser-B. Sherwood	57	4/18/48		b6/5/48
626	Chinese Ring, The (My)F	R. Winters-W. Douglas-V. Sen Young	68	12/6/47		b12/27/47
4712	Docks of New Orleans (My)F	Roland Winters-Victor Sen Young	64	4/4/48		b5/15/48
4709	Fighting Mad (D)F	L. Errol-J. Kirkwood-E. Knox	75	2/7/48		b2/21/48
4714	French Leave (C-D)F	Jackie Cooper-Jackie Coogan	64	4/25/48		b5/8/48
	Golden Eye, The	R. Winters-M. Moreland		4/19/48		
4701	High Tide (D)A	Lee Tracy-D. Castle-A. Shaw	72	10/11/47		b8/9/47
4716	I Wouldn't Be in Your Shoes (My)A	Don Castle-Elyse Knox	70	5/23/48		b5/8/48
4704	Jiggs & Maggie in Society (C)F	Joe Yule-Renie Riano	67	1/10/48		b2/14/48
4717	Jinx Money (My)F	Gorcey-Hall-Caldwell-McKay	68	6/27/48		b5/22/48
4702	Joe Palooka in the Knockout (D)F	Joe Kirkwood, Jr.-Elyse Knox	72	10/18/47		b8/30/47
624	King of the Bandits	G. Roland-C. Martin-A. Greene	66	11/8/47		
4703	Louisiana (C-D)F	Jimmie Davis-Margaret Lindsay	85	11/1/47		b8/9/47
4707	Perilous Waters (D)A	D. Castle-A. Long	64	2/14/48		a12/13/47
4705	Rocky (D)F	Roddy McDowall-"Rags"-E. Barrier	76	3/7/48		b5/8/48
4710	Rose of the Rio Grande	Movita-John Carroll	60	3/14/48		
627	Smart Politics (M-C)F	F. Stewart-J. Preisser-F. Darro	68	1/3/48		b3/6/48
4715	Stage Struck (D)A	Audrey Long-Kane Richmond	71	6/13/48		b5/15/48

COMING

4719	A Joe Named Palooka	Joe Kirkwood, Jr.-Elyse Knox			a6/19/48
	High Tension	Bowery Boys			
	Kidnapped	Roddy McDowall-Ferris Taylor			
	Michael O'Halloran (D)F	Scotty Beckett-Allene Roberts	79		b6/19/48
	Music Man	Phil Brito-Freddie Stewart			
	My Brother Jonathan (D)A	M. Denison-D. Gray	105	Oct. '48	b3/13/48
4718	Shanghai Chest, The	R. Winters-D. Best-J. Alvin	65	7/11/48	
4801	Sixteen Fathoms Deep (D)F	L. Chaney-A. Lake-T. Chandler		7/25/48	b6/12/48
	Smugglers' Cove	L. Gorcey-H. Hall-G. Dell			a6/5/48
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	Nov. '48	b3/29/47

Westerns (Current)

4755	Crossed Trails	Johnny Mack Brown-Raymond Hatton	53	4/11/48	
4756	Frontier Agent	Johnny Mack Brown-Raymond Hatton	56	5/16/48	
674	Gun Talk (W)F	J. M. Brown-R. Hatton-C. McIntyre	57	12/20/47	b1/3/48
624	King of the Bandits (D)F	G. Roland-C. Martin-A. Greene	66	11/8/47	b10/18/47
4761	Oklahoma Blues	J. Wakely-C. Taylor-V. Belmont		3/28/48	
4751	Overland Trail	J. Mack Brown-R. Hatton-V. Belmont	58	1/31/48	
	Partners in the Sunset	Jimmy Wakely-Cannonball Taylor		5/6/48	
4766	Range Renegades	J. Wakely-C. Taylor-C. Larson	54	6/6/48	
686	Song of the Drifter	J. Wakely-C. Taylor-M. Coles	53	1/17/48	
4752	Triggerman	Johnny Mack Brown-Raymond Hatton	56	6/20/48	

Westerns (Coming)

4757	Back Trail	Johnny Mack Brown-Raymond Hatton		7/18/48	
4762	Cowboy Cavalier	J. Wakely-C. Taylor		7/4/48	
	Fighting Ranger	Johnny Mack Brown-Raymond Hatton			
	Silver Trails	Wakely-Taylor-Larson			

PARAMOUNT

CURRENT

4702	Adventure Island *C (D)A	R. Calhoun-R. Fleming-B. Kelly	67	10/10/47		b8/9/47
4709	Albuquerque *C (WD)F	R. Scott-B. Britton-G. Hayes	89	2/20/48		b1/24/48
4713	Big Clock, The (M-D)A	R. Milland-C. Laughton-M. O'Sullivan	95	4/9/48		b2/21/48
4706	Big Town After Dark (D)A	Philip Reed-Hillary Brooke	69	12/12/47		b11/22/47
4711	Caged Fury (D)F	Richard Denning-Sheila Ryan	61	3/5/48		b2/14/48
4720	Emperor Waltz, The *T (C)F	Bing Crosby-Joan Fontaine	103	7/2/48		b5/8/48
4703	Golden Earrings (D)A	Marlene Dietrich-Ray Milland	95	10/31/47		b8/30/47
4718	Hatter's Castle (D)A	R. Newton-J. Mason-D. Kerr	105	6/18/48		b4/17/48
4716	Hazard (C)F	P. Goddard-M. Carey-F. Clark	100	5/28/48		b3/20/48
4708	I Walk Alone (D)F	B. Lancaster-L. Scott-K. Douglas	96	1.16/48		b12/20/47
4712	Mr. Reckless (D)F	W. Eythe-B. Britton-W. Catlett	66	3/26/48		b2/28/48
4707	Road to Rio (C)F	B. Crosby-B. Hope-D. Lamour	101	12/25/47		b11/22/47
4710	Saigon (D)A	A. Ladd-V. Lake-D. Dick	94	3/12/48		b2/7/48
4714	Sainted Sisters, The (C-D)A	V. Lake-J. Caulfield-B. Fitzgerald	89	4/30/48		b3/13/48
4717	Shaggy *C (D)F	B. Joyce-G. Nokes-R. Shayne	71	6/11/48		b4/17/48
4715	Speed to Spare (D)F	R. Arlen-J. Rogers-R. Travis	57	5/14/48		b3/13/48
4725	Unconquered *T (D)F	Gary Cooper-Paulette Goddard	146	4/2/48		b9/27/47
4719	Waterfront at Midnight (D)A	W. Gargan-M. B. Hughes-R. Travis	63	6/25/48		b5/8/48
4613	Welcome Stranger (CD)F	Bing Crosby-Barry Fitzgerald	107			b5/3/47
4704	Where There's Life (C)A	B. Hope-S. Hasso-W. Bendix	75	11/21/47		b10/11/47

COMING

	A Connecticut Yankee *T (MC)	B. Crosby-R. Fleming			a1/31/48
	Accused, The	L. Young-R. Cummings-W. Corey			a6/19/48
4724	A Foreign Affair (C)A	J. Arthur-M. Dietrich-J. Lund	116	8/20/48	b6/19/48
4726	Beyond Glory (D)F	A. Ladd-D. Reed-G. Macready	82	9/3/48	b6/19/48
4722	Big Town Scandal (D)F	Philip Reed-Hillary Brooks	61	7/30/48	
	Dark Circle	R. Milland-T. Mitchell-A. Totter			
	Daughter of Darkness (D)A	Anne Crawford-Maxwell Reed	91		
	Disaster	R. Denning-T. Marshall-D. O'Flynn			a6/19/48
4721	Dream Girl (C)F	B. Hutton-M. Carey-P. Knowles	85	7/23/48	b5/8/48
	Dynamite	William Gargan-Leslie Brooks			a6/12/48
	Great Gatsby, The	A. Ladd-B. Field-B. Sullivan			a6/12/48
	Heiress, The	De Havilland-Richardson-Clift-Hopkins			
	Isn't It Romantic?	Lake-DeWolfe-Knowles-Freeman			a5/29/48
	My Own True Love (D)	Phyllis Calvert-M. Douglas			a8/16/47
	Night Has a Thousand Eyes, The (D)	E. G. Robinson-J. Lund			a8/9/47
	Now and Forever	C. Rains-M. Carey-W. Hendrix			a5/15/48
	Paleface, The *T	Bob Hope-Jane Russell			a9/13/47
	Sealed Verdict (D)	Ray Milland-Florence Marly			a3/6/48
	Special Agent	W. Eythe-L. Elliott-C. Mathews			a6/26/48
4723	So Evil My Love (D)A	R. Milland-A. Todd-G. Fitzgerald	109	8/6/48	b3/13/48

	Sorrowful Jones	Bob Hope-Lucille Ball			
	Sorry, Wrong Number	B. Stanwyck-B. Lancaster-A. Richards			a5/15/48
	Tatlock Millions	Henrix-Lund-Fitzgerald-Woolley			a6/19/48
	Whispering Smith *T	A. Ladd-R. Preston-B. Marshall			a6/14/47

RKO RADIO

CURRENT

				Trade Shown	
814	Arizona Ranger, The (D)F	T. Holt-J. Holt-N. Leslie	63	May '48	b4/3/48
751	Best Years of Our Lives, The (D)A	D. Andrews-M. Loy-F. March	172	Dec. '47	b11/23/46
815	Berlin Express (D)R	Oberon-Ryan-Korvin-Lukas	86	June '48	b4/10/48
852	Bishop's Wife, The (D)A	C. Grant-L. Young-D. Niven	108	Nov. '47	b11/22/47
871	Design for Death (Doc)F	Japanese Cast	48	Jan. '48	b2/7/48
816	Fighting Father Dunne (D)F	Pat O'Brien-Darryl Hickman	93	June '48	b4/10/48
870	Fort Apache (D)A	J. Wayne-H. Fonda-S. Temple	127	Mar. '48	b3/13/48
863	Fugitive, The (D)A	Henry Fonda-Dolores Del Rio	104	Nov. '47	b11/8/47
819	Guns of Hate (W)F	Tim Holt-Nan Leslie	61	June '48	b5/22/48
811	If You Knew Susie (C)F	E. Cantor-J. Davis-A. Joslyn	90	Jan. '48	b2/7/48
868	I Remember Mama (C-D)F	I. Dunne-B. Bel Geddes-O. Homolka	134	Mar. '48	b3/13/48
869	Miracle of the Bells (D)	F. MacMurray-Valli-F. Sinatra	120	Mar. '48	b3/6/48
865	Mourning Becomes Electra (D)A	R. Russell-K. Paxinou-R. Massey	173	Nov. '47	b11/22/47
806	Night Song (D)A	D. Andrews-M. Oberon-E. Barrymore	102	Nov. '47	b11/15/47
810	Out of the Past (D)A	Robert Mitchum-Jane Greer	96	Nov. '47	b11/22/47
867	Pearl, The (D)A	Pedro Armendariz-Maria Elena Marques	78	Feb. '48	b2/14/48
807	So Well Remembered (D)A	M. Scott-J. Mills	86	Nov. '47	b11/1/47
813	Tarzan and the Mermaids (D)F	Weissmuller-Joyce-Christian	67	May '48	b4/3/48
866	Tycoon *T (D)F	John Wayne-Laraine Day	128	Dec. '47	b12/6/47
812	Western Heritage (W)F	Tim Holt-Nan Leslie	61	Jan. '48	b1/31/48
808	Wild Horse Mesa (W)F	Tim Holt-Nan Leslie	61	Nov. '47	b11/22/47

COMING

	A Song Is Born *T (M)	D. Kaye-V. Mayo-B. Goodman	Oct. '48	a3/20/48
	Baltimore Ecapade	R. Young-S. Temple-J. Agar		
	Blood on the Moon	Mitchum-Bel Geddes-Preston-Brennan		a6/12/48
	Bodyguard	L. Tierney-P. Lane-S. Brodie		
	Boy With Green Hair *T	O'Brien-Ryan-Hale-Stockwell		a6/12/48
	Brothers in the Saddle	T. Holt-R. Martin-R. Powers		
	Enchanted	David Niven-Teresa Wright	Nov. '48	
	Every Girl Should Be Married	C. Grant-F. Tone-D. Lynn		
	Good Sam (C)	Gary Cooper-Ann Sheridan	Sept. '48	a2/14/48
	Indian Agent	T. Holt-R. Martin-N. Leslie		
	Indian Summer (D)	A. Knox-A. Sothern-G. Tobias		a7/5/47
	Joan of Arc *T (D)	I. Bergman-J. Ferrer-J. Emery		a1/3/48
864	Le Silence est D'Or (C)A	Maurice Chevalier-M. Derrien	89	b10/25/47
	Long Denial, The	M. O'Hara-M. Douglas-B. Williams		a6/5/48
893	Melody Time *T (M)F	R. Rogers-D. Day-Andrews Sisters	75 7/1/48	b5/22/48
	Mr. Joseph Young of Africa	Johnson-Armstrong-Toomey-Moore		
822	Mystery in Mexico (My)F	W. Lundigan-J. White-R. Cortez	65	b6/26/48
	Outlaw Valley	Tim Holt-Richard Martin		
821	Race Street (D)A	G. Raft-W. Bendix-M. Maxwell	79	July '48 b6/26/48
	Rachel and the Stranger (D)	L. Young-W. Holden-R. Mitchum		Nov. 48 a12/27/47
817	Return of the Badmen (W)A	Randolph Scott-Anne Jeffreys	90	July 48 b5/15/48
	Roughshod (D)	R. Sterling-C. Jarman-G. Grahame		a9/6/47
	Set-Up, The	Robert Ryan		
	Station West (D)	D. Powell-J. Greer-A. Moorehead		Nov. '48 a12/13/47
	Tarzan and the Arrow of Death	L. Barker-E. Ankers-B. Joyce		
820	Twisted Road, The (D)A	C. O'Donnell-F. Granger-H. DaSilva	95	Sept. '48 b6/26/48
	Variety Time	Paar-Carle-Errol-Kennedy		
872	Velvet Touch, The (D)	Russell-Genn-Trevor-Greenstreet		Aug. '48 a2/14/48
	Weep No More	Cotten-Valli-Paar-Byington		
	Window, The	B. Hale-B. Driscoll-A. Kennedy		a5/15/48

REPUBLIC

CURRENT

728	Bill and Coo *U (N)F	George Burton's Birds	61	3/28/48	b12/27/47
703	Campus Honeymoon (MC)F	Wilde Twins-R. Crane-A. Mara	61	2/1/48	b1/31/48
624	Fabulous Texan, The (W)F	W. Elliott-J. Carroll-C. McLeod	95	11/9/47	b11/8/47
628	Flame, The (D)A	J. Carroll-V. Ralston-R. Paige	97	11/24/47	b1/10/48
644	Gay Ranchero *U (W)F	R. Rogers-T. Guizar-J. Frazee	72	1/10/48	b1/31/48
707	Heart of Virginia (D)F	Janet Martin-Robert Lowery	60	4/25/48	b5/8/48
710	I, Jane Doe (D)F	R. Hussey-J. Carroll-V. Ralston	85	5/25/48	b5/15/48
705	Inside Story, The (C-D)F	M. Hunt-W. Lundigan-C. Winninger	87	3/14/48	b3/27/48
709	King of the Gamblers (D)A	Janet Martin-William Wright	60	5/10/48	b6/5/48
706	Lightnin' in the Forest (D)F	L. Roberts-D. Barry-W. Douglas	58	3/25/48	b4/24/48
704	Madonna of the Desert (D)F	L. Roberts-D. Castle-D. Barry	60	2/23/48	b3/13/48
701	Main Street Kid, The (C)F	A. Pearce-J. Martin-A. Mowbray	64	1/1/48	b1/17/48
708	Old Los Angeles (W)	W. Elliott-J. Carroll-C. McLeod	88	4/25/48	a1/17/48
648	On the Old Spanish Trail *U (W)F	R. Rogers-T. Guizar-J. Frazee	75	10/15/47	b10/25/47
711	Secret Service Investigator (D)F	Lynn Roberts-Lloyd Bridges	60	5/31/48	b6/5/48
702	Sippy McGee (D)A	D. Barry-D. Evans-T. Brown	65	1/15/48	b1/24/48
712	Train to Alcatraz	W. Phipps-D. Barry-J. Martin	60	6/28/48	a5/22/48
731	Under California Stars *U (W)F	R. Rogers-J. Frazee-A. Devine	70	5/1/48	b5/15/48

COMING

	Angel in Exile	Carroll-Mara-Gomez-Bedoya		
	Daredevils of the Clouds	Robert Livingston-Mae Clark	7/26/48	a5/22/48
	Drums Along the Amazon	Brent-Ralston-Aherne-Bennett		
732	Eyes of Texas *U	Rogers-Roberts-Sons of Pioneers	70 7/15/48	
715	Gallant Legion, The (W)F	W. Elliott-J. Schildkraut-A. Booth	88 7/25/48	b5/29/48
	Homicide for Three	W. Douglas-A. Young-G. Withers		
	Macbeth (D)	O. Welles-J. Nolan-R. McDowell		a8/23/48
714	Moonrise	D. Clark-G. Russell-E. Barrymore	90 7/11/48	a5/8/48
	Out of the Storm	Jimmy Lydon-Lois Collier		
	Plunderers, The *U	R. Cameron-I. Massey-A. Booth		
	Red Pony, The *T (D)	M. Loy-R. Mitchum-L. Calhern		a10/25/47
	Sons of Adventure	Russell Hayden-Lynne Roberts		

Westerns Current)

752	Bandits of Dark Canyon (W)F	Allan Lane-Bob Steele	59	12/15/47	b12/13/47
754	Bold Frontiersman, The (W)F	Allan Lane-Black Jack	60	4/15/48	b5/8/48
654	California Firebrand *U (W)F	Monte Hale-Adrian Booth	63	4/1/48	b5/8/48
755	Carson City Raiders (W)F	A. Lane-E. Waller-B. Jons	60	5/13/48	b5/29/48
753	Oklahoma Badlands (W)F	A. "Rocky" Lane-Black Jack	59	2/22/48	b4/24/48
656	Timber Trail *U	Monte Hale-Lynne Roberts	67	6/15/48	
652	Under Colorado Skies *U	Monte Hale-Adrian Booth	65	12/15/47	b12/27/47
751	Wild Frontier, The (W)F	Allan "Rocky" Lane-Jack Holt	59	10/1/47	b10/11/47

Westerns (Coming)

	Denver Kid, The	A. Lane-E. Waller-C. Gallagher		
	Desperadoes of Dodge City	A. Lane-E. Waller-M. Coles		
	Grand Canyon Trail *U	R. Rogers-A. Devine-F. Willing		
756	Marshal of Amarillo	Allan "Rocky" Lane-Eddy Waller	60 7/25/48	
	Nighttime in Nevada *T	Roy Rogers-Andy Devine		
	Son of God's Country	Monte Hale		

Title	Company
M	
Macbeth	Rep
Madonna of the Desert	Rep
Mad Wednesday	UA
Magic Bow	U-I
Main Street Kid	Rep
Man-Eaters of Kumaon	U-I
Man of Evil	UA
Man from Colorado, The	Col
Man from Texas	EL
Manhattan Angel	Col
Man Wanted	EL
Mark of the Lash	SGP
Martin Rome	20th-Fox
Mary Lou	Col
Mating of Millie	Col
Meet Me at Dawn	20th-Fox
Melody Time	RKO
Merton of the Movies	MGM
Mexican Hayride	U-I
Michael O'Halloran	Mono
Mickey	EL
Million Dollar Weekend	EL
Mine Own Executioner	20th-Fox
Miracle of the Bells	RKO
Miracle on 34th St.	20th-Fox
Miraculous Journey	FC
Mr. Blandings Builds His Dream House	SRO
Mr. Joseph Young of Africa	RKO
Mr. Peabody and the Mermaid	U-I
Mr. Reckless	Para
Money Madness	FC
Monsieur Verdoux	UA
Moonrise	Rep
Moss Rose	20th-Fox
Mourning Becomes Electra	RKO
Music Man	Mono
My Brother Jonathan	Mono
My Dear Secretary	UA
My Dog Rusty	Col
My Dream Is Yours	WB
My Own True Love	Para
Mystery in Mexico	RKO
My Girl Tisa	WB
My Wild Irish Rose	WB
Mystic, The	EL
N	
Naked City	U-I
Nicholas Nickelby	U-I
Night Beat	WB
Night Has a Thousand Eyes	Para
Night Song	RKO
Night Unto Night	WB
No Minor Vices	MGM
Noose Hangs High	EL
Northwest Outpost	Rep
Northwest Stampede	EL
Now and Forever	Para
Numbers Racket, The	MGM
O	
Odd Man Out	U-I
O'Flynn, The	U-I
Oh Say Can You Sing	Univ
Old Los Angeles	Rep
Oliver Twist	EL
On an Island With You	MGM
On Our Merry Way	UA
On the Old Spanish Trail	Rep
One Last Fling	WB
One Sunday Afternoon	WB
One Touch of Venus	U-I
Open Secret	EL
Other Love	UA
Out of the Blue	EL
Out of the Past	RKO
Out of the Storm	Rep
Outlaw Valley	RKO
Outpost in Morocco	UA
P	
Paleface	Para
Panhandle	Allied
Paradine Case	Selznick
Perilous Waters	Mono
Perils of Pauline	Para
Philo Vance Returns	EL
Philo Vance's Peril	EL
Piccadilly Incident	MGM
Pirate, The	MGM
Pirates of Monterey	U-I
Pitfall, The	UA
Plunderers, The	Rep
Police Reporter	SGP
Port Said	Col
Portrait of Jennie	SRO
Prairie, The	SG
Prince of Thieves	Col
R	
Race Street	RKO
Rachel and the Stranger	RKO
Racing Luck	Col
Raw Deal	EL
Red Pony, The	Rep
Red River	UA
Relentless	Col
Return of October	Col
Return of Rin Tin Tin	EL
Return of the Whistler	Col
Return of Wildfire	SGP
Rift-Raff	RKO
River Lady	U-I
Road House	20th-Fox
Road to Rio	Para
Road to the Big House	SG
Robin Hood of Texas	Rep
Rocky	Mono

Title	Company
Rogues' Regiment	U-I
Romance on the High Seas	WB
Roosevelt Story, The	UA
Rope	WB
Rose of Santa Rose	Colo.
Rose of the Rio Grande	Mono.
Roses Are Red	20th-Fox
Roughshod	RKO
Rupert of Hentzau	SRO
Rusty Leads the Way	Col.
Rusty Saves a Life	Col.
Ruthless	EL

S

Saddle Pals	Rep.
Saigon	Para.
Sainted Sisters	Para.
Sand	20th-Fox
Saxon Charm, The	U-I
Scudda Hoo, Scudda Hay	20th-Fox
Sealed Verdict	Para.
Search, The	MGM
Secret Beyond the Door, The	U-I
Secret Life of Walter Mitty	RKO
Secret Service Investigator	Rep.
Senator Was Indiscreet	U-I
Sepia Cinderella	SGP
Set-Up, The	RKO
Seven Keys to Baldpate	RKO
Shaggy	Para.
Shamrock Touch, The	20th-Fox
Shanghai Chest, The	Mono.
Shed No Tears	EL
Show-Off	MGM
Silent Conflict	UA
Silver River	WB
Sinister Journey	UA
Sign of the Ram, The	Col.
Sitting Pretty	20th-Fox
Sixteen Fathoms Deep	Mono.
Sleep, My Love	UA
Slippy McGee	Rep.
Smart Girls Don't Talk	WB
Smart Politics	Mono.
Smart Woman	Allied
Smugglers, The	EL
Smugglers Cove	Mono.
Snake Pit, The	20th-Fox
Snowbound	U-I
So Evil My Love	Para.
Sofia	FC
Some Rain Must Fall	UA
Son of Rusty	Col.
Song of Idaho	Col.
Song of India	Col.
Song of Love	MGM
Song of My Heart	Allied
Sons of Adventure	Rep.
Sorrowful Jones	Para.
Sorry, Wrong Number	Para.
So This Is New York	UA
South of St. Louis	WB
So Well Remembered	RKO
Special Agent	Para.
Speed to Spare	Para.
Spirit of West Point	FC
Spiritualist, The	EL
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stage Struck	Mono.
State of the Union	MGM
Station West	RKO
Step-Child	EL
Stork Bites Man	UA
Strange Gamble	UA
Strawberry Roan	Col.
Strange Mrs. Crane, The	EL
Street With No Name	20th-Fox
Summer Holiday	MGM
Sun in the Morning	MGM
Sweet Genevieve	Col.
Sweetheart of the Blues	Col.
Sword of the Avenger	EL
Swordsman	Col.

T

Take My Life	EL
Tap Roots	U-I
Tarzan and the Arrow of Death	RKO
Tarzan and the Mermaids	RKO
Tatlock Millions, The	Para.
Tawny Pipit, The	U-I
Temptation Harbour	Mono.
Tender Is the Night	SRO
Tender Years, The	20th-Fox
Tenth Avenue Angel	MGM
Texas, Brooklyn & Heaven	UA
That Hagen Girl	WB
That Lady in Ermine	20th-Fox
That Wonderful Urge	20th-Fox
That's My Gal	Rep.
That's My Man	Rep.
The Argyle Secrets	FC
The Inside Story	Rep.
The Kissing Round-Up	Col.
The Open Secret	EL
The Window	RKO
They Ride By Night	SGP
Thirteen Lead Soldiers	20th-Fox
This Happy Breed	U-I
This Time for Keeps	MGM
This Was a Woman	20th-Fox
Three Daring Daughters, The	MGM
Three Godfathers	MGM
Three Musketeers	MGM
Three Wives	20th-Fox
Thunderbolt	Mono.
Thunder in the Valley	20th-Fox
Thunderhoof	Col.
Time of Your Life	UA
T-Men	EL
To the Ends of the Earth	Col.
To the Victor	WB
Trail of the Mounties	SG

SCREEN GUILD PRODUCTIONS — CURRENT

4703	Dragnet (My)A	H. Wilcoxon-M. Brian-D. Dumbrille	71	10/25/47		b7/12/47
	Jungle Goddess	G. Reeves-L. Leeds-Armita				
	Mark of the Lash	L. LaRue-A. St. John-P. Stewart				
X-3	Miracle in Harlem	Stepin Fetchit	71	5/14/48		
4615	Police Reporter	Wade-MacDonald-Blackley-Barnett	70			
4705	Prairie, The (D)	L. Aubert-A. Baxter	76	4/30/48		a12/27/47
	Return of Wildfire	R. Arlen-P. Morison-M. B. Hughes				
4706	Road to the Big House, The (D)A	J. Shelton-A. Doran-G. Williams	72	12/27/47		b11/1/47
X-1	Sepia Cinderella (C-M)A	Negro Cast	70	10/18/47		b7/26/47
4704	They Ride By Night (D)A	H. Daniels-V. Patton	78	10/11/47		b8/2/47
4708	Trail of the Mounties	R. Hayden-Jennifer Holt	42	2/21/48		
4707	Where the North Begins (D)F	R. Hayden-J. Holt-T. Coffin	40	12/13/48		b4/17/48

SELZNICK RELEASING ORGANIZATION — CURRENT

	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	138	4/17/47		b1/4/47
	Mr. Blandings Builds His Dream House (C)F	C. Grant-M. Loy-M. Douglas	94			b3/27/48
	Paradine Case, The (D)A	G. Peck-A. Todd-C. Laughton-Valli	132	Jan. '48		b1/3/48

COMING

	Portrait of Jennie (D)	J. Jones-J. Cotten-E. Barrymore				a11/1/47

20TH-FOX — CURRENT 1947-'48

809	An Ideal Husband *T (C-D)A	P. Goddard-M. Wilding-D. Wynyard	96	Mar. '48		b11/29/47
820	Anna Karenina (D)A	V. Leigh-R. Richardson-K. Moore	110	May '48		b2/28/48
817	Arthur Takes Over (C)F	Lois Collier-Richard Crane	63	May '48		b4/10/48
805	Call Northside 777 (D)A	J. Stewart-R. Conte-L. J. Cobb	111	Feb. '48		b1/24/48
801	Captain from Castile (D)F *T	T. Power-J. Peters-C. Romero	140	Jan. '48		b11/29/47
807	Challenge, The (D)F	T. Conway-J. Vincent-R. Stapley	68	Mar. '48		b2/28/48
819	Counterfeiters, The (My)A	John Sutton-Doris Merrick	74	June '48		b6/5/48
731	Daisy Kenyon (D)A	J. Crawford-D. Andrews-H. Fonda	98	Dec. '47		b11/29/47
804	Dangerous Years (D)F	William Halop-Ann E. Todd	61	Feb. '48		b12/20/47
733	Forever Amber *T (D)A	L. Darnell-C. Wilde-G. Sanders	140	Oct. '47		b10/11/47
729	Foxes of Harrow, The (D)A	R. Harrison-M. O'Hara-R. Haydn	119	Oct. '47		b9/27/47
815	Fury at Furnace Creek (W)	V. Mature-C. Gray	88	May '48		b4/10/48
806	Gentleman's Agreement (D)F	G. Peck-D. McGuire-J. Garfield	118	Mar. '48		b11/15/47
827	Give My Regards to Broadway *T (C)F	D. Dailey-C. Winninger-N. Guild	89	June '48		b5/22/48
818	Green Grass of Wyoming *T (D)F	P. Cummins-C. Coburn-R. Arthur	89	June '48		b4/24/48
808	Half Past Midnight (D)F	K. Taylor-P. Knudsen-J. Sawyer	69	Mar. '48		b3/6/48
816	Iron Curtain, The (D)A	D. Andrews-G. Tierney-J. Havoc	87	May '48		b5/8/48
813	Let's Live Again (D)F	J. Emery-J. Millican-T. Holmes	68	Apr. '48		b3/6/48
812	Meet Me at Dawn (C)A	W. Eythe-S. Holloway-B. Campbell	89	Apr. '48		b3/20/48
734	Roses Are Red (My)A	Don Castle-Peggy Knudsen	67	Dec. '47		b11/8/47
811	Scudda Hoo, Scudda Hay *T (D)F	J. Haver-L. McCallister-W. Brennan	95	Apr. '48		b3/6/48
810	Sitting Pretty (C)A	R. Young-M. O'Hara-C. Webb	84	Apr. '48		b2/28/48
814	Thirteen Lead Soldiers (My)F	Tom Conway-Maria Palmer	66	Apr. '48		b6/5/48
720	Thunder in the Valley *T (D)F	P. A. Garner-L. McCallister-E. Gwenn	103	Nov. '47		b6/7/47
802	You Were Meant for Me (MC-D)F	J. Crain-D. Dailey-O. Levant	91	Feb. '48		b1/24/48

COMING

	A Man About the House	M. Johnson-D. Gray-K. Moore	94			b6/28/47
	Apartment for Peggy *T	J. Crain-W. Holden-E. Gwenn				a5/1/48
	Big Dan	C. Russell-V. Christine-G. Gray-Flame				a6/5/48
	Bungalow 13	Tom Conway-Margaret Hamilton				
825	Checkered Coat, The	T. Conway-N. Nash-H. Hatfield	67	July '48		
	Chicken Every Sunday	D. Dailey-A. Young-C. Holm				
	Creeper, The	J. Baragrey-O. Stevens-E. Ciannelli				
821	Deep Waters (D)	Andrews-Peters-Romero-Revere	85	Aug. '48		a2/14/48
822	Escape (D)A	Rex Harrison-Peggy Cummins	77			
828	Fighting Back	Paul Langton-Gary Gray	61	Aug. '48		
	Gay Intruders, The (C)A	John Emery-Tamara Geva	68			b6/19/48
	Martin Rome	Victor Mature-Richard Conte				a5/8/48
824	Mine Own Executioner (D)A	B. Meredith-K. Moore-D. Gray	102	July '48		b12/6/47
	Road House	Lupino-Wilde-Holm-Widmark				a6/5/48
	Sand	M. Stevens-C. Gray-C. Grapewin				
	Shamrock Touch, The	T. Power-A. Baxter-C. Kellaway				a5/15/48
	Snake Pit, The (D)	O. deHavilland-L. Genn-M. Stevens				a10/11/47
823	Street With No Name, The (Doc)A	M. Stevens-R. Widmark-L. Nolan	91	July '48		b6/26/48
	That Lady in Ermine *T (M)	B. Grable-D. Fairbanks, Jr.				a1/31/48
	That Wonderful Urge	T. Power-G. Tierney-R. Gardiner				a6/19/48
	This Was a Woman (D)A	Sonia Dresdel-Barbara White				a1/24/48
	Three Wives	Darnell-Crain-Lynn-Sothern				
	Trouble Preferred	C. Russell-P. Knudsen-L. Roberts				a6/19/48
	Tucson	J. Lydon-P. Edwards-C. Russell				
	Unfaithfully Yours	R. Harrison-L. Darnell-R. Vallee	108			a5/29/48
826	Walls of Jericho, The (D)	C. Wilde-L. Darnell-A. Baxter	106	Aug. '48		
	West of Tomorrow	C. Miller-A. Franz-R. Jaeckel				
	When My Baby Smiles at Me *T	Grable-Dailey-Oakie-Havoc				a5/29/48
	While I Live (D)A	T. Walls-C. Evans-C. Raye	85			b10/18/47
829	Winner's Circle, The (Doc)F	Johnny Longden-Morgan Farley	75	Aug. '48		b6/19/48
	Yellow Sky *T	G. Peck-A. Baxter-R. Widmark				

UNITED ARTISTS — CURRENT

	Arch of Triumph (D)A Sp	I. Bergman-C. Boyer-C. Laughton	120	Mar. '48		b2/21/48
	Body and Soul (D)A	John Garfield-Lilli Palmer	105	Nov. '47		b8/16/47
	Christmas Eve (D)A	G. Raft-G. Brent-R. Scott-J. Blondell	89	Oct. '47		b11/1/47
	Four Faces West (D)F	J. McCrea-F. Dee-C. Bickford	90	5/15/48		b5/15/48
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134			b4/27/46
	Here Comes Trouble *C (C)F	B. Tracey-J. Sawyer-E. Parnell	50	4/9/48		b4/17/48
	Intrigue (D)A	G. Raft-J. Havoc-H. Carter	88	Dec. '47		b12/27/47
	Laff-Time	W. Tracy-P. Morgan-E. Janssen	110	4/9/48		
	Kings of the Olympics (Pt. 1) (Doc.) F	Bill Slater—Narrator	65	Apr. '48		b1/24/48
	Man of Evil (D)A	J. Mason-P. Calvert-A. Stephens	90	Jan. '48		b2/7/48
	Monsieur Verdoux (C-D)A	Charles Chaplin-Martha Raye	123	Oct. '47		b4/19/47
	On Our Merry Way	B. Meredith-P. Goddard-F. MacMurry	107	Feb. '48		b2/7/48
	Roosevelt Story, The F	K. Lynch-E. Begley-C. Lee	76	Nov. '47		b7/5/47
	Silent Conflict (W)F	W. Boyd-A. Clyde-R. Brooks	61	Apr. '48		b4/17/48
	Sleep, My Love (D)A	C. Colbert-D. Ameche-R. Cummings	97	Jan. '48		b1/17/48
	So This Is New York (C)F	H. Morgan-R. Vallee-H. Herbert	80	May '48		b5/15/48
	Time of Your Life (D)A	J. Cagney-Wm. Bendix-J. Cagney	109	5/27/48		b5/29/48
	Who Killed 'Doc' Robbin? *C (C)F	V. Grey-D. Castle-G. Zucco	51	Apr. '48		b5/8/48

COMING

	An Innocent Affair	Fred MacMurray-Madeleine Carroll				
	Angry God, The	Alicia Parla-Casimiro Ortega				
	Atlantis, The Lost Continent	Maria Montez-Jean Pierre-Aumont				
	Borrowed Trouble	William Boyd-Andy Clyde				
	Dead Don't Dream, The (W)	W. Boyd-A. Clyde				
	False Paradise	Wm. Boyd-Andy Clyde				
	Girl from Manhattan, The	Montgomery-Lamour-Laughton				
	Indian Scout	George Montgomery-Ellen Drew				
	Mad Wednesday (D)F	H. Lloyd-R. Washburn-J. Conlin	89			b2/22/47
	My Dear Secretary	L. Day-K. Douglas-K. Wynn				

	Outpost in Morocco	George Raft-Akim Tamiroff			
	Pitfall, The	Powell-Wyatt-Scott-Burr			a6/12/48
	Red River	John Wayne-Walter Brennan			
	Sinister Journey	Wm. Boyd-Andy Clyde			
	Some Rain Must Fall	William Bendix-Dennis O'Keefe			
	Strange Gamble (W)	W. Boyd-A. Clyde-R. Brooks			a12/13/47
	Texas, Brooklyn, and Heaven	G. Madison-D. Lynn-J. Dunn			a5/29/48
	Vendetta (D)	Hillary Brooke-Faith Domergue			a5/10/47
	Vicious Circle (D)A	Conrad Nagel	77		b5/29/48

UNIVERSAL-INTERNATIONAL

CURRENT

650	A Double Life (D)A	R. Colman-S. Hasso-E. O'Brien	104	Mar. '48	b1/3/48
657	All My Sons (D)A	Edward G. Robinson-Burt Lancaster	94	May '48	b2/21/48
656	Are You With It? (M)F	D. O'Connor-O. San Juan-M. Stewart	90	May '48	b3/13/48
634	A Woman's Vengeance (D)A	Charles Boyer-Ann Blyth	96	Feb. '48	b12/20/47
653	Black Bart *T(W-D)A	Y. DeCarlo-D. Duryea-J. Lynn	80	Apr. '48	b1/31/48
629	Black Narcissus *T (D)F	Deborah Kerr-David Farrar	91	Dec. '47	b5/3/47
652	Captain Boycott (D)F	Stewart Granger-Kathleen Ryan	93	Jan. '48	b9/6/47
655	Casbah (D)A	Y. DeCarlo-T. Martin-P. Lorre	94	Apr. '48	b3/6/48
658	Dear Murderer (D)A	E. Portman-G. Gynt-D. Price	94	May '48	b6/7/48
	End of the River, The (D)A	Sabu-Bibi Ferreira	80	June '48	b11/29/47
630	Exile, The (D)A	D. Fairbanks, Jr.-M. Montez-P. Croset	95	Nov. '47	b10/18/47
654	Jassy *T (D)A	M. Lockwood-P. Roc-D. Price	96	Mar. '48	b8/23/47
659	Letter from an Unknown Woman (D)A	Joan Fontaine-Louis Jourdan	90	June '48	b4/10/48
651	Naked City, The (D)A	B. Fitzgerald-H. Duff-D. Hart	96	Mar. '48	b1/24/48
632	Pirates of Monterey *T (D)F	M. Montez-R. Cameron-P. Reed	77	Dec. '47	b11/15/47
661	River Lady *T (D)A	Y. DeCarlo-D. Duryea	78	June '48	b5/8/48
627	Secret Beyond the Door (D)A	J. Bennett-M. Redgrave-A. Revere	98½	Feb. '48	b1/10/48
633	Senator Was Indiscreet, The (C)A	W. Powell-E. Raines	83	Jan. '48	b12/13/47
662	Up in Central Park (C)F	D. Durbin-D. Haymes-V. Price	87	June '48	b5/29/48
631	Upturned Glass, The (D)	J. Mason-Rosamond John	86	Nov. '47	b6/28/47

COMING

	Abbott & Costello Meet Frankenstein	Costello-Abbott-Chaney-Lugosi			a5/15/48
	A Lady Surrenders (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/48
	An Act of Murder	F. March-E. O'Brien-F. Eldridge			
663	Bad Sister	M. Lockwood-I. Hunter	91	July '48	b12/6/47
	Black Velvet	A. Blyth-G. Brent-H. Duff			
	Blanche Fury (D)A *T	V. Hobson-S. Granger	95		b3/20/48
677	Brothers, The (D)A	Patricia Roc-Will Fyffe	98		b5/24/47
	Bush Christmas (D)F	C. Rafferty-J. Fernside	76		b11/29/47
	Corridor of Mirrors (D)A	E. Portman-E. Romney	105		b3/27/48
	Countess of Monte Cristo	S. Henie-O. San Juan-F. Trenkler			a6/19/48
	Criss-Cross	B. Lancaster-Y. DeCarlo-D. Duryea			
	Fame Is the Spur (D)A	M. Redgrave-R. Johns	112		b10/4/47
	Family Honeymoon	C. Colbert-F. MacMurray-H. McDaniel			
	Feudin', Fussin' and A-Fightin'	D. O'Connor-M. Main-P. Kilbride		July '48	
	For the Love of Mary	Durbin-O'Brien-Taylor-Lynn			
	Good Time Girl (D)A	Jean Kent-Dennis Price	92		b5/28/48
	Hamlet (D)F	Laurence Olivier-Jean Simmons	150		b5/15/48
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109		b1/18/47
	Larceny	J. Payne-J. Caulfield-D. Duryea			a6/19/48
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/48
	Man-Eaters of Kumaon (D)F	Sabu-W. Corey-J. Page	80	July '48	b6/19/48
	Mexican Hayride	Abbott-Costello-Alphin-Melina			
	Mr. Peabody and the Mermaid	William Powell-Ann Blyth			a5/8/48
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105		b3/22/47
	O'Flynn, The	D. Fairbanks-H. Carter-R. Greene			
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	One Night With You (C)F	Nino Martini-Patricia Roc	92		b5/1/48
	One Touch of Venus	R. Walker-A. Gardner-D. Haymes			a5/29/48
	Rogues' Regiment	D. Powell-M. Toren-V. Price			a6/26/48
	Saxon Charm, The	R. Montgomery-S. Hayward-J. Payne			
	Snowbound	R. Newton-D. Price	86		
	Tap Roots *T (D)F	V. Heflin-S. Hayward-B. Karloff	109		b6/26/48
680	Tawny Pipit, The (D)A	Bernard Miles-Rosamund John	81		b9/6/47
	Unafraid, The	J. Fontaine-B. Lancaster-R. Newton			a6/19/48
	Years Between, The (D)A	M. Redgrave-V. Hobson-F. Robson	87		b9/13/47
	You Gotta Stay Happy	J. Fontaine-J. Stewart-E. Albert			

WARNER BROS.

CURRENT

713	Always Together (C)F	R. Hutton-J. Reynolds	78	1/10/48	b12/20/47
719	April Showers (C)F	J. Carson-A. Sothern-R. Alda	95	3/27/48	b3/13/48
727	Big Punch, The (D)A	W. Morris-L. Maxwell-G. MacRae	80	6/26/48	b5/29/48
708	Escape Me Never (D)A	E. Flynn-I. Lupino-E. Parker	104	11/22/47	b11/1/47
717	I Became a Criminal (D)A	Sally Gray-Trevor Howard	78	3/6/48	b7/12/47
715	My Girl Tisa (C-D)F	L. Palmer-S. Wanamaker-A. Tamiron	95	2/7/48	b1/24/48
711	My Wild Irish Rose *T (MC-D)F	D. Morgan-A. King-A. Hale	101	12/27/47	b12/13/47
725	Silver River (W)A	Errol Flynn-Ann Sheridan	107	5/29/48	b5/8/48
707	That Hagen Girl (D)A	S. Temple-R. Reagan-R. Calhoun	83	11/1/47	b10/25/47
720	To the Victor (D)A	D. Morgan-V. Lindfors-V. Francen	101	4/10/48	b4/3/48
714	Treasure of Sierra Madre (D)A	H. Bogart-W. Huston-T. Holt	127	1/24/48	b1/10/48
716	Voice of the Turtle (C)A	R. Reagan-E. Parker-E. Arden	103	2/21/48	b12/27/47
726	Wallflower (C)F	J. Reynolds-R. Hutton-J. Paige	77	6/12/48	b5/22/48
721	Winter Meeting (D)A	B. Davis-J. Davis-J. Paige	100	4/24/48	b4/10/48
724	Woman in White, The (My)A	A. Smith-E. Parker-S. Greenstreet	109	5/15/48	b4/24/48

COMING

	Adventures of Don Juan *T (H-R)	Errol Flynn-Viveca Lindfors			a2/7/48
	Cleopatra Arms	David Niven-Jane Wyman			a6/26/48
	Decision of Christopher Blake, The (D)	A. Smith-R. Douglas			a10/11/47
	Embraceable You	D. Clark-G. Brooks-S. Z. Sakall			
	Fighter Squadron *T	Edmond O'Brien-Robert Stack			
	Flaxy Martin	Z. Scott-V. Mayo-D. Kennedy			
	Girl from Jones Beach	R. Reagan-V. Mayo-D. Clark			
	Idol of Paris (D)A	Michael Rennie-Beryl Baxter	105		b2/28/48
	John Loves Mary	Reagan-Carson-Neal-Morris			a5/1/48
	Johnny Belinda (D)	L. Ayres-J. Wyman-C. Bickford			a2/28/48
	June Bride	B. Davis-R. Montgomery-B. Lyon			
731	Key Largo	Humphrey Bogart-Lauren Bacall	101	7/31/48	a5/1/48
	Kiss in the Dark	Jane Wyman-David Niven			
	Look for the Silver Lining *T	J. Haver-R. Bolger-G. MacRae			
	My Dream Is Yours *T	Carson-Day-Bowman-Arden			a6/26/48
	Night Beat	R. Douglas-H. Westcott-R. Alda			
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors			a5/10/47
	One Last Fling	A. Smith-Z. Scott-J. Backus			a5/22/48
	One Sunday Afternoon *T	Dennis Morgan-Janis Paige			a5/22/48
728	Romance on the High Seas *T (M)F	J. Carlson-J. Paige-D. DeFore	99	7/3/48	b6/12/48
	Rope *T	Stewart-Chandler-Hardwicke			a6/26/48
	Smart Girls Don't Talk	V. Mayo-B. Bennett-R. Hutton			a5/15/48
	South of St. Louis *T	J. McCrea-A. Smith-Z. Scott			
	Two Guys from Texas *T	J. Carson-D. Morgan-D. Malone			
	Whiplash (D)	D. Clarke-A. Smith-S. Z. Sakall			a11/1/47
	Younger Brothers, The *T	W. Morris-J. Paige-B. Bennett			

Title	*Company*
Train to Alcatraz	Rep.
Trapped by Boston Blackie	Col.
Treasure of Sierra Madre	WB
Trespasser, The	Rep.
Trouble Preferred	20th-Fox
Trouble With Women	Para.
29 Clues	EL
Tucson	20th-Fox
Tulsa	EL
Twisted Road, The	RKO
Two Blondes and a Redhead	Col.
Two Guys from Texas	WB
Tycoon	RKO
U	
Unafraid, The	U-I
Unconquered	Para.
Under California Stars	Rep.
Under the Tonto Rim	RKO
Undercover Man	Col.
Unfaithfully Yours	20th-Fox
Unknown Island	FC
Up in Central Park	U-I
Upturned Glass, The	U-I
V	
Variety Time	RKO
Velvet Touch, The	RKO
Vendetta	UA
Verdict	WB
Vicious Circle, The	UA
Violence	Mono.
Voice of the Turtle	WB
W	
Walking Hills	Col.
Wallflower	WB
Walls of Jericho	20th-Fox
Waterfront at Midnight	Para.
Web, The	Univ.
Web of Danger	Rep.
Weep No More	RKO
Welcome Stranger	Para.
West of Tomorrow	20th-Fox
Western Heritage	RKO
When My Baby Smiles at Me	20th-Fox
Where the North Begins	SG
Where There's Life	Para.
Whiplash	WB
Whispering City	EL
Whispering Smith	Para.
Who Killed 'Doc' Robbin?	UA
Will It Happen Again?	FC
Winner's Circle, The	20th-Fox
Winter Meeting	WB
Woman from Tangiers	Col.
Woman in the Hall, The	Brit.
Woman in White	WB
Woman on the Beach	RKO
Women in the Night	FC
Words of Music	MGM
Wrangler, The	Col
Wreck of the Hesperus	Col
Y	
Years Between	U-I
Yellow Sky	20th-Fox
You Gotta Stay Happy	U-I
You Were Meant for Me	20th-Fox
Younger Brothers, The	WB

MISCELLANEOUS FEATURES

Listing of features of foreign and U. S. origin not distributed by major outlets. Titles are followed, in parentheses, by name of country of origin and U. S. national distributor; names of stars, running time, and date of issue in which review appeared, in that order.

ALL'S WELL (U. S.-Independent) D. Lamour-C. Laughton

BLIND DESIRE (France-Discina Int'l) Jean-Louis Barbault-Edwige Feuillere. 88. b6/12/48.

CRIME AND PUNISHMENT (Sweden-Film Rights Int'l.) H. Faustman-G. Wallgren. 107. b3/20/48

DAMNED, THE (France-Discina) H. Vidal-F. Marley. 105. b5/1/48

DAY OF WRATH (Denmark-Schaefer). L. Movin-T. Roose. 100. b5/1/48

DIE FLEDERMAUS (Germany-Artkino) M. Harrell-J. Heesters. 96. b3/30/48

FANNY (France-Siritsky) Raimu-P. Fresnay. 124. b2/21/48

FARREBIQUE (France - Siritsky) Non-pro. cast. 90. b3/6/48

FIGHT NEVER ENDS, THE (U. S.-W. Alexander) Joe Louis-Mills Bros. 70. b2/28/48

(*Continued on Next Page*)

MISCELLANEOUS FEATURES

FIRST OPERA FILM FESTIVAL (Italy-Classic). T. Gobbi-P. Malcarini. 95. b5/29/48

FRIC-FRAC (France-Oxford). Fernandel-Arletty. 90. b6/5/48

IDIOT, THE (France-European Copyrights) G. Phillippe-E. Feuillere. 92. b2/14/48

JANS MONSON IN AMERICA (Sweden-Scandia). E. Persson-S. Olin. 103. b4/17/48

JENNY LAMOUR (France-Vog Films) L. Jourdan-S. Renant. 102. b2/14/48

LAUGH, PAGLIACCI (Italy-Continental) A. Valli-B. Gigli. 83 b3/13/48

LOST HAPPINESS (Italy-Saturnia) L. Cortese-D. Sassoli. 75. b3/6/48

MARIUS (France-Siritizky Int'l). Raimu-P. Fresnay. 128. b5/15/48

NAIS (France-Siritzky-Int'l). Fernandel-J. Pagnol. 105. b6/19/48

PAISAN (Italy-Mayer-Bur.) C. Sazio-R. Von Loon. 118. b2/28/48

PASSIONNELLE (France-Distinguished) O. Joyeaux-Alerme. 82. b2/21/48

PORTRAIT OF INNOCENCE (France-Siritzky-Int'l) Louis Carletti-Gilbert Gil. 90. b6/12/48.

ROOM UPSTAIRS, THE (France-Lopert). M. Dietrich-J. Gabin. 90. b6/5/48

ROSSINI (Italy-Best) N. Besozzi-P. Barbara. 95. b2/14/48

SHOWTIME (England-English Films). A. Todd-R. Greene. 91. b6/5/48

THEY ARE NOT ANGELS (France-Siritzky-Int'l). P. Blanchard-R. Bussieres. 130. b5/29/48

VOYAGE SURPRISE (France-Duke Inter'l) J. Henri-Duval. 80. b3/13/48

BRITISH PRODUCT

(U. S. Distribution Not Set)

AGAINST THE WIND (Rank). R. Beatty-S. Signoret. 96. b3/13/48

BEWARE OF PITY (Rank). L. Palmer-A. Lieven. 105. b11/1/47

BRIGHTON ROCK (Pathe). R. Attenborough-H. Baddeley. 92. b1/3/48

EASY MONEY (Rank). G. Gynt-D. Price. 94. b3/6/48

GHOSTS OF BERKELEY SQUARE, THE (Pathe). R. Morley-F. Aylmer. 90. b11/1/47

HOLIDAY CAMP (Rank). F. Robson-D. Price. 97. b8/16/47

LOVES OF JOANNA GODDEN, THE (Rank). G. Withers-J. Macallum. 85. b6/21/47

MARK OF CAIN, THE (Rank). E. Portman-S. Gray. 88. b1/17/48

MASTER OF BANKDAM (Rank). A. Crawford-D. Price. 105. b9/6/47

MRS. FITZHERBERT (Pathe). P. Graves-J. Howard. 99. b2/14/48

VICE VERSA (Rank). R. Livesey-K. Walsh. 111. b3/6/48

WHEN THE BOUGH BREAKS (Rank). P. Roc-R. John. 81. b12/27/47

WOMAN IN THE HALL (Rank). U. Jeans-J. Simmons. 90. b11/15/47

RE-ISSUES (Nationally Released)

			Time Mins.	Rel. Date	Orig. Rel. Date
ASTOR PICTURES					
	Aces Wild	Harry Carey	63	4/30/48	1937
	Ghost Town	Harry Carey	59	1/1/48	1936
	Li'l Abner	M. O'Driscoll-R. Owen	70	2/20/48	1940
	Jimmy Steps Out	J. Stewart-P. Goddard	89	3/25/48	1941
	Pecos Kid	Fred Kohler, Jr.	59	4/25/48	1935
	Toll of the Desert	F. Kohler, Jr.-B. Mack	55	6/1/48	1937
	Wagon Trail	Harry Carey	58	5/30/48	1935
	Wild Mustang	Harry Carey	64	2/1/48	1935
EAGLE LION					
848	Seven Sinners	M. Dietrich-J. Wayne	86	3/27/48	1936
849	Sutter's Gold	Edward Arnold	93	3/27/48	1936
FAVORITE FILM CORP.					
	Burlesque on Carmen	Charlie Chaplin	55	Feb. '48	
	It Happened Tomorrow	D. Powell-L. Darnell	87	Jan. '48	1944
	Kelly the Second	P. Kelly-M. Rosenbloom	71	Jan. '48	1936
	Matinee Scandal	B. Aherne-C. Bennett	84	Jan. '48	1936
	Merrily We Live	I. Lupino-F. Lederer	90	Jan. '48	1938
	Our Relations	Laurel & Hardy	70	Jan. '48	1936
	Topper	C. Grant-C. Bennett	96	Jan. '48	1937
	Two Mugs From Brooklyn	W. Bendix-G. Bradley	73	Jan. '48	1943
FILM CLASSICS					
	Border Wolves	Bob Baker	56	8/15/48	1938
	Bury Me Not on Lone Prairie	Johnny M. Brown	60	3/15/48	1941
	Challenge, The	J. Gardner-M. Clare	78	5/20/48	1939
	Courage of the West	Bob Baker	58	3/15/48	1937
	Deep in the Heart of Texas	J. M. Brown-Ritter	61	7/15/48	1942
	Drums *T	Sabu-R. Massey		7/20/48	1938
	Eagle Squadron	R. Stack-D. Barrymore	109	6/11/48	1942
	Four Feathers *T	J. Duprez-R. Richardson		7/20/48	1939
	Gun Justice	Ken Maynard	61	9/15/48	1934
	Gung-Ho	R. Scott-R. Mitchum	87	6/11/48	1943
	Honor of the Range	Ken Maynard	63	4/15/48	
	Jungle Woman	E. Anchors-J. C. Naish		3/25/48	1944
	Last Stand	Bob Baker	57	9/15/48	1938
	Lone Star Trail	J. M. Brown-Ritter	58	2/15/48	1943
	Man Who Reclaimed Head	C. Rains-J. Bennett		7/1/48	1935
	Pony Post	Johnny M. Brown	60	8/15/48	1940
	Singing Outlaw	Bob Baker	57	4/15/48	
	Smoking Guns	Ken Maynard	63	2/15/48	1934
	South of Tahiti	M. Montez-B. Donlevy	75	3/1/48	1941
	Tower of London	B. Karloff-B. Rathbone		7/1/48	1939
	Wheels of Destiny	Ken Maynard	65	7/15/48	1934
METRO-GOLDWYN-MAYER					
3000	Gone With The Wind *T	V. Leigh-C. Gable	222	Feb. '48	1939
823	Tarzan's New Adventure	J. Weismuller-M. O'Sullivan	70	Apr. '48	
822	Tarzan's Secret Treasure	J. Weismuller-M. O'Sullivan	81	Apr '48	1941
MONOGRAM					
4711	Sign of the Wolf	M. Whalen-G. Bradley	69	5/2/48	1941
PARAMOUNT					
R7-3508	Crusades, The	L. Young-H. Wilcoxon	126	June '48	1935
REALART PICTURES					
5013	Argentine Nights	Ritz Bros.-Andrew Sisters	73	Mar. '48	1940
1290	Captive Wild Woman	J. Carradine-Aquanetta	60	Apr. '48	1942
1250	Corvette K-225	R. Scott-B. Fitzgerald	98	May '48	1943
1210	Drums of the Congo	S. Erwin-O. Munson	61	Apr. '48	1941
1212	Ghost of Frankenstein	L. Chaney-E. Ankers	67	Jan. '48	1942
6046	Hellzapoppin	Olsen-Johnson	84	Mar. '48	1941
917	Little Tough Guy	Little Tough Guys	83	Mar. '48	1938
929	Little Tough Guys in Society	Little Tough Guys	73	Mar. '48	1938
796	Magnificent Brute	J. McLaglen-B. Barnes	78	Apr. '48	1936
1344	Mummy's Ghost	L. Chaney-R. Ames	65	Feb. '48	1944
1246	Mummy's Tomb	D. Foran-L. Chaney	67	Feb. '48	1942
361	Sea Spoilers	J. Wayne-N. Grey	63	Apr. '48	1936
1266	Sin Town	C. Bennett-B. Crawford	74	Jan. '48	1942
1295	Son of Dracula	L. Chaney-L. Allbritton	80	Jan. '48	1943
924	Storm, The	C. Bickford-P. Foster	78	Feb. '48	1938
871	Wings Over Honolulu	R. Milland-W. Barrie	78	May '48	1937
RKO RADIO					
892	Bambi *T	Disney Feature Cartoon	70		1942
882	Border G-Man (W)	G. O'Brien-L. Day	60		1938
818	Bring 'Em Back Alive	Frank Buck			1932
881	Gun Law (W)	G. O'Brien-R. Oehman	60		1933
884	Lawless Valley (W)	G. O'Brien			1938
883	Painted Desert (W)	G. O'Brien-L. Day	60		1938
886	Timber Stampede (W)	G. O'Brien-M. Reynolds			1939
885	Trouble in Sundown (W)	G. O'Brien-W. Bond			1939
SCREEN GUILD PRODUCTIONS					
S-7	Duke of West Point	L. Hayward-J. Fontaine	108	6/10/48	1938
S-5	Flirting With Fate	J. E. Brown-B. Roberts	72	5/28/48	1938
HC14	In Old Mexico (W)	W. Boyd-G. Hayes	70	2/7/48	1938
S-4	King of the Turf	A. Menjou-D. Costello	89	5/21/48	1939
HC20	Law of the Pampas	W. Boyd-R. Hayden	79	6/3/48	1939
S-8	Miss Annie Rooney	S. Temple-W. Gargan	88	6/17/48	1942
HC13	Pride of the West (W)	W. Boyd-G. Hayes	58	1/3/48	1938
HC19	Range War	W. Boyd-R. Hayden	69	5/7/48	1939
HC18	Renegade Trail (W)	W. Boyd-G. Hayes	60	4/10/48	1939
S-3	Runaway Daughter	B. Stanwyck-R. Young	71	5/21/48	
HC21	Santa Fe Marshal	W. Boyd-R. Hayden	70	7/2/48	1940
HC17	Silver on the Sage (W)	W. Boyd-G. Hayes	71	3/6/48	1939
S-6	That's My Boy	J. Durante-R. Tauber	81	5/28/48	1932
20TH CENTURY-FOX					
830	Belle Starr	R. Scott-G. Tierney	87	June '48	1941
831	Frontier Marshal	R. Scott-N. Kelly	71	June '48	1939
832	Rose of Washington Square	T. Power-A. Faye	86	July '48	1939
833	Slave Ship	W. Baxter-W. Beery	92	July '48	1937
WARNER BROS.					
718	Adventures of Robin Hood	E. Flynn-O. DeHavilland	102	3/13/48	1938
730	Flowing Gold	J. Garfield-P. O'Brien	82	7/17/48	1940
729	God's Country and the Woman	G. Brent-B. Roberts	71	7/17/48	1936
723	The Fighting 69th	J. Cagney-P. O'Brien	79	5/8/48	1940
722	Valley of the Giants	W. Morris-C. Trevor	78	5/8/48	1938

1947-48 SHORT SUBJECT BOOKING GUIDE

Releases (grouped in series of which they are a part) listed under name of distributor. Reading from left to right are: distributor's release number; title of subject; running time in minutes; release date; date of issue of SHOWMEN'S TRADE REVIEW in which data concerning the subject appeared.

ASTOR PICTURES

Jimmie Fidler's Personality Parade 20
Rel 12/20/47
Boss Comes to Dinner....10
Rel 4/1/48
Makers of Destiny No. 1..17½
Rel May '48 STR 6/5/48

COLUMBIA

SPECIAL MUSICAL FEATURETTE

9451 A Voice is Born.....20½
Rel 1/15/48

THREE STOOGES COMEDIES

9401 Brideless Groom.....16½
Rel 9/11/47
9402 Sing a Song of Six Pants.17
Rel 10/30/47 STR 12/20/47
9403 All Gummed Up.....18
Rel 12/11/47 STR 12/20/47
9404 Shivering Sherlocks 17
Rel 1/8/48 STR 6/5/48
9405 Pardon My Clutch.....15
Rel 2/26/48 STR 6/19/48
9406 Squareheads of the Round Table 18
Rel 3/4/48 STR 6/5/48
9407 Fiddlers Three 17
Rel 5/6/48 STR 6/5/48
9408 The Hot Scots.....17
Rel 7/8/48

ASSORTED & ALL-STAR COMEDIES

9431 Rolling Down to Reno....16½
Rel 9/4/47
9432 Hectic Honeymoon 17
Rel 9/18/47
9421 Wedding Belle 17
Rel 10/9/47 STR 1/17/48
9422 Should Husbands Marry?.17
Rel 11/13/47 STR 12/20/47
9423 Silly Billy 18
Rel 1/29/48 STR 6/19/48
9424 Two Nuts in a Rut.....18
Rel 2/19/48 STR 6/12/48
9425 Tall, Dark and Gruesome.16
Rel 4/15/48 STR 6/5/48
9426 Crabbin in the Cabin.....18
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9427 Pardon My Lamb Chop..
Rel 6/10/48
9433 Wife to Spare.....16
Rel 11/20/47 STR 12/20/47
9434 Wedlock Deadlock 16
Rel 12/18/47 STR 2/14/48
9435 Radio Romeo 17½
Rel 12/25/47
9436 Man or Mouse.....18
Rel 1/15/48 STR 6/19/48
9437 Eight Ball Andy.....17½
Rel 3/11/48 STR 6/19/48
9438 Jitter Bughouse 17
Rel 4/29/48 STR 6/12/48
9439 The Sheepish Wolf.....17½
Rel 5/27/48 STR 6/19/48
9440 Flat Feat 17½
Rel 6/24/48

COLOR RHAPSODIES

9501 Swiss Tease 6
Rel 9/11/47
9502 Boston Beany 6
Rel 12/4/47 STR 12/20/47
9503 Flora 7
Rel 3/18/48 STR 6/19/48

COLOR PHANTASIES

9701 Kitty Caddy 6
Rel 11/6/47 STR 12/20/47
9702 Topsy Turkey 6½
Rel 2/5/48
9703 Short Snorts on Sports.... 6½
Rel 6/3/48

COLOR FAVORITES (Re-Issues)

9601 Dreams on Ice..... 6½
Rel 10/30/47
9602 Novelty Shop 6½
Rel 11/20/47
9603 Dr. Bluebird 8
Rel 12/18/47
9604 In My Gondola..... 7½
Rel 1/22/48
9605 Animal Cracker Circus.... 7
Rel 2/19/48
9606 Bon Bon Parade 8½
Rel 4/8/48
9607 House that Jack Built..... 7
Rel 5/6/48
9608 The Untrained Seal..... 7½
Rel 7/15/48

THRILLS OF MUSIC

9951 Boyd Raeburn & Orch....11
Rel 9/18/47
9952 Claude Thornhill & Orch..11
Rel 10/30/47
9953 Lecuona Cuban Boys.....10½
Rel 11/13/47 STR 12/20/47
9954 Skitch Henderson Orch..10
Rel 12/11/47 STR 2/14/48
9955 Charlie Barnet & Orch....10½
Rel 1/15/48 STR 6/5/48
9956 Ted Weems & Orchestra..10½
Rel 3/25/48 STR 6/5/48
9957 Gene Krupa Orch.....
Rel 6/10/48
9958 Tony Pastor Orch.....
Rel 7/22/48

SCREEN SNAPSHOTS

9851 Hollywood Cowboys 9½
Rel 9/4/47
9852 Laguna, U.S.A. 9½
Rel 10/9/47 STR 12/20/47
9853 Out of this World Series.. 9
Rel 11/27/47 STR 12/20/47
9854 Off the Air 10
Rel 12/18/47 STR 12/20/47
9855 Hawaii in Hollywood.....10
Rel 1/22/48 STR 6/5/48
9856 Photoplay's Gold Medal Awards 9½
Rel 3/18/48
9857 Smiles and Styles.....10
Rel 4/1/48 STR 6/5/48
9858 Hollywood Honors Hersholt 8
Rel 5/6/48 STR 6/12/48
9859 Hollywood Party 9
Rel 6/10/48
9860 Hollywood Friars Honor George Jessel .....
Rel 7/8/48

WORLD OF SPORTS

9801 Cinderella Cagers 9½
Rel 9/25/47
9802 Ski Demons 9
Rel 10/23/47 STR 12/20/47
9803 Bowling Kings 10
Rel 11/13/47 STR 12/20/47
9804 Navy Crew Champions...10
Rel 12/25/47 STR 2/14/48
9805 Rodeo Thrills and Spills.. 9½
Rel 1/29/48 STR 6/5/48
9806 Net Marvels 9
Rel 3/11/48 STR 6/19/48
9807 Champions in the Making. 8½
Rel 5/23/48 STR 6/19/48
9808 No Holds Barred.....
Rel 6/17/48
9809 Aqua Zanies .....
Rel 7/15/48

FILM NOVELTIES

9901 Aren't We All?.....10½
Rel 11/27/47

COMMUNITY SINGS

9651 No. 1—Linda 10
Rel 9/4/47 STR .....
9652 No. 2—April Showers..... 9
Rel 10/2/47
9653 No. 3—Peg O' My Heart.. 9
Rel 11/6/47 STR 12/20/47
9654 No. 4—When You Were Sweet 16 ..... 9½
Rel 12/4/47 STR 12/20/47
9655 Feudin' and A-Fightin'...10½
Rel 1/8/48 STR 6/19/48
9656 Civilization .....
Rel 2/12/48 STR 6/5/48
9657 I'm Looking Over a Four-Leaf Clover 9½
Rel 4/29/48 STR 6/5/48
9658 Manana 9
Rel 6/3/48 STR 6/19/48

SERIALS (15 Chapters)

9120 The Sea Hound .....
Rel 9/4/47
9140 Brick Bradford .....
Rel 12/18/47 STR 1/17/48
9160 Tex Granger .....
Rel 4/1/48
9180 Superman .....
Rel 7/15/48

METRO-GOLDWYN-MAYER

MGM TECHNICOLOR CARTOONS

W-931 Slap Happy Lion 7
Rel 9/20/47
W-932 The Invisible Mouse 7
Rel 9/27/47 STR 11/22/47
W-933 King Size Canary.....
Rel 12/6/47 STR 2/14/48
W-934 The Bear and The Bean. 7
Rel 1/31/48 STR 4/3/48
W-935 What Price Fleadom? ... 6
Rel 3/20/48
W-936 Make Mine Freedom.....10
Rel 4/24/48 STR 6/12/48
W-937 Kitty Foiled 8
Rel 5/1/48 STR 6/12/48
W-938 Little 'Tinker 8
Rel 5/15/48

TRAVELTALKS

T-911 Visiting Virginia 9
Rel 11/29/47 STR 11/22/47
T-912 Cradle of a Nation..... 9
Rel 12/13/47 STR 3/6/48
T-913 Cape Breton Island..... 9
Rel 5/8/48

THE PASSING PARADE

K-971 Miracle in a Corn Field.. 8
Rel 12/20/47 STR 3/6/48
K-972 It Can't Be Done.....10
Rel 1/10/48 STR 4/3/48
K-973 Goodbye Miss Turlock...10
Rel 1/24/48 STR 4/3/48
K-974 My Old Town..... 9
Rel 2/7/48 STR 4/3/48
K-975 Souvenirs of Death.....10
Rel 6/19/48

GOLD MEDAL CARTOONS

(Reissues)

W-921 Goldilocks and the Three Bears 11
Rel 11/22/47
W-922 The Fishing Bear..... 8
Rel 12/20/47
W-923 The Milky Way..... 8
Rel 2/14/48
W-924 The Midnight Snack 9
Rel 3/27/48
W-925 Puss'N'Toots 7
Rel 4/24/48
W-926 The Bowling Alley Cat.. 8
Rel 6/12/48

PETE SMITH SPECIALTIES

S-951 Football Thrills No. 10... 8
Rel 9/6/47
S-952 Surfboard Rhythm..... 8
Rel 10/18/47 STR 11/22/47
S-953 What D'Ya Know?..... 9
Rel 11/18/47 STR 11/22/47
S-954 Have You Ever Wondered? 9
Rel
S-955 Bowling Tricks 10
Rel 1/10/48 STR 4/3/48
S-956 I Love My Mother-in-Law But 8
Rel 2/7/48 STR 5/1/48
S-957 Now You See It (Tech.).. 9
Rel 3/20/48
S-958 You Can't Win..... 9
Rel 5/29/48 STR 6/12/48

MUSICAL MERRY-GO-ROUND

M-981 Freddy Martin, Keenan Wynn 10
Rel 2/14/48 STR 6/5/48
M-982 Tex Beneke 10
Rel 2/13/48 STR 6/5/48

TWO REEL SPECIALS

A-901 Drunk Driving 21
Rel 3/27/48
A-902 Going to Blazes.....21
Rel 4/24/48 STR 6/12/48

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PACEMAKERS

K7-1 It Could Happen to You..11
Rel 10/3/47
K7-2 Babies, They're Wonderful.11
Rel 11/14/47 STR 11/22/47
K7-3 Bundle From Brazil.....11
Rel 1/2/48 STR 1/17/48
K7-4 Musical Miracle 11
Rel 3/12/48
K7-5 A Model Is Born..... 7
Rel 5/28/48 STR 6/26/48

POPULAR SCIENCE

J7-1 Radar Fisherman 10
Rel 10/17/47 STR 11/22/47
J7-2 Desert Destroyers 11
Rel 12/26/47 STR 12/20/47
J7-3 Streamlined Luxury 10
Rel 2/20/48 STR 3/6/48
J7-4 Fog Fighters 10
Rel 4/2/48 STR 6/5/48
J7-5 The Big Eye.....10
Rel 5/21/48 STR 6/12/48

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R7-1 Riding the Waves.....10
Rel 10/3/47 STR 11/22/47
R7-2 Running the Hounds.....11
Rel 10/31/47 STR 11/22/47
R7-3 Five Fathoms of Fun.....10
Rel 11/28/47 STR 1/17/48
R7-4 Stop, Look and Guess 'Em.10
Rel 12/5/47 STR 1/17/48
R7-5 All American Swing Stars.10
Rel 1/16/48 STR 4/3/48
R7-6 Double Barrelled Sport....10
Rel 2/20/48 STR 4/3/48
R7-7 Big Game Angling.....10
Rel 3/26/48 STR 6/5/48
R7-8 Riding Habits 10
Rel 4/30/48 STR 6/5/48
R7-9 Big League Glory.....10
Rel 6/11/48

UNUSUAL OCCUPATIONS

L7-1 Hula Magic 11
Rel 11/7/47 STR 11/22/47
L7-2 Bagpipe Lassies ..... .11
Rel 1/2/48 STR 3/6/48
L7-3 Modern Pioneers 11
Rel 2/13/48 STR 6/5/48
L7-4 Nimrod Artist 10
Rel 4/16/48 STR 6/5/48
L7-5 Feather Finery 10
Rel 5/14/48 STR 6/26/48

SPEAKING OF ANIMALS

Y7-1 Dog Crazy 11
Rel 10/3/47
Y7-2 Ain't Nature Grand 10
Rel 11/14/47 STR 11/22/47
Y7-3 Monkey Shines 9
Rel 12/12/47 STR 1/17/48
Y7-4 Home Sweet Home.....10
Rel 2/6/48 STR 3/6/48
Y7-5 'Tain't So and 'Tain't True 10
Rel 4/16/48 STR 6/5/48
Y7-6 Headliners .....
Rel 7/2/48

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Technicolor

P7-1 Santa's Surprise 9
Rel 12/5/47 STR 1/17/48
P7-2 Cat O'Nine Ails..... 8
Rel 1/9/48 STR 1/17/48
P7-3 Flip Flap 8
Rel 2/ 23/48 STR 6/5/48
P7-4 We're in the Honey..... 8
Rel 3/19/48 STR 6/5/48
P7-5 The Bored Cuckoo..... 8
Rel 4/9/48 STR 6/5/48
P7-6 There's Good Boo's Tonite. 9
Rel 4/23/48 STR 6/5/48
P7-7 Land of the Lost..... 7
Rel 5/7/48 STR 6/12/48
P7-8 Butterscotch and Soda.... 7
Rel 6/4/48 STR 6/26/48

LITTLE LULU

D6-6 Dog Show-Off 7
Rel 1/30/48 STR 5/1/48

POPEYE

E7-1 All's Fair at the Fair..... 8
Rel 12/19/47 STR 12/20/47
E7-2 Olive Oyl for President.... 7
Rel 1/30/48 STR 1/17/48
E7-3 Wigwam Whoopee 8
Rel 2/27/48 STR 6/5/48
E7-4 Pre-Hysterical Man 9
Rel 3/26/48 STR 6/5/48
E7-5 Popeye Meets Hercules.... 7
Rel 6/18/48

SCREEN SONG

X7-1 The Circus Comes to Clown 7
Rel 12/26/47 STR 1/17/48
X7-2 Base Brawl 7
Rel 1/23/48 STR 4/3/48
X7-3 Little Brown Jug..... 8
Rel 2/20/48 STR 4/3/48
X7-4 The Golden State..... 8
Rel 3/12/48 STR 6/5/48
X7-5 Winter Draws On..... 7
Rel 3/19/48 STR 6/5/48
X7-6 Sing or Swim..... 7
Rel 6/4/48 STR 6/26/48

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FF7-1 Samba-Mania 18
Rel 2/27/48 STR 4/3/48
FF7-2 Footlight Rhythm 19
Rel 4/9/48 STR 6/5/48
FF7-3 Gypsy Holiday 19
Rel 6/25/48

RKO RADIO

FLICKER FLASHBACKS

84201 No. 1 10
Rel 10/24/47 STR 12/20/47
84202 No. 2 9
Rel 12/5/47 STR 1/17/48
84203 No. 3 9
Rel 1/16/48 STR 4/3/48
84204 No. 4 9
Rel 2/27/48 STR 6/5/48
84205 No. 5 8
Rel 4/9/48 STR 6/5/48
84206 No. 6 9
Rel 5/21/48 STR 6/26/48

THIS IS AMERICA

83101 Border Without Bayonets.16
Rel 11/14/47 STR 12/20/47
83102 Switzerland Today 18
Rel 12/12/47 STR 1/17/48
83103 Children's Village 19
Rel 1/9/48 STR 3/6/48
83104 Operation White Tower...18
Rel 2/6/48 STR 3/6/48
83105 Photo Frenzy 16
Rel 3/5/48 STR 5/1/48
83106 Funny Business 18
Rel 4/2/48 STR 6/5/48
83107 Democracy's Diary 20
Rel 4/30/48 STR 6/19/48
83108 Crime Lab 17
Rel 5/28/48 STR 6/26/48
83109 Letter to a Rebel.....16
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84301 Ski Holiday 8
Rel 9/19/47
84302 Golf Doctor 8
Rel 10/17/47
84303 Quail Pointers 8
Rel 11/14/47 STR 12/20/47
84304 Pin Games 8
Rel 12/12/47 STR 1/17/48
84305 Racing Day 8
Rel 1/9/48 STR 3/6/48
84306 Sports Coverage 8
Rel 2/6/48 STR 3/6/48
84307 Teen Age Tars..... 9
Rel 3/5/48 STR 5/1/48
84308 Doggone Clever 8
Rel 4/2/48 STR 6/19/48
84309 Big Mouth Bass..... 8
Rel 4/30/48 STR 6/19/48
84310 Muscles and the Lady.... 9
Rel 5/28/48 STR 6/26/48
84311 Ladies in Wading..... 8
Rel 6/25/48

MUSICAL JAMBOREES (Revivals)

84401 Enric Madriguera & Orch. 8
Rel 9/5/47
84402 Tommy Tucker Time 8
Rel 10/3/47
84403 Johnny Long & Orch..... 8
Rel 10/31/47

84404 Duke Ellington 9
Rel 11/28/47
84405 Jerry Wald & Orchestra.. 9
Rel 12/26/47
84406 Ray McKinley & Orch..... 8
Rel 1/23/48
84407 Dick Stabile & Orchestra.. 8
Rel 2/20/48

LEON ERROL

83701 Bet Your Life.....14
Rel 1/16/48 STR 4/3/48
83702 Don't Fool Your Wife....18
Rel 3/5/48 STR 6/5/48
83703 Secretary Trouble 17
Rel 4/9/48 STR 6/5/48

EDGAR KENNEDY

83401 Mind Over Mouse.....17
Rel 11/21/47 STR 1/17/48
83402 Brother Knows Best.....17
Rel 1/2/48 STR 4/3/48
83403 No More Relatives.....18
Rel 2/6/48 STR 5/1/48
83404 How to Clean House.....18
Rel 5/14/48 STR 6/26/48
83405 Dig That Gold.....17
Rel 6/25/48

RAY WHITLEY REVIVALS

83501 Molly Cures a Cowboy....19
Rel 9/5/47
83503 Corralling a School Marm.14
Rel 11/14/47
83504 Prairie Spooners 13
Rel 12/19/47

SPECIAL

83601 20 Years of Academy Awards 19
Rel 4/2/48 STR 6/5/48
83801 Basketball Headliners of 1948 18
Rel 4/23/48 STR 6/19/48

WALT DISNEY CARTOONS

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84701 Hawaiian Holiday 8
Rel 10/17/47
84702 Clock Cleaners 8
Rel 12/12/47 STR 2/14/48
84703 Little Hiawatha 9
Rel 2/20/48
84704 Alpine Climbers 10
Rel 4/2/48
84705 Woodland Cafe 7
Rel 5/14/48 STR 6/19/48
84706 Three Little Pigs .....
Rel.....

REPUBLIC

SERIALS

791 G-Men Never Forget (12 Chapters) .....
Rel 1/31/48
792 Dangers of the Canadian Mounted .....
(12 Chapters)
Rel 4/24/48
793 Dick Tracy Returns.....
(15 Chapters)
Rel .....

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Trucolor

761 It's A Grand Old Nag....8.4
Rel 12/20/47 STR 12/20/47

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MOVIETONE ADVENTURES

8201 Horizons of Tomorrow.... 8
Rel 9/12/47 STR 12/20/47
8202 The 3 R's Go Modern.... 9
Rel 11/7/47
8203 Sky Thrills 9
Rel Mar. '48 STR 5/1/48
8204 Majesty of Yellowstone... 9
Rel July '48 STR 6/19/48 .. ...
8251 Holiday in South Africa.. 8
Rel 8/22/47
8252 Home of the Danes..... 8
Rel 10/17/47
8253 Jungle Closeups 8
Rel 12/12/47 STR 5/1/48
8254 Copenhagen Pageantry (T) 8
Rel Jan. '48 STR 5/1/48
8255 Scenic Sweden (T)..... 8
Rel June '48 STR 6/19/48
8256 Riddle of Rhodesia (T)... 8
Rel July '48
8257 Bermuda (T) 8
Rel Aug. '48
8258 Desert Lights (T).....
Rel Aug. '48

SPORTS REVIEW

8301 Gridiron Greatness 9
Rel 8/1/47
8302 Olympic Class 10
Rel Feb. '48 STR 5/1/48
8303 Everglades Adventure 9
Rel ..... STR 5/1/48
8351 Vacation Magic 8
Rel 9/26/47
8352 Aqua Capers (T)..... 8
Rel Jan. '48 STR 5/1/48
8353 Playtime in Scandinavia (T) 8
Rel Apr. '48 STR 6/5/48

TERRYTOONS

Technicolor

8501 One Note Tony..... 7
Rel Feb. '48
8502 Talking Magpies in Flying South 7
Rel 8/15/47
8503 Mighty Mouse in a Date for Dinner 7
Rel 8/29/47
8504 Talking Magpies in Fishing by the Sea 7
Rel 9/19/47 STR 1/17/48
8505 Mighty Mouse in the First Snow 7
Rel 10/10/47 STR 1/17/48
8506 Talking Magpies in the Super Salesman 7
Rel 10/24/47 STR 1/17/48
8507 Mighty Mouse in a Fight to the Finish 7
Rel 11/14/47 STR 1/17/48
8508 The Wolf's Pardon.....
Rel 12/5/47 STR 1/17/48
8509 Mighty Mouse in Swiss Cheese Family Robinson 7
Rel 12/19/47 STR 5/1/48
8510 Talking Magpies in Hitch Hikers 7
Rel 12/12/47 STR 6/5/48
8511 Mighty Mouse in Lazy Little Beavers 7
Rel 12/26/47 STR 6/5/48
8512 Felix the Fox..... 7
Rel Jan. '48 STR 6/5/48
8513 The Talking Magpies in Taming the Cat..... 7
Rel Jan. '48 STR 6/5/48
8514 Mighty Mouse and the Magician 7
Rel Mar. '48 STR 6/19/48
8515 Gandy Goose and the Chipper Chipmunk 7
Rel Mar. '48
8516 Hounding the Hares..... 7
Rel Apr. '48 STR 6/19/48
8517 Mighty Mouse in the Feudin' Hillbillies 7
Rel Apr. '48 STR 6/19/48
8518 Mystery in the Moonlight. 7
Rel May '48 STR 6/19/48
8519 Seeing Ghosts 7
Rel June '48 STR 6/19/48
8520 The Talking Magpies in a Sleepless Night 7
Rel June '48
8521 Mighty Mouse in the Witch's Cat 7
Rel July '48
8522 The Talking Magpies in Magpie Madness 7
Rel July '48
8523 Mighty Mouse in Loves Labor Won 7
Rel Aug. '48

TERRYTOONS

Technicolor-Reissues

8531 The Butcher of Seville.... 7
Rel May '48
8352 Mighty Mouse in the Green Line 7
Rel May '48

DRIBBLE PUSS PARADE

8901 Album of Animals..... 8
Rel 11/21/47
8902 Dying to Live..... 9
Rel May '48 STR 6/19/48

FEMININE WORLD

8601 Something Old—Something New 8
Rel Feb. '48 STR 5/1/48
8602 Fashioned for Action..... 8
Rel Apr. '48 STR 6/5/48

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1 Is Everybody Listening?..19
Rel 9/5/47 STR 9/6/47
2 T-Men in Action.....18
Rel 10/3/47 STR 10/4/47
3 End of an Empire.....18
Rel 10/31/47 STR 11/1/47
4 Public Relations . . . This Means You! .....
Rel 11/28/47 STR 12/20/47
5 The Presidential Year.....
Rel 12/26/47 STR 12/20/47
6 The Cold War.....
Rel Jan. 48
7 Marriage and Divorce....
Rel 2/20/48 STR 3/6/48
8 Crisis in Italy.....
Rel Mar. '48
9 Life With Junior.....
Rel Apr. '48
10 Battle for Greece.....
Rel May '48
11 The Fight Game.....19
Rel June '48 STR 6/26/48
12 .....
Rel July '48
13 .....
Rel Aug. '48

UNITED ARTISTS

LANTZ CARTUNES

The Bandmaster 7
Rel Dec. 1947 STR 1/17/48
The Mad Hatter..... 7
Rel Feb. '48 STR 6/19/48
Pixie Picnic 7
Rel ..... STR 6/5/48
Banquet Busters 7
Rel ..... STR 6/19/48
Kiddie Koncert 7
Rel ..... STR 6/5/48

UNIVERSAL-INTERNATIONAL

NAME BAND MUSICALS

3301 Alvino Rey and Orchestra.15
Rel 10/22/47 STR 2/14/48
3302 Drummer Man 15
Rel 12/3/47 STR 2/14/48
3303 Carlos Molina & His Orchestra 15
Rel 12/13/47 STR 2/14/48
3304 Tex Beneke and his Orchestra 15
Rel 3/3/48 STR 6/19/48
3305 Woody Herman & His Orch. 15
Rel 3/31/48
3306 Red Ingle and His National Seven 15
Rel 6/16/48 STR 6/19/48

TECHNICOLOR CARTUNES

Reissues

3321 Knock Knock 7
Rel Mar. '48
3322 Syncopated Sioux 7
Rel May '48

THE ANSWER MAN

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SHOWMEN'S TRADE REVIEW

The Service Paper of The Motion Picture Industry

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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JULY 10, 1948
Vol. 49 No. 2

"GOSH! AN EASTER PARADE IN JULY!"



That's what the cops at 45th Street and Broadway are saying as crowds of people block traffic at Loew's State Theatre to see M-G-M's presentation of Irving Berlin's "EASTER PARADE." New records! New box-office lines never before witnessed in the 27-year history of this theatre!

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PETER LAWFORD · ANN MILLER
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Original Story by Frances Goodrich and Albert Hackett

Lyrics and Music by
IRVING BERLIN

Musical Numbers Directed by
ROBERT ALTON

Directed by
CHARLES WALTERS

Produced by
ARTHUR FREED



"'EASTER PARADE' is launching Loew's State as the home of important pictures. The boys certainly picked a humdinger!"
—N.Y. World-Telegram

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"'EASTER PARADE' is a whale of a musical comedy."
—*Eileen Creelman*, N.Y. SUN

"A show that has everything... the top screen musical of the year ...this one should headline Loew's State for a long, long time."
—*Rose Pelswick*, N.Y. JOURNAL-AMERICAN

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"'EASTER PARADE' has everything. Beauty, tunes, color and fabulous production." —*Lee Mortimer*, N. Y. DAILY MIRROR

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"A major event... more than your money's worth."
—N. Y. MORNING TELEGRAPH

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Look For Announcement

Next Week in

SHOWMEN'S TRADE REVIEW

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Based on the Play by MAXWELL ANDERSON
As Produced on the Spoken Stage, by the
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THE EDITORIAL PAGE

Don't Bite the Hand...

By and large this industry has been pretty good to the vast majority of people who are in it. Some, of course, have prospered far more than others but that is true of life itself.

It may be interesting—but it certainly is not pleasing—to note that some of those who have made fortunes in our business are the very ones who are maligning the industry and just about everyone in it. All too often it is a case of the pot calling the kettle black.

Some day, we hope, the people in this business may come to the realization that it would be a darned sight better for everyone to boost, rather than run it down. And, particularly, to stop hanging their business linen on a public washline where the self-appointed critics can find so much fodder for their constant attacks and half-truths.

In the long run this mud-slinging has got to spatter those who do the throwing as much as those it is thrown at.

▲ ▲ ▲

Excise Tax Optimism

The recent statement by Chairman Harold Knutson of the House Ways and Means Committee indicates that among other tax cuts expected to be recommended next year are the excise taxes which includes the war-time theatre admission impost of twenty per cent.

At the same time we must again caution theatremen and the organizations representing them not to relax their vigilance one iota on the matter of local and state taxes in one form or another.

Many exhibitor groups and organizations successfully fought these tax attempts during the early part of this year but the fight will have to go on until such time as the urge to raid theatre admission income eases up. And there is nothing to indicate that such a thing will happen for some years to come.

Getting back to the 20 per cent federal admission tax. In the first place, don't wax over-optimistic about it being cut and, in the second place, be careful the way you and the other theatres in your community or state handle the situation should it come to pass. Because if you pull any boners, the amount of the cut may be slapped right back through those local and state taxes we've been telling you about.

When it looked as though the tax might be cut last year we queried a cross-section of exhibitors in various parts of the country and the result seemed to indicate that most of them expected to maintain the same admission scales and, thus, take for themselves the amount of the cut.

Maybe they are right. Each exhibitor or theatre ought to know whether they could or couldn't operate by passing any cut on to the customers. But it would seem to us that any such attempt might easily backfire in a lot of local resentment.

▲ ▲ ▲

The Old Remedy

If there's anything the matter with theatre business right now, the causes may range from that round of sour publicity movies have been getting—all quarters have been shooting at the target—to the high cost of living. But whatever the cause or causes, there's always the old reliable, sure-fire, can't-fail medicine: good pictures.

That picture business is getting back to a real stride seems pretty evident in some of the stand-out films that now are current or soon to be in circulation. We mentioned several last week. There are many more—some exceptional under any yardstick, some encouraging from the standpoint of indicated return to the first principles of good movie practice.

Nobody can say that picture business is bad when there is such vigorous box-office reaction to Paramount's "The Emperor Waltz" at its premiere showings; nor the kind of business MGM's "Homecoming" is running up in its tour of the key city houses and first runs around the country; nor when MGM's "Easter Parade" can pile up a new first-week record for the 27-year-old Loew's State on Broadway.

There are others performing in outstanding fashion. But—there's more to come—such as U.A.'s "Red River," the 20th-Fox "Walls of Jericho," U.I.'s "Tap Roots," and such. These, and other pictures of like caliber which are in the offing from all of the companies, exert a tremendous influence in re-directing public interest to movies, and the result is a sort of chain reaction that reverberates in every community for the benefit of every theatre.

Signs, too, there are that we're getting back to a good representation of those types of shows that have an automatic draw in the average—not necessarily nor alone in the de luxe situations. We mean the exploitation pictures like "Canon City," and "Man-Eater of Kumaon." And for a picture with an advance "natural" for all types of patronage—city slickers and rural residents of the land—there's Allied Artists' "Babe Ruth Story" and some others of the "showmanship" type.

—CHICK LEWIS

WHAT'S NEWS
In the Film Industry This Week

Exhibition

Summer is definitely the time for comedy, show business has always believed. This week hot weather proved this again with "Foreign Affair" doing heavy business. But serious product, if it were strong enough, held better than its own, with Universal reporting holdovers on "All My Sons" in several places and 20th-Fox stating that in small communities "Green Grass of Wyoming" was outgrossing its "Sitting Pretty," latter of which isn't doing half bad, with nine weeks in Toronto.

On the more serious side of exhibitor relations, 20th-Fox's Andy Smith declared that exchange managers would have the full authority to right grievances put up to them under the Smithberger plan. So far, the plan is being tried only by North Central Allied where President Ben Berger set July 12 for the first conciliation board meeting. Smith said that where there were differences among exhibitors, two boards could be set up, one for each of the differing exhibitor units.

And something new seemed about to be added to the exhibition field this week as Bjorn W. Holstrom of Swedish National Films declared he could furnish Swedish-prefabricated 16-mm. theatres, seating 250, complete from chairs to projectors, for about $20,000, delivered to U. S. shores. Holstrom is also importing and distributing Swedish shorts and features and hopes through exhibitor conferences to avoid the unfair competition angle, which may be difficult to do, since he plans selling to television.

And speaking of that moot subject, New Jersey Allied President Ed Lachman came out with a plea for strong action against use of films made for theatres over video but urged good judgment in the fight.

In Missouri, exhibitors of that area were happy that the union help of the Union Electric Company would not go on strike and cut down power. They were not so happy, however, over the fact that the new Workmen's Compensation Act fixes minimum salaries, etc., for them. In DeKalb, Ill., Exhibitor George Vallos was willing to lift his license fee from $50 to $1,500 yearly—if the town council would let him out of the four per cent admission tax. In Toledo, B&K put the Princess as a first run, pending building of a new house to replace the Paramount which they lost. In New York, the Associated Motion Picture Advertisers and the Theatre Owners of America were talking of cooperating on industry public relations and Metropolitan Motion Picture Theatre Ass'n President Fred Schwartz was calling a meeting at his Lake Placid home to get exhibitors together on that subject.

Allied Artists set its New York run for "Babe Ruth" at the Astor starting July 26; Vancouver exhibitors were trying to prove film rents were not sales so they could duck the sales tax, and in way off Honolulu, land of the lei and steel guitar, a brand new insect-proof drive-in was about to go up for Consolidated Amusement.

Distribution

United Artists' Grad Sears was talking with Howard Hughes in Hollywood about Hughes wishing to get out from United Artists distribution of his unreleased "Mad Wednesday" and "Vendetta." Conversation may also include Hughes taking "The Outlaw" to RKO.

In New York, MGM announced a 1948-49 shorts program of 48 with 104 issues of News of the Day; Paramount announced seven ("Wrong Number," "Isn't It Romantic," "Night Has a Thousand Eyes," "Sealed Verdict," "The Tatlock Millions," "Disaster" and "Paleface") for release between now and the end of 1948; 20th-Fox will handle physical distribution of the one-reeler "Israel Reborn."

United Artists appointed Montague C. Morton as Great Britain General Sales Manager to succeed the deceased Sidney Dubow; Film Classics, now 30 exchanges strong, will hold a world-wide sales meeting July 30-Aug. 1.

Litigation

Fifth and Walnut will appeal the anti-trust suit it lost on the National at Louisville if a retrial is not granted. Paramount's KTLA is being sued for $100,000 by Kenneth Harlan for televising a film in which he appeared, "The Eagle Screams." The U. S. Circuit Court of Appeals in St. Louis upheld dismissal of the Apollo anti-trust suit against several majors.

Television

Westinghouse claims success in using airplanes as relay stations for television broadcasts—a claim which can cut down the time in which television reaches various cities of the United States. Fox Midwest is the first outfit to seek a midwest theatre television channel. Fox also sought one of the two remaining channels in San Francisco while Paramount sought the second. The Federal Communications Commission heard both and ended the hearings.

Paramount, meanwhile, was being silent on two subjects: 1) Would it defy the warning issued by the television pool at the Democratic National Convention and pick up their video efforts; 2) Had it paid the 20th Century Sporting Club $1.33 to $1.50 a seat for the right to pick up Louis-Walcott fight telecast in the Paramount?

General

U. S. films faced another shutout abroad as the Czechs started to run the film through the projector at 25 instead of 24 frames a second, a speed which works out better with their 50-cycle electricity but which also raises the pitch of the sound on American films.

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By Way of Explanation

Judge's Charge Clears Fog in Trust Suit

By BILL SPECHT (News Editor)

Federal Judge Vincent Liebell has a trenchant way of putting things which can silence even a windy lawyer.

Last week the judge delivered a charge to the jury in the Fifth and Walnut anti-trust suit which cut through the fog which has arisen on anti-trust questions, because of the multiplicity of their suits and because of the confusion which can arrive from half-remembered and half-digested facts.

The jury later returned a verdict in favor of the defendants, comprising all the majors excepting Universal, a verdict which delighted these majors no little since up to this year their record in such anti-trust suits had not been one too encouraging for them.

Will Appeal

What the ultimate outcome of the suit—which charged that the Fifth and Walnut National in Louisville, Ky., couldn't get film because of conspiracy among the majors and several theatres—is an open question. Fifth and Walnut Attorney Monroe Stein has declared he will appeal if the New York federal court does not grant him a retrial. The appeal will be an expensive business for the plaintiffs since informed sources estimate that the printing of the record—a necessary act in connection with cases going to the U. S. Circuit Court of Appeals—alone will cost $25,000.

However, Judge Liebell's charge to the jury is clear and interesting. So part of it is herewith quoted. Declared the judge:

"Plaintiffs had no absolute right to obtain a license for any motion picture distributed by any defendant but they were entitled to a free market in which to compete as exhibitors, a market free from any monopoly or unreasonable restraint created by any combination or conspiracy in violation of the anti-trust laws."

"The similarity of the business practices of certain defendants does not necessarily lead to the conclusion that they were a conspiracy. If the jury finds that such similarity results from nothing more than common business solutions to identical problems in a competitive industry, the similarity of conduct would not require the conclusion that a conspiracy existed."

Within Rights

"If any defendant so refused pursuant to its own business judgment and if such defendant was acting independently and not in a combination or conspiracy, the defendant was within his rights in so refusing."

"The motion picture feature films involved in this case were all copyrighted. The holder of copyright under the laws of the U. S. acquires the exclusive right to reproduce or ex-

(*Continued on Page* 15)

Rent or Sale

Whether film rentals are rentals or are sales—a question which has worried exhibitors, elsewhere—is up in Vancouver now as the government seeks to levy its three per cent sales tax on film rents. Exhibitors are trying to make the difference count, especially as one source figures it will add $75,000 a year to operations if the Government makes the point that Webster to the contrary a rent is a sale.

Law Favors Censoring

A resolution favoring the censoring of movies with "objectionable" scenes was adopted at a meeting of the Wisconsin Sheriffs' Association in Eau Claire, Wis., on July 3. The move could result in strict censorship.

Power Help Gets Raise; No St. Louis Strike

Exhibitors operating at least 200 theatres in Missouri, Iowa and Illinois Wednesday, breathed easier as a result of the decision of the Union Electric Company's operating engineers to accept the wage increase offers and broadened pension plan offered by the company instead of going on strike.

If the union men had walked out, electric power from the steam generating plants at Cahokia and Venice, Ill., and the hydro-electric plant at Keokuk, Iowa, would have been affected. The wage increase offered brings the salaries up from $1.39 to approximately $1.51 an hour.

Summer Is Time for Comedy, Box-Office Returns Indicate

But Strong Serious Fare Upsets the Dope; Has Good Draw in Many Places

Summer is definitely the time for comedy and general escape films, box-offices of the nation reported this week as the age-old truth that a good picture is always a good draw proved itself again.

The trend to comedy, a natural companion to the trend of the temperature to soar at this time of the year, was especially noted in major product, though here and there a serious picture with a theme that was no laughing matter upset the dope that summer moviegoers want to laugh and sing.

"Any good picture is sure of a good audience at any time," one exhibitor remarked, adding that comedy had been the best draw.

Paramount seemed to prove this as "Foreign Affair" and "Emperor Waltz"—both "escapist" films—piled up nice grosses.

Twentieth-Fox proved the argument for comedy as "Sitting Pretty" went into holdovers in Toronto, Victoria and several spots in the United States. The film chalked up nine weeks in Toronto and four in Victoria.

But upsetting the applecart that it is all laughs was the fact that "Street With No Name" was getting extended runs in five Los Angeles houses and that the 20th-Fox home office was getting reports from smaller locations that pictures like "Green Grass Of Wyoming" and "Scudda Hoo, Scudda Hay" were the tops.

Warner Bros.' holdover proved to be "Romance on the High Seas," while Columbia backed the argument for comedy as "The Fuller Brush Man" was surprising even its own executives with its returns, according to reports.

Not Only Escape

Universal-International, which has been active in the summer list, knocked over the argument that only comedy and escape is wanted as "All My Sons" is doing holdover business in Detroit, Milwaukee, Cincinnati and Los Angeles, while "Naked City" is running into six weeks in Chicago, with holdovers in Los Angeles and Milwaukee, and "Double Life" is in on the holdover list in Chicago, Los Angeles, Cincinnati and Atlanta.

Strong Action, Tempered by Justice And Sense Urged in Film Video Fight

Strong action, tempered by common sense and justice, must be taken by exhibitors against the use of theatre motion picture features over television, Ed Lachman, recently reelected president of New Jersey Allied, declared Tuesday.

The action, Lachman advocated, should come from a united exhibitor front in which exhibitors, regardless of other differences, would stand shoulder to shoulder, since video by now has indicated its potential threat to the box-office. However, he added, the action should be intelligent and just.

Back 'Em Up

"There's no point," Lachman said, "in adopting resolutions unless we can back them up. And there's no point in attacking distributing corporations which may have originally released the films now being used on television when these distributors no longer have control of the films."

Lachman reminded exhibitors that 35-mm. rights reverted to the producer after a number of years and that under such circumstances, it was unfair to penalize the distributor "unless the distributor continues to distribute films of a producer who shows that he hasn't any consideration for the exhibitors' rights."

"Otherwise," Lachman continued, "any action taken under such circumstances should be taken justly against the future productions of that producer who allows television to have his old features just so he can milk the last penny from them."

Critical

The exhibitor chief, however, was critical of companies—one minor company in particular—which, he said, got their bread and butter from independent exhibitors but who were selling their old features to a network which put them on during the hours when the exhibitor expected his best audiences.

"If that keeps up," he said, "we'll find out how bad it is, and just how bad will depend on how soon television spreads to other sections of the country. Right now we have only spots to judge from, and basing our viewpoint on what we see the new medium already can do the box-office, we are entitled to demand protection. But we've got to work out a sensible plan to see that we get it."

Lachman's remarks came as exhibitors continue to ponder the comparatively recent acquisition by WPIX, New York television station, of 15 features at one time distributed by United Artists, seven Laurel and Hardy full-length features formerly distributed by MGM, 16 features and 44 shorts.

The deal was made through Moe Kerman's Regal Television and embraces the following feature titles: "Brooklyn Orchid," "Gaiety,"

(*Continued on Page* 14)

Toledo Princess Goes First Run for B&K

The remodeled Princess at Toledo became Balaban and Katz's first-run outlet this week to hold that spot until their new $2,000,000 house, for which bids are being taken, is completed. B & K lost their first-run in the Paramount when they neglected to take out a new lease at a higher rental.

Swedish 16-mm. Importer Seeks Exhibitor Advice on Fair Play

A 16-mm. importing and distributing company which will service both theatrical and non-theatrical accounts but which will seek to avoid unfair competition to the 35-mm. trade by consulting with exhibitor organizations is the plan behind Swedish National Films, Executive Coordinator Bjorn W. Holstrom said in New York this week.

Holstrom, in the city to establish contacts prior to the opening of his Hollywood office, declared that one of the mediums he hoped to sell was television and envisaged that market as offering opportunities to the import field. He already has 10 Swedish features and 10 Swedish shorts and will, he said, also handle product from Denmark, Norway and other countries.

Swedish National, a non-governmental agency, will open New York offices also and will eventually seek representation in each exchange area through franchising, he added.

Holstrom declared that his effort was a "modest" move to break up the bottleneck caused by dollar shortages which, he said, mitigated against playing time for American films abroad. By establishing a system of trade which would get dollars into countries like Sweden, he felt this bottleneck could be broken. He frankly said he thought there was "too little reciprocity on American screens" for foreign product and that Swedish National would try to make the barter idea work two ways by exporting American documentaries to Sweden.

The size of Swedish theatres, he said, which in the main seat less than 500, make them a possible outlet for the 16-mm. American imports, and the Swedish Government and the

(*Continued on Page* 15)

Import: Theatres

Prefabricated 16-mm. theatres, seating 250 and delivered with complete equipment from chairs to 16-mm. projection equipment, are one of the importations Swedish National Films plans to bring into the United States, it was learned in New York this week. The prefab houses are made in Sweden and reportedly can be delivered to the States for about $20,000. The idea is that they may prove acceptable in communities which have no theatres and where the style of the houses do not conflict with the local building codes.

20th-Fox Gives Branch Heads Right to Act Under Test Plan

Can Make Final Decisions Under Smithberger Trial; First Hearing for July 12

Full authority for exchange managers to act and reach final decisions without consulting the home office on grievances presented them by the conciliation boards under the "Smithberger" plan was pledged this week by 20th Century-Fox General Sales Manager Andy W. Smith, Jr.

No Home Office

Smith's assurance that the home office would not be needed to settle these grievances was made to assure prompt action and came as North Central Allied, whose president Benjamin Berger devised the plan, set July 12 for the first conciliation board meeting in Minneapolis.

In New York Smith said that Berger's was the only exhibitor organization so far to sign up for a try of the plan which is intended to eliminate litigation and that while the plan had been offered all exhibitor organizations to date, "none of them have taken advantage of it." He declared he had not heard from the Independent Theatre Owners of America, which had expressed interest in trying out the plan.

The 20th-Fox sales chief said that in order to eliminate the difficulty that might arise where National Allied and Theatre Owners of America both had units, his company was willing to have two sets of conciliation boards, one for each group of exhibitors.

"We are willing to have two conciliation boards," he declared. "Naturally we don't prefer that, but because the Allied and TOA crowd don't get along too well, there might be fights on the conciliation board."

As Smith revealed 20th-Fox's willingness to broaden its system to avoid intra-exhibitor difficulties, Berger from Minneapolis expressed the hope that other distributors would establish a similar plan so that "grievances against all companies can be adjusted through this committee. Only thus," he said, "can we call a halt to controversy and to expensive and time-consuming litigation."

Peace Pipe

The fiery Berger, however, made it plain that though he was willing to smoke the pipe of peace at the conciliation table, he had not put aside his "big stick." He declared that it was "still standing over in the corner at a decent distance from the conference tables," to be put into use if conciliation failed. He added, however, that the Smithberger plan should get a fair trial.

20 Plus 2 Plus 1 Plus 1; It Adds Up To Taxes

That slightly less than harmonious understanding which exists between Louisiana's Gov. Earl K. Long and his political foes in the city council of New Orleans sent moviegoers and exhibitors back to the computing tables again this week. And after scratching their heads they came up with the opinion that soon they'll pay 24 per cent in box-office taxes.

Here's the latest sock-by-sock return. Long signed a bill passed by the legislature which limits the city sales tax to one per cent. This will take effect on July 29. But the city, before Long got his bill hamstringing its tax powers through his legislature, raised the sales tax to two per cent and extended it to cover movies. The city's action was an emergency measure and as such immediate. So the two per cent tax goes on the box-office until July 29 when the legislative law limiting the city's tax power goes into effect. Then the tax is reduced to one per cent. But it still stays on the theatres.

So if you're a New Orleans moviegoer after July 29 you'll pay as follows on tickets for what E. V. Richards, Manny Jacobs, and scores of other exhibitors fondly hope is your favorite amusement: 20 per cent federal tax; two per cent state tax; one per cent city sales tax . . . and one per cent city amusement tax. Total 24 per cent. Anyway that's the way it looks right now.

Alexander Bonus

President J. Don Alexander of Alexander Film Company this week announced from headquarters at Colorado Springs, that the company had paid $46,000 in profit-sharing bonuses to its salaried employes on the basis of length of service, merit and base pay. The firm produces and distributes ad films.

New Compensation Aid Will Affect Mo. Theatres

Missouri's amended Workmen's Compensation Act, insofar as it affects theatres when it goes into effect July 18, eliminates the former $3,600 maximum average earning provision and raises minimum salaries from $8 to $25 weekly, reports from St. Louis said this week. In cases of disability the worker would receive from $8 to $25 weekly for 300 weeks and thereafter 25 per cent of his annual earnings for life, ranging from $8 to $18 weekly.

Abeles Named Warner Head in Great Britain

Arthur S. Abeles, Jr., Tuesday was appointed to succeed Max Milder as managing director for Warner Bros. in England, President Harry M. Warner announced. The company expressed "sincere regret" in accepting Milder's resignation which was given because of ill health, Warner stated. At the same time he announced appointment of Charles F. Stack as general British sales manager to replace J. Walton Brown, retired.

Willing, But

George Vallos, DeKalb, Ill., exhibitor, is one showman who is ready and willing to pay $1,500 a year for his theatre license. In fact, DeKalb offered voluntarily to raise it from the $50 he pays now instead—and the "instead" is the nub of it boys—of the four per cent admission tax which the city council recently slapped on amusement admissions in DeKalb. So far, the council has expressed no enthusiasm over the suggestion. Vallos is also demanding improved clearances and threatens that if he is not allowed to follow the Paramount at Elgin, Ill., he'll go to the court house about it.

Once 'Round the Clock

Possibility that the state's power shortage might extend California's daylight saving time beyond Sept. 25 when the remainder of the nation switches the clock back to normal time, was worrying exhibitors in the San Francisco area this week. Gov. Earl Warren has indicated a return to regular time on that date otherwise, a fact which does not make exhibitors happy since they conducted two surveys on the present power situation in the hope of setting the clock back before Sept. 25.

TOA, Ampa Meet On Public Relations

Whether the Theatre Owners of America and the Associated Motion Picture Advertisers can get together to work on an industry public relations program continued to be discussed in New York this week following conferences Thursday between TOA executives and Ampa President Max Youngstein.

The conversations were said to be exploratory in nature with TOA willing to have Ampa cooperation. Youngstein reportedly pointed out that the members of Ampa, who are also the exploitation heads of many major distributors, could enlist the aid of the majors' field men to work with exhibitors on the local aspects of the program and that the majors' ad shops, as well as their advertising and publicity personnel, could be used to work out ideas, material, news stories and the like.

Sears, Hughes to Talk On Release Shifts

United Artists President Grad Sears was scheduled to talk to Howard Hughes this week about the possibility that RKO would release "Mad Wednesday" and "Vendetta," the two Hughes films which were to be distribtued by United Artists.

Hughes reportedly wants to take the two films to his new association and a United Artists spokesman in Hollywood even declared there was a possibility that future release of "The Outlaw" would be undertaken by RKO.

Paramount Sets 7 For Last Quarter

Paramount Distribution Vice-President Charles Reagan announced the following seven productions for release during the final quarter of 1948:

Sept. 24—"Sorry Wrong Number"; Oct. 8—"Isn't It Romantic"; Oct. 22—"Night Has a Thousand Eyes"; Nov. 8—"Sealed Verdict"; Nov. 19—"The Tatlock Millions"; Dec. 3—"Disaster"; Dec. 24—Bob Hope in "The Paleface."

No, No, Ninotcha

MGM has pulled "Ninotcha" from release in the western territory, Salt Lake City reports.

Film Classics Sets Worldwide Meeting

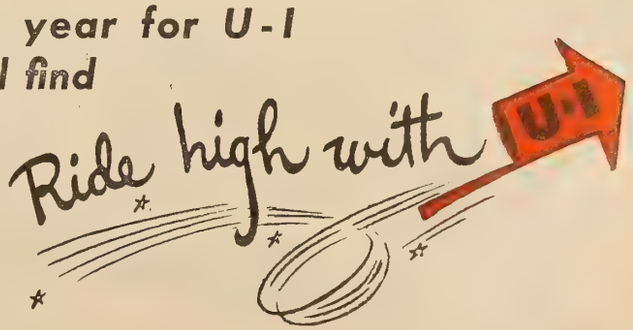
Film Classics, which recently added the 30th exchange to its sales setup, has set a worldwide sales meeting to bring its sales force together in New York at the Hotel Astor from July 30 to Aug. 1, President Joseph Bernhard and Distribution Vice-President B. G. Kranze announced this week. Kranze will preside.

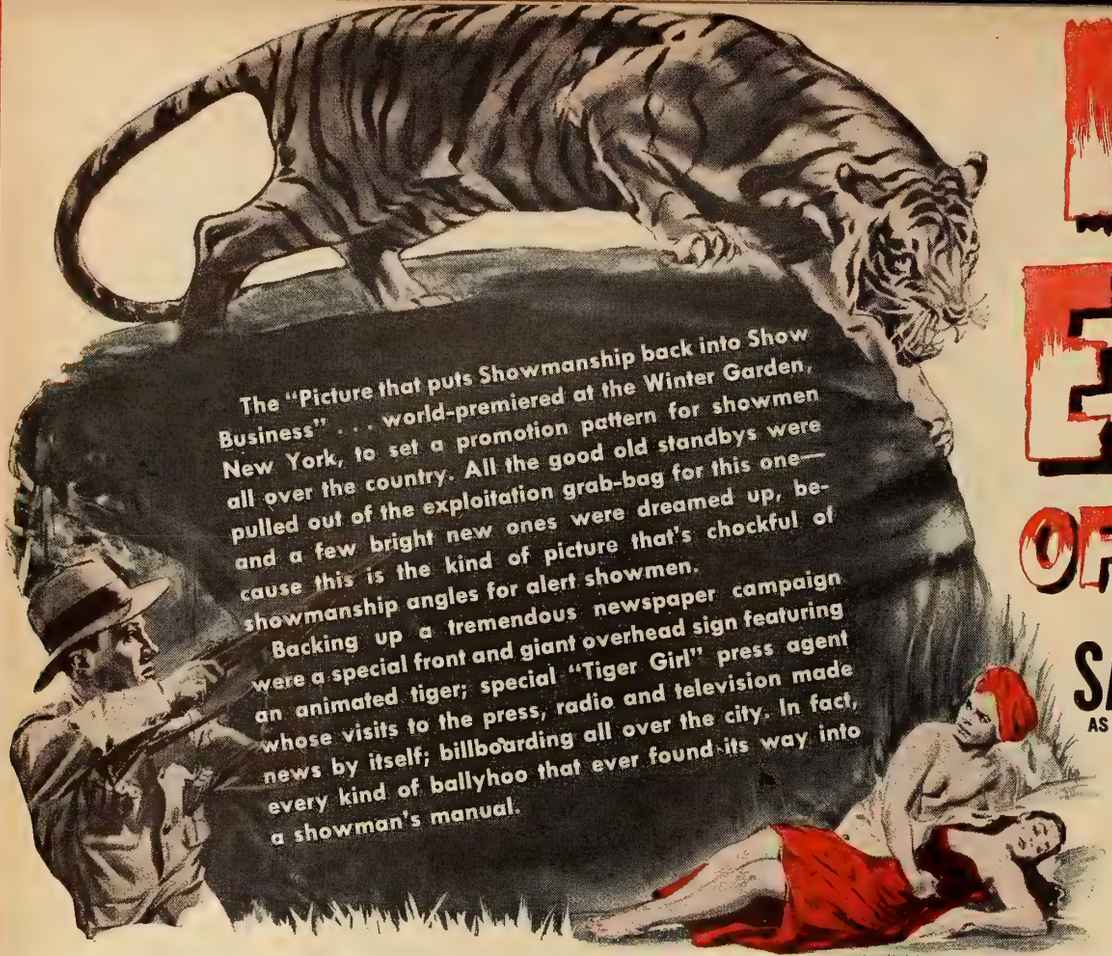
JULY is World Premiere month at U-I

We're mighty proud of the brand new industry record for activity Universal-International has lined up for July. There'll be four action-packed world premieres of four fine U-I pictures built strictly for box-office — "Tap Roots," "Man-Eater of Kumaon," "Feudin', Fussin' and A-Fightin'" and "Mr. Peabody and the Mermaid."

Such activity calls for a maximum of promotion power, so we've built up our staff and put on a special field force to campaign these pictures in a manner that will guarantee you tremendous national publicity penetration as well as pre-tested promotions to cash in on when you play these attractions.

There'll be no summer doldrums this year for U-I exhibitors! Just turn the page and you'll find four solid reasons why you always . . .





MAN-EATER OF KUMAON

The "Picture that puts Showmanship back into Show Business" . . . world-premiered at the Winter Garden, New York, to set a promotion pattern for showmen all over the country. All the good old standbys were pulled out of the exploitation grab-bag for this one—and a few bright new ones were dreamed up, because this is the kind of picture that's chockful of showmanship angles for alert showmen.

Backing up a tremendous newspaper campaign were a special front and giant overhead sign featuring an animated tiger; special "Tiger Girl" press agent whose visits to the press, radio and television made news by itself; billboarding all over the city. In fact, every kind of ballyhoo that ever found its way into a showman's manual.

Starring

SABU AS "NARAIN" · **JOANNE PAGE** AS "LALI"

and

WENDELL COREY

AS THE HUNTER

with **MORRIS CARNOVSKY**

Based on the Book "MAN-EATERS OF KUMAON" by JIM CORBETT Screenplay by JEANNE BARTLETT and LEWIS MELTZER Adaptation by RICHARD G. HUBLER and ALDEN NASH

Directed by **BYRON HASKIN** • Produced by **MONTY SHAFF** • In association with **FRANK P. ROSENBERG**

A UNIVERSAL INTERNATIONAL RELEASE

JULY

World

mont



Universal-International presents

DONALD O'CONNOR

MA 'n PA KETTLE OF "THE EGG AND I"

MARJORIE MAIN

PERCY KILBRIDE

Together Again!

"FEUDIN' FUSSIN' And A-FIGHTIN'"

The Tri-State Circuit gets this one, teeing off in Des Moines and Omaha on July 8 with fun, hilarity and plenty of space-grabbing stunts surrounding personal appearances by Marjorie Main, Penny Edwards and Joe Besser.

Watch the grosses on this one as it plays the circuit in Sioux City, Waterloo, Grand Rapids, Davenport, Rock Island and Moline and then continues on to Minneapolis, Milwaukee, Indianapolis and all around the Mid-West.

with **PENNY EDWARDS** · **JOE BESSER**

Screenplay by D. D. BEAUCHAMP from his Collier's Magazine Story

Directed by GEORGE SHERMAN • Produced by LEONARD GOLDSTEIN

Universal International

Walter Wanger presents

TAP ROOTS

COLOR BY Technicolor!

Starring

VAN HEFLIN * SUSAN HAYWARD

with BORIS KARLOFF • JULIE LONDON • WARD BOND
RICHARD LONG and introducing WHITFIELD CONNOR

Screenplay by Alan LeMay • Additional Dialogue by Lionel Wiggam • Produced by Walter Wanger Pictures, Inc
A George Marshall Production • A UNIVERSAL-INTERNATIONAL RELEASE

Directed by
GEORGE MARSHALL

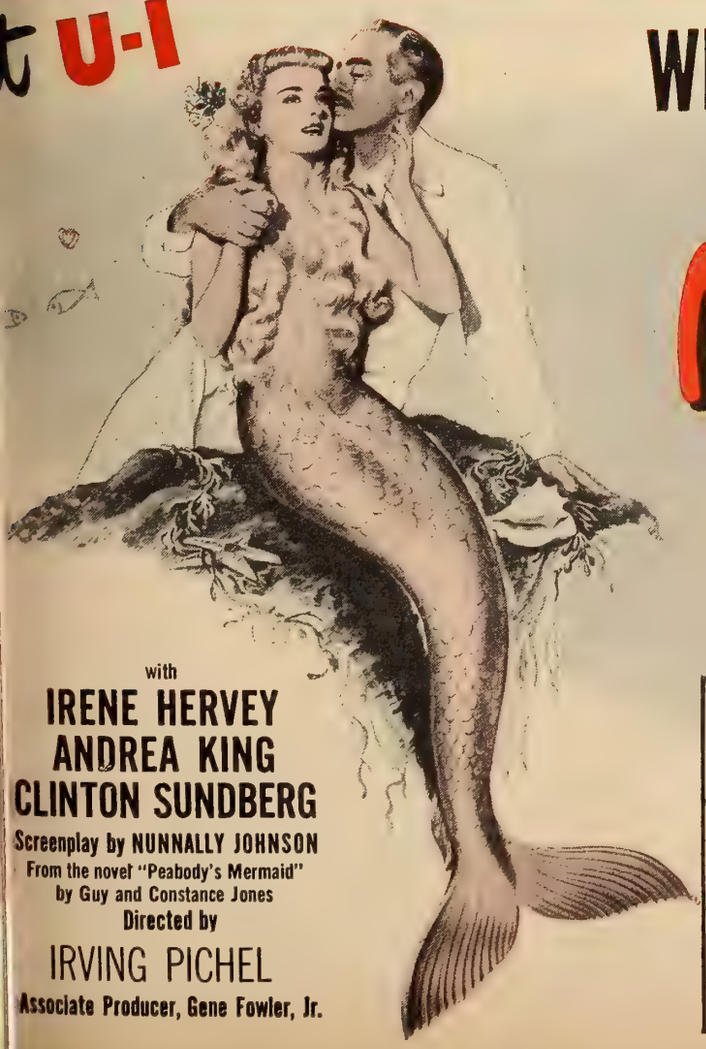


Timed to share headlines with the Democratic National Convention, "Tap Roots" premieres at the Goldman Theatre in spotlighted Philadelphia on July 14, spearheading day-and-date regional kick-offs in Atlantic City, Allentown, Bethlehem, Harrisburg, Reading, Ocean City, Easton, Lancaster, York and Wilmington.

Hollywood stars brought in from the studio for personal appearances! Full page newspaper ads and complete outdoor coverage! National radio hook-ups including ABC's "Go for the House," NBC's "Supper Club" show and Mutual's "Heart's Desire" program! Comprehensive national magazine and newspaper co-operative ad tie-ups with Chesterfield, General Electric and Lux!

More than a thousand newspaper, radio and television reporters and commentators covering the Convention will have their eyes—and their pencils—on "Tap Roots."

remiere
t U-I



UNIVERSAL-INTERNATIONAL presents

WILLIAM POWELL * ANN BLYTH

in NUNNALLY JOHNSON'S

Mr. Peabody and the Mermaid

with
IRENE HERVEY
ANDREA KING
CLINTON SUNDBERG

Screenplay by NUNNALLY JOHNSON
From the novel "Peabody's Mermaid"
by Guy and Constance Jones

Directed by
IRVING PICHEL

Associate Producer, Gene Fowler, Jr.

Lots of publicity will be garnered in Atlantic City when the judges select the "Mermaid of the Year" as the wind-up of activities for the world premiere of "Mr. Peabody and the Mermaid" at the Hollywood Theatre on July 28. Full national network coverage is pre-selling this picture to millions of radio listeners via such programs as the CBS "House Party" show to find the "most unusual fish story"; Mutual's "Bride and Groom" program to select "the ideal honeymoon couple"; and Mutual's "Queen for a Day" program to crown a "Mermaid Bathing Queen."

Universal International

Planes Prove Successful As Relay Stations For Telecasts, Westinghouse Announces

Eliminating Cable System May Speed Spread of Video Competition to Theatres

By AARON NADELL

Completion of successful experiments by Westinghouse Electric Corporation holds out the promise that television may be brought to 78 per cent of the American people in the very near future, without the delay anticipated for laying coaxial cable or building hundreds of video relay stations.

The experiments consisted of telecasts from an airplane flying 25,000 feet above Pittsburgh. Clear reception was reported over a five-hundred mile circle stretching from Youngstown, Ohio, to Long Island, New York. The power needed was negligible, Westinghouse asserts—a one kilowatt transmitter for a circle five hundred miles in diameter.

The system, while planned at present almost exclusively for home television reception, could also be used to link up theatre video networks in different cities, engineers said, though its use there might be uneconomic in some instances. It does present the exhibitor with the problem that he can get television competition in his own community much more quickly than he anticipated.

Uses 14 Planes

According to present plans, fourteen planes will be used to cover 51 per cent of the country's area, and 78 per cent of its population. Programs, originating in a studio on the ground, will be beamed to the nearest plane by an ultra-short wave frequency similar to those used for radar, and thence from plane to plane. Each plane will also broadcast the program to the ground area immediately below itself.

To achieve the same coverage by means of equipment located on the ground would require hundreds of broadcasting stations, and either hundreds of radio relays or thousands of miles of coaxial cable. All this is expected to take many years to build and install, while communities throughout the country wait for television service. Fourteen planes, Westinghouse calculates, can give the nation television service almost immediately.

The reason planes are so very much more efficient is that each one, flying at a height of 25,000 feet, is in effect a transmitting tower four miles tall. Television frequencies, unlike those used for ordinary radio, refuse to follow the curvature of the earth. Hence a transmitting tower cannot deliver a television program to points beyond its own horizon, and how far off that horizon is depends on the height of the tower.

Current plans call for using Glenn L. Martin planes, each carrying 7,000 pounds of equipment and nine men. Each plane would have its own fixed station in the air which it would hold by flying at low speed in a very small circle.

Flights Planned

The first fourteen planes are expected to fly over New York; Pittsburgh; Chicago; Kansas City; Sacramento, Calif.; Portland, Ore.; Durham, N. C.; Atlanta; Memphis, and Dallas. Each plane, it is planned, will carry four transmitters, and supply a choice of four programs to the city below and the 250-mile radius around it.

The Westinghouse-Glenn Martin system has been named "Stratovision."

Won't Talk

Paramount Wednesday had no comment to make on the report that it had paid the 20th Century Sporting Club a sum between $1.33 and $1.50 a seat for the privilege of broadcasting the Louis-Walcott fight. Informed sources said the $1.33 figure was more nearly correct for both the Paramount and the Fox in Philadelphia.

Paramount also refused to say what its plan were in connection with the National Democratic convention. The company had been warned by the Television Broadcasters' pool committee on the convention that it would protect its rights on the convention and the inference was that Paramount had been told not to try the same stunt it did on the Republican convention when it broadcast the Dewey acceptance speech.

Fox First in Midwest to Seek Permit for Theatre Television

First theatre application for a television channel in the midwest came this week as Fox Midwest and 20th Century-Fox joined hands to petition the Federal Communications Commission for Channel 9, one of the three unassigned channels of the four allotted Kansas City.

There are already five applications for these channels; the fourth has already been granted the Kansas City *Star* outlet, WDAF.

Fox Midwest, an affiliate of National Theatres, operates about 125 houses in Missouri, Kansas, Illinois, Iowa and Nebraska.

Under FCC regulations, any one company may hold licenses to channels in five cities. Twentieth-Fox already has applied for licenses in Seattle, Boston and San Francisco.

FCC Holds Hearing

In connection with the San Francisco application, the FCC held hearings in Washington this week and President Spyros Skouras expressed regret to the committee that the company had withdrawn in 1945-46 its applications for channels in New York, Boston and Los Angeles. Skouras said the withdrawal was based on doubt at the time whether television was economic and indicated that experience had changed his mind and that he now felt it was a good thing to be in on.

He also declared that 20th-Fox product would not be made available to video until it had exhausted its theatre playing possibilities.

Whether the FCC will be guided by the fact that 20th-Fox is involved in anti-trust litigation in granting the license continued unanswered this week. The report on this litigation was read into the record of the FCC hearing, a move which somewhat strengthened belief in some quarters that such litigation might be taken into account.

Charles Skouras, president of National Theatres, told the FCC that large screen television in theatres was insurance against loss when major prize fights or other special events take place. The Louis-Walcott fight meant a drop of 25 per cent in theatre attendance, Skouras said.

Hearing on the 20th-Fox San Francisco application and that of Paramount in the same city closed before the FCC this week. Each company seeks one of the two remaining unassigned video channels in that city. The record of the anti-trust suit against Paramount was also read into the record, which again strengthened the impression of possible disqualification against majors seeking television outlets because of anti-trust actions.

Sues on Video

Suit for $100,000 was filed in Los Angeles this week against Paramount's Station KTLA by Kenneth Harlan, former movie star, now an agent, because the station had telecast "The Eagle Screams," an old film in which he starred. Harlan claims he was not paid for the television use of this film and that it damages him professionally. This is the first known suit of such a nature, though similar suits have been discussed in this area.

Fight Video Films With Sense—Lachman

(*Continued from Page* 9)

"Yanks Ahoy," "Flying with Music," "Niagara Falls," "Calaboose," "Hayfoot," "Miss Polly," "Fall In," "Dudes Are Pretty People," "About Face," "Prairie Chicken," "Thanks a Million," "The Furious Phoney," "The Double Cross Fool," "Merrily We Live," "Two Mugs from Brooklyn," "Kelly the Second," "Our Relations," "Captain Caution," "Captain Fury," "The Housekeeper's Daughter," "There Goes My Heart," "One Million B.C.," "Broadway, Ltd.," "Of Mice and Men," "Saps at Sea," "Roadshow," "Zenobia," "Burlesque on Carmen," "All-American Coed."

The Laurel and Hardy comedies are "Pardon Us," "Bohemian Girl," "Way Out West," "Sons of the Desert," "Pack Up Your Troubles," "Blockheads," "Swiss Miss."

The present WPIX deal differs from an earlier contract with Sir Alexander Korda in that it limits the showings to the New York area. The Korda deal gave WPIX all video rights for one year and permits it to resell them to other stations.

Establish Video Production Committee

Establishment of a production committee to go into problems of motion picture production for television was announced by the National Television Film Council this week by Chairman Melvin L. Gold. The committee consists of Chairman Jack Glenn, Gene Martel, Joseph Josephson, Nathan Zucker, Fred Rosen and Henry Morley.

In Explanation

(*Continued from Page 8*)

hibit the picture himself or he may authorize others to do so pursuant to a license upon lawful terms and conditions. In licensing the exhibition of a film he may fix the place of exhibition of such film and the time thereof and include other lawful terms and conditions in the license. Although a license agreement in itself may be lawful, it may not be used for an unlawful purpose to accomplish the objects of a combination or conspiracy."

"Each defendant had the right to have its product played off in its own way insofar as it did not violate the law."

"Refusal to sell plantiffs its top pictures is not in and of itself and without anything else, proof of conspiracy. . ."

"If you conclude from the evidence that Paramount . . . RKO . . . 20th Century-Fox . . . each refused to license all or part of its feature films for distribution in the plaintiff's National Theatre because of sound business reason and that such refusal was not the result of a combination or conspiracy in violation of the anti-trust laws, then even though you find the plaintiffs suffered a financial loss by reason of the plaintiffs' inability to license such product, your verdict must be for the defendants."

"If you find that any groups of the distributor defendants have conspired or agreed with each other to maintain an unfair system of runs and clearance in the City of Louisville . . . such conduct is illegal and is a violation of the anti-trust law."

Importer Asks Advice On Fair Play

(*Continued from Page 9*)

American trade agencies recently have completed a survey of the potentialities of that field.

Holstrom stressed the fact that he was eager to keep his American sales from competing unfairly with established exhibitors and as a prelude to this had started conversations on the subject with the Theatre Owners of America.

There are 500 16-mm. theatres in the United States which could offer him a market, he said, and in addition he plans to sell non-theatrical accounts, such as schools and hospitals.

In television, he feels, "there are possibilities," adding, "if there is anything to do in television these films will do it." Some change in the films will be necessary for the video market, he said, adding, "You have to make changes; you have to eliminate most of the long shots."

Further, he thinks the shorts, rather than the features, will be television's meat. The language differences can be obviated through narration, he claims, a form which is especially adapted to the shorts, since most of them were originally made for narrative accompaniment. He does not envision dubbing of any of his product and the features will be offered with titles.

What, No Guitars?

Hawaii will get its first Drive-In shortly when E. I. Parker and Elmer Davis' Consolidated Amusement Company constructs a 900-car outdoorer in Honolulu. The new project will have moonlight floodlighting, lighted aisles and hard-surface ramps. All construction will be of concrete or steel. George Peterson will build. R. M. Towill of Honolulu will be resident engineer.

48 Shorts for MGM

MGM will continue to use its shorts production to develop talent and techniques, Sales Vice-President William F. Rodgers declared Tuesday as he announced a 1948-49 program of 48 shorts, together with 104 issues of the semi-weekly News of the Day.

The program follows: 16 Technicolor cartoons (including the Tom and Jerrys); 10 Pete Smiths; six John Nesbitt Passing Parades; eight Fitzpatrick Traveltalks in Technicolor; four "Gold Medal" Reprints in Technicolor—all one reelers, and four two-reel specials.

New Threat to European Market Checked by SMPE

A possible new threat to the European market for American films is being actively investigated by the Society of Motion Picture Engineers which is seeking to learn the exact impression made upon listeners when film is run at the rate of 25 frames per second instead of the standard 24 frames per second.

All motion picture film in Czechoslovakia began running at the rate of 25 frames per second on July 1st. Further, that country's Filmovy Technicky Sbor (Film Engineering Committee) is inquiring into the desirability of internationalizing the new standard. The purpose is to synchronize projection frequency with the 50-cycle power lines common in Europe.

The change will raise the pitch of any sound recorded at the American standard of 24 frames per second. The SMPE is checking into the question of whether the change will be so seriously objectionable to auditors as to reduce the European market for American films.

Prints Ready on 1st Industry Documentary

Prints of "This Theatre and You," first of the industry documentary shorts, have been completed and shipped to Washington and New York, Hollywood reported Wednesday. Gordon Hollingshead and Warner Bros. made it.

Calendar

JULY

20-21, final organization meeting, Mid-Central Allied Theatre Owners, Sheraton (formerly Coronado) Hotel, St. Louis.

24, Memphis Variety Club picnic, Memphis.

26-28, midsummer meeting, Associated Theatre Owners of Indiana, French Lick Hotel, French Lick Springs, Ind.

30-Aug. 1, Film Classics world-wide sales meet, Hotel Astor, New York.

AUGUST

3, North Central Allied regional, Fargo, N. D.

4, North Central Allied Regional, Devil's Lake, N. D.

30-Sept. 1, convention, Allied Theatres of Michigan, Inc., Book-Cadillac Hotel, Detroit.

SEPTEMBER

14, 15, convention, Independent Theatre Owners of Ohio, Deshler-Wallick Hotel, Columbus, O.

24-25, convention, Theatre Owners of America, Drake Hotel, Chicago.

28-30, joint convention, Theatre Equipment Dealers Protective Ass'n and Theatre Equipment Supply Manufacturers Ass'n, Hotel Jefferson, St. Louis.

OCTOBER

17, ninth annual dinner dance, Motion Picture Bookers Club, Hotel Commodore, New York.

NOVEMBER

1-2, convention, Allied Theatre Owners of Texas, Dallas.

27-28, fall board meeting of National Allied, New Orleans.

29-Dec. 1, annual convention, National Allied, New Orleans.

Hope, But No Progress On British Quota

Though sources in the United States were optimistic, no solution to the British quota difficulties for American films was in sight late this week.

Parliamentary approval in London makes it more unlikely that the British Board of Trade will back down, some sources claimed, and as yet the U. S. Embassy at London has not made its report to the State Department.

The reported feeling of optimism in home office circles probably was based on the fact that independent exhibitors in Britain are up in arms against the quota and Rank playing terms, and some 2,600 have reportedly petitioned Parliament for quota exemptions.

Further indication that the matter was hopefully looked at in New York was seen last week as directors of the Motion Picture Export Association, in association with the Society of Independent Motion Picture Producers, nominated F. W. Allport, MPAA London representative, and T. Chris, London representative of the Bank of America, to the control committee which will supervise the Anglo-American ad valorem agreement. John J. McCarthy, temporary member of the committee, will retire and return to the United States to become Gerald Mayer's assistant.

Los Angeles Cameramen Boycott British Films

Decision to boycott all British pictures unless Britain's quota law was revised before next month's convention of the International Alliance of Theatrical Stage Employes in Cleveland was reached in Los Angeles this week by Local 659, a cameraman's unit.

This move by the Los Angeles cameramen's local may foreshadow a national move within the IATSE, west coast sources said. Whether such a move would extend to refusal by projectionists to show British product was considered extremely unlikely.

British Appoint 2

R. G. Somervell and P. S. Milner Barry have been appointed to the Control Committee interpreting the Anglo-American agreement to represent Britain. Somervell is from the British Board of Trade, Milner from the Treasury.

20th-Fox Will Handle 'Israel Reborn'

Twentieth Century-Fox will handle the physical distribution of Norman Lourie and Joseph Krumgold's one-reeler, "Israel Reborn," it was announced this week by 20th-Fox General Sales Manager Andy W. Smith, Jr. The picture deals with the birth of Israel.

'Babe Ruth' Opens July 26 in New York

Allied Artists' "The Babe Ruth Story" will open at the Astor Theatre in New York on July 26, upon conclusion of the run of the RKO-Walt Disney "Melody Time," Lou Lifton, ad and publicity director for Monogram and Allied Artists, announced Wednesday.

B&K Forms New Unit

Balaban and Katz Treasurer John Balaban, Comptroller Elmer Upton and Attorney Arthur Goldberg have incorporated the Rio Theatre Corporation to operate the Rio at Chicago Heights, Ill.

Announcing A GREAT



SOON PHILADELPHIA WILL THRILL TO TWO GREAT EVENTS

The Opening of the Democratic Convention, and then, on July 14th,
the **WORLD PREMIERE** of
Walter Wanger's Technicolor Triumph

"TAP ROOTS"

Just as Philadelphia takes pride in being the Convention site, so we of the William Goldman Theatres take particular joy in announcing Philadelphia's most important motion picture event in many years!

As part of the celebration a host of Hollywood's most glamorous names, headed by stars like Van Heflin, Julie London and Boris Karloff, will soon arrive in Philadelphia to take part in a series of special events, climaxed by their appearance at the gala World Premiere on July 14th! "Tap Roots" has already been called "*A BREATHTAKING PEAK IN FILM ENTERTAINMENT*"...and no wonder:

To its vibrant love story is added the thrill of gripping action—the glory of brilliant color by Technicolor—and above all, fabulous production and splendor of a type you haven't seen on the screen for a long time.



Don't forget the date—
July 14th at the

GOLDMAN THEATRE

15th and Chestnut Streets

You Will Never Forget This Picture!

Here's the ad that opened Philadelphia's all-out newspaper campaign . . . with a day-after-day build-up to powerful full-page blasts on world premiere day.

EVENT FOR PHILADELPHIA

...and for Exhibitors Everywhere!

On July 14th, Philadelphia will thrill to two great events. Sharing the excitement of the Democratic National Convention, Walter Wanger's Technicolor triumph, "Tap Roots," will have its gala World Premiere at the Goldman Theatre, with day-and-date premieres throughout the territory.

Personal appearances by a Hollywood cavalcade, headed by Van Heflin, Julie London, Boris Karloff and Richard Long, will launch Philadelphia's most important motion picture event in many years.

A thousand leading correspondents of the nation's press and radio, covering the Convention, will attend a special midnight preview of "Tap Roots"... Top national radio programs will salute "Tap Roots" over ABC, CBS and Mutual networks... Full page national magazine and newspaper ad tie-ups with Chesterfield, General Electric and Lux have been timed for the premiere.

It all adds up to tremendous selling power for "Tap Roots" when it plays your house!

Compared with "G.W.T.W." by Trade Press!

Front-paged in MOTION PICTURE DAILY: "One for the money—and plenty of it. A big show handled in a big way, this attraction is one of the most ambitious since 'Gone With the Wind.' Handled with scope and sweep.... to entertain and hold audiences in substantial number."

•

Featured in FILM DAILY: "Should attract a large audience. Grand scale stuff in fine Technicolor that pulsates with action. Powerful... told with sweep and vigor. More than fair comparison with 'Gone With the Wind.'"

•

MOTION PICTURE HERALD: "Top grade. Solid merchandise, commercially. Excellent. Not since 'Gone With the Wind' has Hollywood dealt with the Civil War theme to such dramatic and pictorial advantage."

SHOWMEN'S TRADE REVIEW: "'Tap Roots' is the essence of screen entertainment. One of the biggest pictures of the year. Done on a grand scale... a real spectacle that justly deserves the adjectives 'big.' Audiences will remember it a long time."

•

BOXOFFICE: "Should result in top takes in all bookings. Sure to please. Plenty of red meat for disciples of both torrid romance and hard-hitting action."

•

VARIETY: "High romance, color lensing, sex implications and broad action will give it ticket-window attention."

•

THE EXHIBITOR: "Top notch. Should do well at box-offices throughout the country."

WALTER WANGER Presents

VAN HEFLIN • SUSAN HAYWARD in

TAP ROOTS

color by Technicolor

with BORIS KARLOFF • JULIE LONDON • WARD BOND • RICHARD LONG

And Introducing WHITFIELD CONNOR

Screenplay by ALAN LE MAY • Additional Dialogue by LIONEL WIGGAM • From the Novel by JAMES STREET

Directed by GEORGE MARSHALL • Produced by WALTER WANGER PICTURES, Inc

A GEORGE MARSHALL PRODUCTION • A UNIVERSAL-INTERNATIONAL RELEASE

Theatre Management

Guide to Modern Methods in the Administrative and Executive Phases of Theatre Operation



The Brass Tacks of Efficient Picture Theatre Management*

SOME FACTS ON SCREEN ADVERTISING

By Jack Jackson

Vague recollections from the type-darkened past bring visions of my having at some previous date sent my typewriter into the battlefield of pros and cons about screen advertising. Then, as now, our position was neutral and attempt made only to rummage interesting details and to chronicle the facts, letting the reader decide for himself as to whether or not the commercial shorties should be given space on his screen.

Since the previous foray for facts about screen advertising, that particular segment of theatre business has endured many changes. Reports to that effect had been coming in so frequently that the "Missouri touch"—the "show me," not the "Muley" act—was decided upon. Way down yonder in New Orleans abides the home office of one of the biggest and widely-tentacled of makers and distributors of screen advertising. The late Bill Johnson, an acquaintance dating back to the Depinet-Ezell-Saenger days, ringmaster for the outfit, gave up two hours from a desk heaped high with addenda pertinent to the handling of such a big outfit to give out with details substantiating and surpassing all rumors about the growth and change in film ads.

Before turning the valve on the flood of facts placed before me at the offices of Motion Picture Advertisers, let me tell you what really started it all, because therein lies a cue to the dollar value of screen ads.

I was reading an account of the experiences of some fellow who was making an astounding financial success selling shoes direct to customers. Of course, a lot of shoe salesmen are doing just that but they work from the carpeted floors of palatial salesrooms. This chap was an offshoot of the door-to-door peddler who had found it not only practical but extremely profitable to engage in "mass" salesmanship. He decided to enter group selling, and in various ways and through various methods managed to wangle invitations to deliver his lecture of "proper footwear" to assembled groups. In chronicling the steps to his unusual success he related this maneuver as a top factor: "I had to get something for them to look at because I found that conversation alone requires only 15 per cent interest in order to be heard. But, when you give them something to look at while you talk the dual duty commands 85 per cent interest."

The way I figured it, every screen ad forces the look-and-listen treatment from the audience and consequently rates in the 85 per cent bracket. If a door-to-door shoe salesman could quadruple his earnings through the simple process of making them look and listen, a theatre, catering to and enjoying the confidence of the best people in the community, was in position to do a top job of advertising for those concerns interested in getting under the skins of prospective customers.

What Was Reason for Refusals to Use Screen Advertising?

Several angles of screen advertising began intruding on my conscious and subconscious mulling of the situation. Among the leaders were: Did the advertiser have full appreciation of this 85 per cent factor? Did the theatre owner know about it, and if they both knew, was the theatre charging and the advertiser paying accordingly? So many theatres were refusing to accept screen ads there must be a reason. Was the reason due to low revenue returns, lack of desirable advertisers or low quality of screen ad production itself? Or was it the lack of experience and responsibility of the concerns selling screen ads, the erroneous or thoughtless approach to the advertiser's problem by the screen ad makers and consequent dissatisfaction of onlooker, advertiser and theatre owner?

After visiting a few theatres and checking the ads, I had a few ideas of my own about giving the audience some payment for the time spent viewing and listening to screen ads, such as including some item of information with each ad. But to get the other answers I had to get deeper than any theatre, so I went to New Orleans and buried myself in Bill Johnson's 30-year deep pile of "know how."

If you have been marveling at the fairy book, beanstalk tactics of other branches of the motion picture industry, lend an ear to this capsule recap of how big the little commercial screen messengers have grown. (Remember that these figures cover only Motion Picture Advertisers and their subsidiary, United Films of Kansas City.)

Over 500 executives and service employes occupy the two offices. One hundred twenty-eight traveling salesmen, in addition to established managers and sales employes in various cities like

(*Continued on Page* 19)

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Streeter Finds Hypo for Saturday Kid Matinees

With his Saturday matinees showing little if any profit, no matter how good the show, Manager Reg Streeter of Warners' Mission Theatre, Santa Barbara, Calif., set to work to find a hypo for business. He found the remedy in a giveaway quiz for kids, and his Saturday matinees are now showing a good profit.

At the conclusion of the Saturday afternoon show, Manager Streeter takes the stage and shows the youngsters a candy bar, telling them that the first one to bring to the stage a wrapper from the same kind of candy will receive the bar, in addition, if he can answer a question to be put to him (usually concerning pictures at the theatre), he will get many additional prizes. The prizes are contributed by cooperating merchants who receive credit on a lobby card and from the stage. Three merchants donated prizes the first week; by the third week eight were giving them. The gifts to date have included live rabbits, bicycle lights, wristwatch bands, toys, phonograph records, and many other prizes.

A photo is taken of the winner and is displayed in the lobby with his name, age, school, grade and name of the candy bar with which he won. It is a good advertising stunt for the theatre for it gets the winner's friends in the lobby to see his picture, and gives them the idea they might win at the next Saturday matinee.

Streeter states that the stunt has greatly increased the sale of candy at the theatre; that the giveaways, no matter how small, are popular, and that it costs the theatre nothing except for the lobby cards for participating merchants and the price of a candy bar each week. Merchants find the plugs they get profitable.

Goodwill Builder-Upper

Good public relations for his theatre and closer theatre-merchant cooperation were obtained by Manager Bill Roberts of the first-run Fox Wilshire in Beverly Hills, Calif., when he invited the members of the Miracle Mile, a local businessmen's association, to be his guests at a regular evening performance. He received many letters of appreciation.

Baseball Jamboree

The Warfield Theatre, San Francisco, recently held a baseball jamboree at a Saturday morning kiddie show. Players of the Seals baseball club made personal appearances and autographed balls for the youngsters. Seals players who made their local stage debuts were Lefty O'Doul, Mickey Rocco and Roy Nicely. Russ Byrd emceed.—SFR.

Aid Safety Drive

In conjunction with the Safety Drive sponsored by the Buffalo, N. Y., Police Department, the Buffalo Courier Express and the Buffalo Evening News, all 12 theatres of the Basil Enterprises are cooperating by posting ushers at busy intersections near their theatres on Saturdays, Sundays and holiday matinees.

Jackson . . .

(Continued from Page 18)

Jackson, Miss.; Atlanta, Ga. (to name but two) contact and sell more than 11,250 theatres in the United States to exhibit the advertising messages of some 35,850 advertisers; 24,850 of these are served from the New Orleans office and approximately 11,000 from Kansas City. If you have any doubts about this being big business, the annual gross figures—which are missing from my notes but, as I recall, exceeding $8,000,000—will cause a quick about-face.

A research department in the New Orleans office gathers and compiles accurate market prospectus on such forms of commercial endeavor as the company considers to be good prospects for screen advertising. This is undertaken well in advance of the making of sales plans for the field forces. In fact no plans for the latter are ever made until the results of the research department clearly marks the prospect of increased business through screen ads and develops an ABC line of reasoning as to how and at what cost the growth can be obtained. Armed with material of this kind, the sales force encounters only trifling resistance from any trained and informed advertising authority.

Kinda Surprised

I was kinda surprised when Johnson, in explaining the workings of the research department, informed me that the job of perfecting a campaign to increase the volume of milk sales and then sell it to the larger dairies had been among their most difficult accomplishments. It seems that at the time the MPA (Motion Picture Advertisers—remember?) decided to concentrate on increasing the number of their dairy accounts—and they keep an accurate gauge on all types of business using screen advertisements to check their batting average from time to time—the dairymen themselves were distressed with an inadequate delivery personnel, limited gasoline, etc. As a consequence, the Johnson aggregation had to turn their plan into channels that would build a greater demand for the lacteal liquid without adding manpower or mileage. How this was accomplished by screen messages illustrating the use of milk in cooking, its value as an aid to sound sleep, etc., is a story deserving of more space than this article permits. However, the important thing is that it was done and that dairies and theatres as well as the buyers of milk—because no false claims were made—all profited. A similar job was done for a large baking company anxious to increase their sales of bread in the face of medical advice against over-consumption.

Mention is made of these to illustrate the efficiency and proficiency—to say nothing of the resources—of an experienced and responsible producer of screen advertising.

Johnson told me that production costs, which in prewar years were considered on the extravagant side if they neared the $500 mark, have mounted to the upper levels and costs as high as $8,200 are marked against current campaigns. Further, he tells me that when the job of selling the advertiser is done right, the latter invariably insists on top production values in his ads, with all stops frequently pulled to permit of appearance of top talent, color, etc.

Don't get the idea that I've joined the staff of Motion Picture Advertisers. It just happens that MPA happened to be close at hand when I decided to go on a screen ad fact-finding binge. There are undoubtedly many other big screen advertising companies every bit as proficient and thorough in caring for the interests of advertisers and that of the theatres leasing screen time for exhibition.

The only target of this discourse is the full and complete consideration by theatremen of the possibility of adding to the diminishing revenue through the use of screen advertising contracted from reliable and efficient producers. In the past year or more there has been a marked decline in the number of theatres running screen advertising. Inquiry has developed that the outstanding reason for discontinuance was the poorly conceived pictorial matter, bad sound, below par photography, etc., that resulted in complaints from customers and advertisers alike. Patronizing a good reliable company of long experience and solid advertising patronage will undoubtedly entirely eliminate all complaints from both sides.

That the revenue to be had—you figure for yourself with the 85 per cent attention and interest figure in mind whether you are getting enough for the time consumed—is needed, goes without saying. But, don't develop a porcine complex. Limit the length of the advertising to be exhibited from any one firm and limit the number of firms to occupy your screen at any one period; 60 feet for the former and three for the latter was the figure previously determined as ideal by the more astute thinking exhibitors.

It is well to remember that screen advertising has not—and probably never will—lose its stigma of being "forced advertising." There is no question about the fellow who sits in the seat paying you for entertainment and, to a degree, justified in resenting the presentation of paid advertising. Your best insurance against complaint or objection of any kind is to see that the films possess qualities of entertainment, of high calibre production, and, whenever possible, pay the patron in valuable and useful information for the time and attention given. This last can take the form of instruction for the care and preservation of garments in a laundry ad; how to prepare some novel culinary dish in a food market ad and many other ways in which the audience gets useful information in return for the attention demanded.

One thing is certain: Your screen gives the advertiser far more reader attention and interest than he can procure through any other medium. So, if you are using—or are considering using—screen advertising, I'd suggest that you contact the representative of a good, recognized producer of screen ads and discuss with him the matter of rental charges to be assessed and the type of advertiser to be accommodated. By no means allow your screen to be at the disposal of undignified products, undesirable merchants, political candidates or procedures, questionable or controversial subject matter. Select the type and status of advertiser and dictate the style of screen approach. The larger companies are equipped to approach a sales problem from many angles and will be able to conform to your wishes, provided they are reasonable.

I've been asked time and again to suggest a method of arriving at a fair charge for screen advertising time. This is the way I'd do it:

Figure the number of shows per day and the screen time for each show. Get it into minutes and seconds and multiply by the period of days the advertising is to run. The normal operation giving five shows daily will find about 23 minutes weekly devoted to the exhibition of a 40-second screen ad. Break your average weekly gross into hours and minutes, add the cost of handling to and from booth with a fair charge for splicing-in and cutting-out. When this amount has been determined, add 20 to 30 per cent, depending on the theatre and its type of audience, for profit, and charge accordingly. There's a lot of good, clean, extra revenue to be had from screen advertising but you have to be careful whose advertising you accept, the quality of the film, the reliability of the company producing, and that you get a square deal at the cash register.

Aid Business Men's Party

Len Utecht, who is manager of the Essaness Lake Theatre in Oak Park, Chicago suburb, is active in the town's civic affairs because he is interested in the community's progress and betterment and because it earns goodwill and publicity for his theatre. Among his community activities is the handling of publicity for the Southern District Business Men's Ass'n which recently gave a Hard Time and Square Dance Party. Utecht was co-chairman of the committee, and was active not only in making the arrangements and promoting merchant prizes, but also in getting the help of the also-civic-minded managers of the other Essaness theatres in Oak Park—Eddie Masters of the Lamar, Bill Koch of the Southern, Nick Butera, assistant manager of the Southern and Lee Hruby, assistant at the Lake, in pushing the affair and promoting prizes, etc.

Agle Heads Lions

Sams Theatres District Manager R. E. Agle has just been elected president of the Lions Club in Boone, N. C., a fitting reward for, and a good example of, the goodwill engendered by a manager who interests himself in a community's civic activities.

Films, Circus to Aid Coast Hospital Drive

An ambitious movie and radio star participation and society entertainment will be held September 4 as a gala benefit premiere opening of Ringling Brothers-Barnum and Bailey Circus, in its first Coast stand in seven years.

Saint John's Hospital Guild has secured entire receipts of opening night and has asked the motion picture industry to spearhead the event and extend its leadership to all combined Southern California, industries, civic groups and society bluebloods interested in the hospital charity organization.

Charles P. Skouras has been named Chairman for Greater Los Angeles by Mrs. Sven Lokrantz, president of the hospital guild, and others include Dick Dickson, assistant to Skouras; Dore Schary, chairman of studios participation. Star participation committee includes John Beck, David Butler, Ernie Byfield, Jr., Leo McCarey, George Sidney and Jerry Wald. Paul Mosher and Seymour Peiser will supervise publicity and advertising.

Kay Kyser has been spearheading the SJHG fund-raising campaign for addition of a 100-bed wing. Proceeds of the event will be turned over to the Fund.

Selling the Picture

News and Ideas Concerning Profitable Advertising, Publicity and Exploitation

What Stunt Cost Only $1.25?

Question: "What exploitation stunt cost only $1.25 and paid off nicely at the box-office?"

The man who knows the answer to that one is Milan G. Steele, manager of the Ritz Theatre, Pawnee, Okla., for it was Milan who spent the $1.25.

Here's the Steele formula: Buy 125 government postal cards. Get a member of the house staff (maybe your secretary, your assistant, or even yourself) to type this message on each card:

"Dear Sir: YOUR WIFE IS EXPECTING (type this in capitals and in red) you to take her to the Ritz Theatre next Tuesday, Wednesday or Thursday to see 'The Secret Beyond the Door' starring Joan Bennett and Michael Redgrave."

And then you sign it, just as Milan G. Steele did, and mail it to 125 prospective patrons (husbands, of course).

Simple, isn't it? Productive, and yet so inexpensive. Maybe you'll have to buy more cards for a larger mailing list, but your box-office results should be just that much better.

Got any more stunts like that, Milan? Your brother exhibitors would like to hear about them.

Campaign for 'Canon City' Premieres Pattern for Future Showings of Film

Utilizing proven and surefire ticket-selling devices of smart showmanship, the Fox-Intermountain circuit campaigns for last week's world premiere and this week's regional premiere of Eagle Lion's "Canon City" are adaptable not only to the circuit's theatres but to other houses scheduled to play the picture. Last week's premiere took place in Canon City at the Rex and Skyline theatres, while the 150-house Rocky Mountain Empire regional premiere was touched off Tuesday at the Paramount, Webber and Aladdin in Denver.

The entire world premiere and regional premiere campaigns, as conceived by Max E. Youngstein, Eagle Lion vice-president in charge of advertising, publicity and exploitation, in collaboration with Fox-Intermountain promotion heads, and worked out under active "on-the-spot" direction of Jerry Pickman, EL assistant director of advertising, publicity and exploitation, is presented in an eight-page book prepared by Fox-Intermountain for distribution to all circuit managers and publicity men. In addition to description of the premiere promotions themselves, full adaptation to local situations is provided.

For two weeks prior to the film's opening, cross-trailers were used in all other houses of the circuit. Radio was used extensively as advance buildup, with practically all stations in the Rocky Mountain Empire tied in for plugs and spot announcements.

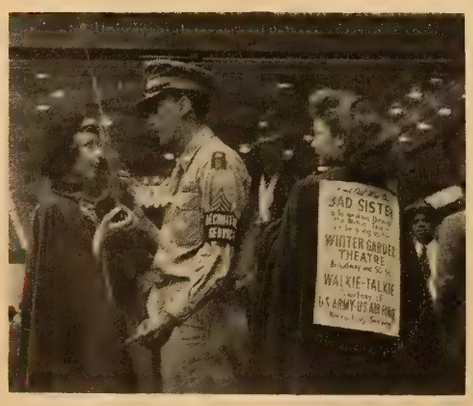
Special "stone" fronts were built for all theatres, simulating actual penitentiary walls, and elaborate displays prepared of the actual "home-made" weapons used by the twelve desperate convicts who broke out of the Colorado State Penitentiary on Dec. 30, 1947. In addition, displays were furnished showing the rehabilitation handicraft manufactured by the convicts in their cells, and sold by them through special permission of Warden Roy Best.

Loudspeaker sound trucks carrying banners and still displays toured the city streets for several days and were given liberal newspaper publicity in addition to the citywide interest they roused.

The marquee of the Denver Paramount was converted into a penitentiary guard house, with booming sirens and flashing guards' guns, together with a live action display in which "convicts" break out and escape across the marquee.

All doormen and ushers were dressed in actual convicts' and guards' uniforms supplied by the Colorado State Penitentiary.

In the Fox-Intermountain "Canon City" promotion manual, full details are supplied for local tieups with all national promotions used for the world premiere and regional premiere. Described are: street ballyhoo with "convicts" and "guards" parading the town; posters scattered throughout the city on every available fence and post; special "convict hunt" with locally-promoted prizes; construction details for a sidewalk cell to be placed before the theatre or in the lobby, with a uniformed "convict" shackled inside.



ULTRA-MODERN BALLYHOO. These two girls were representing the Winter Garden Theatre in New York in up-to-date manner for the engagement of U.I.'s "Bad Sister." Each carried a walkie-talkie set promoted from the U. S. Army Air Force Recruiting Service. Sign over long, sweeping velvet cape invited passersby to find out where Bad Sister was. Passerby asking the question into the walkie-talkie was answered by the other girl across the street. The answer was not the U. S. Army Air Force, but the Winter Garden Theatre.

Strong Campaign Backing Premiere of 'Tap Roots'

Walter Wanger's "Tap Roots," in Technicolor being released by Universal-International, which has its simultaneous world premiere on July 14 at the Goldman Theatre in Philadelphia and in six other cities in the Philadelphia territory is being backed by an elaborate advertising, publicity and exploitation campaign.

The contingent of stars and featured players of "Tap Roots," including Van Heflin, Julie London, Boris Karloff and Richard Long who are coming to Philadelphia for the premiere, will aid in the advance promotion campaigns for the territorial premiere and the four additional openings the following day, and will make personal appearances at the Goldman Theatre.

In connection with the premiere, the National Broadcasting Company's network show, "Chesterfield Supper Club," will salute the premiere of "Tap Roots," on the 143 stations of the network July 12. Already, the American Broadcasting Company network show, "Go for the

(*Continued on Page* 24)

'Easter Parade' Gets National Ad Splurge

MGM's "Easter Parade" is being given a big national advertising splurge. The campaign is expected to reach an estimated readership of 160 million, the company claims, with insertions scheduled at this time. Besides the current schedule, other nationally-circulated magazines and big-city newspapers are being lined up to get the advertising.

A two-page color spread will appear in *Life*, dated July 12; full pages in the *Saturday Evening Post*, dated July 10; *Look*, July 20. The Sunday weekly magazine supplements of *Parade* for June 27 carried an ad, as did the *American Weekly* for July 4. It will also appear in the July 11 issue of *This Week*. *Pictorial Review* will publish the ad in its issue to appear ahead of opening dates in key cities.

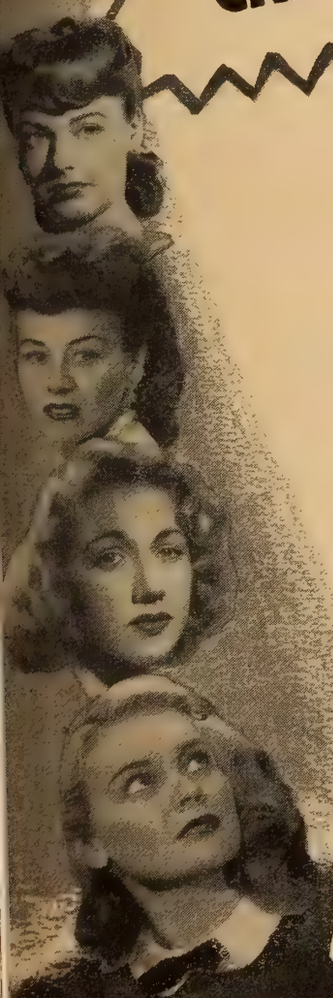


IT SHINES SWELL. It ain't silver, but it glitters, and anything that glitters attracts attention. Hence the simple wagon ballyhoo used for three days by the Strand Theatre, Louisville, Ky. for the showing of Paramount's "Alberquerque." The real silver, we understand, came into the box-office cage.

20 MILLION LISTENERS* HEARD JIMMIE FIDLER BROADCAST THIS MESSAGE TO TEEN-AGERS AND PARENTS — CREAM OF THE MOVIE MARKET!



* On 2 major networks ...hundreds of ABC and MBS stations!



"If you are a teen-age girl thinking of leaving home to become an actress, or if you are the mother or father of such a young lady, make it a point to see 'STAGE STRUCK.' It reveals the pitfalls that await immature career girls. And forewarned is forearmed."

It's a Headline Hit from MONOGRAM!

Stage Struck

Starring
KANE RICHMOND · AUDREY LONG
CONRAD NAGEL · RALPH BYRD with JOHN GALLAUDET

Direct from official police files come the startling, true stories of thousands of missing girls!

Produced by JEFFREY BERNERD · Directed by William Nigh · Screenplay by George W. Sayre and Agnes Christine Johnston
Original Story by George W. Sayre

MONOGRAM PICTURES



LARGEST THEATRICAL DISPLAY ON BROADWAY made its debut last week when MGM's "Easter Parade" opened at Loew's State as the first feature in that theatre's new long-run policy. The facsimiles (and reasonably accurate, too) of the four top stars in the picture (l-r: Peter Lawford, Judy Garland, Fred Astaire and Ann Miller) are three and one-half stories high (you'd have to climb a ladder to tie Astaire's shoestring). The electric sign runs the entire width of the Loew and MGM home office building. Loew's State was completely renovated for the Technicolor musical and the new policy it inaugurated.

'Letter' Blowups, 'Casbah' Records Feature Feldman's Dual Campaign

Blowups of the stars in Universal-International's "Letter from an Unknown Woman" in store fronts and at the theatre, and the playing of recordings of the music in U-I's "Casbah" featured Richard Feldman's campaign for the dual bill at the Paramount Theatre, Syracuse, N. Y. Blowups of Joan Fontaine and Louis Jourdan, with picture and theatre credits, were placed in windows of Edwards' department store, Wilson's jewelry store, Lamanna's florist shop, Liggett's drug store and inside the Mattydale Airbase grocery store. Five blowups of the two "Unknown Woman" stars were also placed outside the lobby doors. An attractive book bearing a Fontaine portrait and playdate was placed on the curb in front of the theatre. Copy was used inside the lobby two weeks in advance.

The Onondago Music Company gave the film a credit card in its window plugging the Columbia records. Co-op ads were obtained from Rifkin's Beauty Salon, Wilson's jewelry, and Jackson M. Potter, realtor.

The *Herald-Journal's* Inquiring Reporter played up five answers, with pictures of those answering the question: "Would you pay any attention to an anonymous letter?" Two radio stations gave gratis plugs to "Unknown Woman" and two others to both features on the dual bill.

Feldman invited three mail carriers, who on their off-times act as sports coaches at public and parochial schools, to be his guests, with their wives, at a performance of the picture, garnering a picture and story in the *Herald-Journal.* The *Jewish Chronicle* ran a contest with ticket prizes and gave a gratis ad and story. *The Italian Gazette* and *Midstate Weekly* published pictures and stories. Two hundred hotel postcards asking for a date at the Paramount with an "Unknown Woman" were mailed from New York City. Trailers were used in the other two Schine theatres in Syracuse.

For "Casbah," Feldman tied up four stores on Salina Street which have p.a. systems over doors or in windows to play records of the "Casbah" tunes. Stores were Clark Music, Wilson Jewelry, Bonne Music and Tuttle's Record Corner. Five disc jockeys plugged the songs daily, some in the afternoon, others in the evening, Bob Planer on his morning "Three Alarm" WNDR program. Orchestras at the Syracuse and Onondago Hotels played orchestrations of the music with tiein cards.

'The Magic City'

Theatres playing Paramount pictures will not miss the opportunity to play this free eight-minute subject which has been given excellent production and interesting continuity of a day in the magic city of Hollywood.

Most of the action is centered within the Paramount Studio and shows scenes from many current and forthcoming pictures made on that lot. By taking its main characters through the various stages of production, it succeeds in holding interest from beginning to end.

It will make a welcome addition to any theatre's program and will also build interest in the pictures which are brought into the subject as the story unfolds.

—Chick Lewis

Yo-Yo Contest

Having found his doughnut-dunking contest paying off, Manager Bob Cox of Schine's Kentucky Theatre, Lexington, Ky., ran a Yo-Yo contest with two Filipinos demonstrating and conducting the contest at no cost to the theatre. Cox had the Yo-Yo experts appear on the stage at various shows in advance of the contest and at the Lexington schools. The cooperating Kresge store gave prizes of sweaters, Yo-Yos, etc., ran co-op ads and devoted its entire radio time for a week to the contest.

Sells 'Naked City' Via Law Enforcement Angle

Due to the nature of the story of the late Mark Hellinger's Universal-International release, "Naked City," Arthur Turner, city manager of Western Amusement Company's theatres in Eugene, Ore., stressed the law enforcement angle in his exploitation.

A finger print matching contest was conducted in connection with a police department display of such police equipment as lie detector, finger print kit and camera cards bearing finger prints, tear gas gun, handcuffs, pistols, etc., in the window of a vacant store next to the Heilig Theatre. In the window was a standee of the film with playdate, and special cards beginning: "Are you a detective? Win free passes—identify the two matching finger print cards," etc.

Turner arranged an advance screening to which all law enforcement personnel of the city and a number from the state, the Eugene city council, fire department and others were invited. Police and fire department officials from nearby Springfield were also guests at the screening. Newspapers covered the showing with good resulting publicity, but the chief result was the police department display of the tools of its trade in the vacant store window.

Menus in nine cafes listed the "Naked City" stars, theatre, playdate, etc. Sidewalk curbs in the business district were plastered with 75 cards after the Friday opening. On Saturday afternoon and evening, Turner arranged a ballyhoo consisting of a boy sitting on the curb in front of the theatre fishing in a two-gallon zinc bucket, with a card bearing copy to the effect that the public didn't need to fish around for good entertainment—it could be found in the theatre where "Naked City" was showing.

'Easter Parade' Gifts Rival Radio Jackpots

Radio jackpots are rivaled by the array of awards offered in the "Easter Parade" dance contest being conducted by Loew's Ohio Theatre, the Columbus *Citizen* and the Fred Astaire dance studio in Columbus, Ohio.

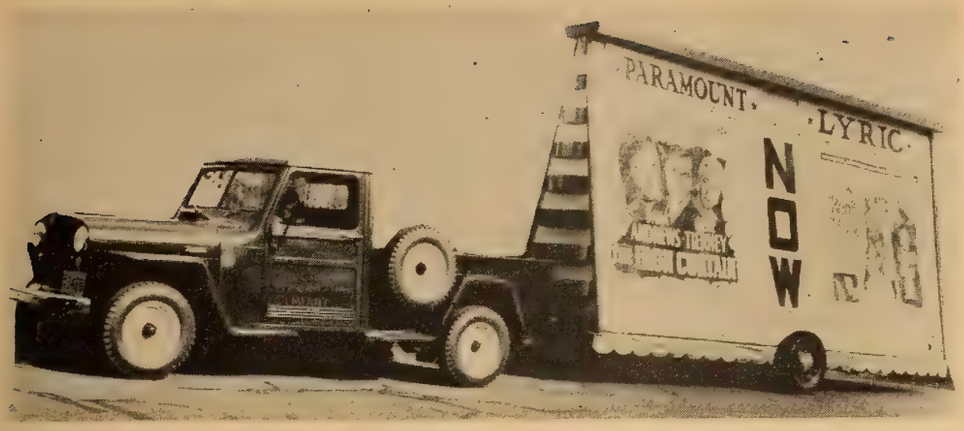
The list includes air and rail all-expense trips to New York, original dress and hat, four deluxe dance courses, a $100 orchid corsage, $200 worth of photos, a year's supply of shoes, a slack suit, a portable radio, six albums of records, matching golf sets, and other items to be added.—COL.

Dramatic Society Plugs

The dramatic society of the University of Syracuse, N. Y., which had put on "All My Sons" as a stage show, was contacted by Managers Irv Cantor and Dick Feldman when the picture was to play the Paramount and Eckel theatres in Syracuse, and got announcement cards placed on all bulletin boards. The library and its branches, hotels, stores and book shops displayed cards. They promoted a three-column lead story in one newspaper with a column-and-a-half cut of Louisa Horton of the cast.

Cooking Recipe Contest

In the rush of dreaming up new stunts we sometimes forget such a standby as the cooking recipe contest. Home-makers (be sure to call them "home-makers'," not "housewives") take great pride in their favorite recipes. Besides—who can tell?—you may get a cake or a pie out of it for yourself.



A PRACTICAL MOVING BILLBOARD. The Walter Reade Theatres trailer in Asbury Park, N. J. serves six theatres, and by using six-sheets four of them can advertise at the same time. The trailer can also accommodate two twenty-four sheets.

Motorized Poster Display Ballyhoos Attractions at Asbury Park Theatres

District Manager Nick Schermerhorn and Circuit Engineer Rocco Dilione of the Walter Reade Theatres in Asbury Park, N. J. were sitting around the office one day not long ago looking over some trade papers. Suddenly Nick looked up and said: "Say, those coast boys have got a good idea in those 24-sheet trailers they're using. Why don't we hop on the idea?"

Rocco agreed, and the two of them started off in high gear. The Reade circuit has six houses in Asbury Park, and naturally the district manager could show no partiality toward any one theatre. There was no extensive budget for the scheme, so they decided to build only one trailer. How best could all the six theatres be served?

Few Hundred Dollars

Well, Schermerhorn and Dilione worked out a plan for a trailer that was big enough to handle a 24-sheet on either side, with all necessary "working" units in the prefabricated class. That is, with the expenditure of only a few hundred dollars they bought a standard frame, wheel assembly, lights, hitching post, and generating unit.

The frame is of iron, and sheet metal is used for the covering. Lights are mounted at the top. The trailer is white, with blue trim, and the ornamentation at front and rear is in varied bright colors.

Two Is Not Six

When the trailer was completed, it did indeed carry two 24-sheets, but we mustn't forget that the Reade outfit has six theatres in Asbury Park. Two is still not six, and Nick wanted to do his best. So, he came up with the idea of using four 6-sheets instead of two 24-sheets, and thus get at least four of the theatres on the trailer. The plan has worked out very successfully. The trailer covers every section of the city, and since all the Reade theatres are in a rather limited area the public has no difficulty knowing their location.

The trailer itself is built to last, and the Reade outfit in Asbury Park will get many years' service from an exploitation machine which is fundamentally simple, but mighty effective for a regular week-in and week-out ballyhoo.

Canadian Stunts to Improve Patronage

Canadian theatre managers are using various tricks to lure patronage.

The Granada at Hamilton, Ontario, has had a revival week with a change of double bills every day, most of the bookings being western, horror or action features. The Elmdale at Ottawa obtained good business on an all-laugh show consisting of comedies and cartoons, plus a newsreel.

In Toronto the Eclipse and Hudson had a cartoon carnival, with 15 comedies, for three days, and the Metro Theatre had a "Battle of the Cowboys" with features starring Gene Autry and Roy Rogers.

The stage show idea is also spreading, with the Allenby, Toronto, being the latest to offer a vaudeville program one night each week.

Female Minstrel Show

A women's dress show in Cumberland, Md., put on a female minstrel show called "Cotton Cuties Minstrel" at the Liberty Theatre at a showing of Universal-International's "Black Bart". Manager Fred Perry made the tieup and sold the back of the heralds to the dress shop, covering the cost of the 3,000 heralds.

Air Show for Waiting Patrons

Out in California the new Daylight Saving Time left 20-year-old Manager Bob Lippert, Jr., of the Costa Motor-In Theatre, Concord, with an hour on his hands before the show could start.

Since young Lippert is a pilot by day and a theatre manager by night, he promoted a spectacular air show from a nearby airport. Waiting patrons were treated to comedy act flying and low air acrobatics.

Pilot-manager Lippert was on hand atop his Motor-In projection booth directing the air show over the p.a. system. The stunting attracted lots of attention, and by the time the regular screen show was ready to start, the seven-acre outdoor theatre was jammed to capacity.

An STB Showmanalysis

(REG. U. S. PAT. OFF.)

Campaign Material for PARAMOUNT'S "The Emperor Waltz"

GENERAL APPROACH: A delightful comedy, in entrancing Technicolor, of an American phonograph salesman at Emperor Franz Josef's court, with topflight cast, studded with catchy songs, sung by Bing Crosby, dances and background music. Film is universal in its appeal in story, characters, incidents, music, costuming and love story, for it has almost everything to please, amuse and entertain audiences.

NATIONAL ADVERTISING CAMPAIGN: Starting with May and extending into August Paramount has been and still is advertising "The Emperor Waltz" as one of its most ambitious productions. During the four months the picture will have been presold to an estimated readership of 140,000,000 in full-color ads in 21 of America's most widely circulated national magazines. One of these is reproduced in color on the cover page of the pressbook.

NEWSPAPER ADVERTISING: There was so much to say about the production that the ad department was practically forced into utilizing every bit of space for selling copy and illustrations. Of the 39 ads, five are "doublets" (with mats in two sizes, only one size being reproduced), and two are copies of ads used for the New York Music Hall premiere which managers may copy (no mats being furnished on these). The two largest ads, 940 and 856 lines, as pictured in the pressbook, are reduced in size due to lack of space. One large ad follows the format of one of the color ads in the national campaign, with changes in text. Cuts of Bing Crosby dominate the ads, with Joan Fontaine shown in most; outstanding are the full-length figure of Bing in Alpine costume, and bust portraits in which he is singing to the Countess (Joan Fontaine). The Technicolor, the songs, dances, cast and background music receive generous cut recognition.

POSTERS: Attention-getting cutout material is furnished by the four posters: the illustration in the 24- and six-sheet can be used effectively for marquee, front and lobby, while that in the three- and one-sheet of Bing and Joan, with the phonograph and the dog, are also adaptable for standees. The posters emphasize the film's color, songs, dances and other entertainment values.

EXPLOITATION: Eight of the pressbook's 32 pages are devoted to exploitation ideas—all worth while and most adaptable to medium and small towns as well as large. Bing's five songs and the Decca album, the waltz numbers and recordings alone can be developed into a whirlwind campaign through music and record shops, dance halls, cabarets, etc. Among contest ideas are: yodeling, coloring, identifying scrambled Bing songs, letters on Bing as the Emperor of Song. Among other suggestions are: salesmen tieups and gags; study charts for library promotion; reproductions of 10 Los Angeles window displays for adaptation; peep show teaser; ballyhoo stunts; lobby displays, radio selling and many others.

MERCHANDISING TIEUPS: Two pages contain ways and methods of garnering publicity from national and merchant tieups.

Money Dates For August

August has but two national observance days that the exhibitor can use to boost his intake, but it contains a number of anniversaries that may be made to pay off by the exercise of ingenuity and hard work. Financial rewards may be small for some of them, but they will help to keep the theatre before the public—its summer coolness, comfort and its entertainment, and those three matters should be constantly hammered by the manager during the hot months. Success may depend on the manager's friendly relations with newspaper editors.

AUGUST 1—ARMY AIR FORCES DAY. The AAF was established in 1907. If there is a camp or recruiting post in the city or nearby area, contact it for a mutual-benefit tieup. Carry its posters in the lobby in return for window and truck display of theatre's feature bill. Save your big exploitation guns, however, for National Aviation Day which falls on the 19th.

AUGUST 5—FIRST MESSAGE OVER THE ATLANTIC CABLE, 1858. Try for newspaper or radio contest to locate the great under-ocean cables of the world. Or, for a kid essay contest on the development of communications from cave drawings to radiograms; try for newspaper sponsorship. Subject for a possible brief debate: "Are the world's cables doomed to extinction through radio development?" Alternate for kid essay contest: biography of Cyrus W. Field who was responsible for the first cable. Display picture of him in the lobby.

AUGUST 6—FIRST TALKING PICTURE shown in New York in 1926. This is the occasion when the industry should toot its own horn. Book pictures that show the contrast between the early and present talking pictures and the technical improvements. For example, "The Jazz Singer" and "The Jolson Story." Photography formed the basis of the film industry and, as amateur photography contests attract great interest, put one on through a newspaper-dealer-theatre tieup. Offer cash, term tickets to the theatre and pairs of passes for best entries in such a contest which might be divided into three sections to stimulate greater interest: black-and-white, color, and amateur movies. All entries should be displayed in the lobby and winners announced, and prizes awarded, from the stage. Dealers in photographic equipment should contribute additional prizes. Book shops should devote windows to books on photography and the contest.

AUGUST 6—FIRST ATOM BOMB dropped on Hiroshima, 1945. Rebook the MGM feature, "The Beginning or the End," and/or shorts showing the mushrooming explosions of the atomic bomb. Get two popular citizens for a brief debate on: "Should the atom bomb be outlawed or put under United National control?" or, "Was the U. S. justified in using the atom bomb?" or "put under United Nations control?" Question for a radio "man-on-the-street" program to ask: "What do you think the United Nations should do about the atomic bomb?" Make a lobby display of pictures showing the mushrooming explosions of the bomb. A brief talk on Hiroshima three years after by a well-known citizen or outsider might be profitable.

AUGUST 9—FIRST STEAM LOCOMOTIVE TRAIN, 1831. Interest an editor in a juvenile drawing contest of the early locomotive and the present streamlined electric engine. With suitable prizes it should attract wide attention. All drawings to be displayed in the lobby, awards announced from stage and cooperating paper to publish winning drawings. Railroad stations should cooperate at least to the extent of posting notices of the contest and theatre's attraction in the station. Newspaper kid essay contest on development in transportation is a natural; suitable prizes will draw many entries and should persuade an editor to sponsor the contest.

AUGUST 9—FRANCIS SCOTT KEY, author of The Star Spangled Banner, born, 1780. Decorate theatre inside and out with flags and bunting in national colors. Engage a well known local singer to render our national anthem; advertise it widely. Mass singing of the anthem should be featured. Ask music shops and record dealers to display sheet music and records of the song. Have someone tell the story of how Key happened to write the words. Place a portrait of Key in the lobby.

AUGUST 12—SEWING MACHINE PATENTS issued in 1851 to J. N. Singer and A. B. Wilson. Try home economics and household editor of local newspaper to sponsor a sewing class in the lobby, with promoted dealer prizes for the best garments made, all of which should be on display in the lobby; awards to be made on the stage. Dealers (especially of Singer machines) should tie up with window displays on the contest and show models of early foot-treadle machines and modern electric ones. Mothers Club might designate a good sewing instructor and cooperate on contest.

AUGUST 14—ATLANTIC CHARTER DAY. If the community contemplates any sort of observance, offer theatre for the occasion. Display portraits of Winston Churchill and F.D.R. in lobby, with many flags and bunting. For a radio "man-on-the-street" tieup, a good question to ask is: "Have the nations abandoned the principles set forth in the Atlantic Charter?" Talk by well known speaker: "Has the Atlantic Charter been thrown in the discard?"

AUGUST 15—PANAMA CANAL opened in 1914; traffic started June 12, 1920. Try for newspaper kid-essay contest on: "Has the Panama Canal paid for itself?" or, "What good has the Panama Canal done for the U. S.? or the world?" Try for displays at travel agencies, steamship lines. Latter might contribute a trip to the Canal for winner in a contest on: "What to see in Panama and the Canal zone." Newspaper contest: "Name the 10 (or more) greatest canals in the world."

AUGUST 17—FULTON'S FIRST STEAMBOAT TRIP from New York to Albany, 1807. Display in lobby portrait of Robert Fulton, picture of his first steamship compared with the luxury liners of today. Get travel agency tieups on trips abroad, with organizations issuing travelers' checks, express money orders. Book such a picture as "Little Old New York," which depicts Fulton's first trip to Albany. As a prize for a kid essay contest on Fulton and the development of travel on the water, an agency or steamship line might award a trip to New York or up the Hudson to Albany.

AUGUST 19—NATIONAL AVIATION DAY. In the state of world tension, the various arms of the service—military, naval and air—are keen on building up their strength. Contact all branches for tieups of mutual benefit and for the loan of material for a lobby display of an aviation nature. Book an aviation feature—Warner Bros.' "Air Force," RKO's "Bombardier," MGM's "Thirty Seconds Over Tokyo"—and aviation shorts. If there is a nearby aviation camp, try to get it to parade to the theatre, giving it extensive publicity. Institute a model plane contest for kids, and start it early so that the planes may be on display in the lobby for a week or more; get dealers and manufacturers to donate attractive prizes. Airplane manufacturers might sponsor a kid essay contest on why aviation is our main arm of offense and defense in the atomic age. A newspaper might sponsor it. Commercial air passenger companies are eager to plug air travel; contact them for window and lobby displays. A radio man-in-the-street stunt might ask passersby if they feel the air arm is most deserving of popular support. A radio search for local World War I aviators, with ticket awards, to be theatre guests, and at a (promoted) restaurant dinner, would attract much attention. Conduct an airplane identification program among youngsters, getting manufacturers to furnish illustrations of the various aircraft they manufacture.

AUGUST 22—RED CROSS established in Geneva in 1864. Seek newspaper sponsorship of a Red Cross poster contest, all entries to be displayed in the lobby and valuable prizes to be awarded winners on the stage. Display Red Cross insignia in lobby, with pictures illustrating its varied activities—in flood and fire disasters, in care of war wounded, prisoners in concentration camps, etc. Also display portraits of community, state, national and foreign Red Cross leaders; newspapers will play it up. Red Cross officials, with exhibitor help, might induce an editor to sponsor an essay contest on the formation and growth of the Red Cross. A radio station might sponsor it.

AUGUST 26—WOMAN SUFFRAGE—19th amendment—passed in 1920. Try for a humorous or semi-humorous debate between a local man and woman of prominence on "Has woman suffrage accomplished anything politically for the country?" —or "for the good of the country?" A prominent speaker talking briefly and seriously on what woman suffrage has done, would attract many. Display portraits of noted woman suffrage advocates of the past in the lobby; libraries and editors will help to identify them. Libraries and book shops would display books on the subject and biographies of its advocates.

Anniversaries

Aug. 1—Colorado admitted to the Union, 1876.

Aug. 3—Germany declared war on France and England, 1914.

Aug. 4—U. S. Coast Guard originated in 1790.

Aug. 10—Missouri admitted to Union, 1821.

Aug. 14—Japan surrenders, 1945.

Aug. 15—India becomes an independent state.

Aug. 16—Battle of Bennington (observed in Vermont).

Aug. 18—Virginia Dare, first white child of English parents born in America, 1587.

Aug. 8—Thousand Island International Bridge opened 1938.

Aug. 23—General Jonathan M. Wainwright, born, 1883.

Aug. 27—First petroleum well at Titusville, Pa., 1859.

Strong Campaign Backing Premiere of 'Tap Roots'

(*Continued from Page 20*)

House," heard over 195 stations of the network, has saluted "Tap Roots."

U-I will hold a special screening of the picture at the Goldman Theatre, midnight, July 13, for the nation's leading newspaper and radio personalities who will be present for the Democratic National Convention. There will be a "Tap Roots," story in the Convention newspaper which will be widely distributed in Philadelphia.

"Tap Roots" headquarters have been opened in the Ritz Carlton Hotel to serve as a focal point for its promotional activities.

Arrangements have been made for the Lane Bryant store in Philadelphia to exhibit the original costumes from the picture. To stimulate exploitation activity by the managers and promotion staffs of the theatres, in addition to those in Philadelphia, which will participate in the simultaneous premiere, U-I will award prizes of weekends in New York at the company's expense, for the three best campaigns. The additional theatres are the Hollywood, Atlantic City; the Earle, Allentown; the College, Bethlehem; the Senate, Harrisburg; the Astor, Reading and the Surf, Ocean City, opening "Tap Roots" July 14, and the State, Easton; the Capitol, Lancaster; the Strand, York; and the Warner, Wilmington, opening July 15.

Visiting Stars Boost Film in Vancouver

When the Cavalcade of Stars came to Vancouver, B. C., Canada, to put on the show for the benefit of the British Columbia Flood Fund, Ivan Ackery, manager of the Orpheum Theatre, had Jack Carson and Dennis Morgan visit the theatre in order to boost the showing of Warner's "April Showers," which features Carson.

The two stars posed with the Orpheum's usherettes for pictures which made the newspapers. The usherettes, incidentally, were attired in slickers and umbrellas, which were their outfits for the week preceding the opening of the picture.—VAN.

Hallmark Tieup Urged On Current Disney Film

Exhibitors playing RKO Radio's Walt Disney feature, "Melody Time," will find ready-made exploitation cooperation from dealers of Hallmark greeting cards on Luana Patten, child star of the film. Luana recently became "cover girl" for the new Hallmark Doll Collector's Album designed and issued by Hall Brothers, Inc., Kansas City, a leading greeting card firm.

Since there are Hallmark dealers in virtually every city, town and hamlet in the nation, exhibitors should contact local merchants as soon as possible to work out tie-in publicity and displays on the picture.—KC.

D.A.R. Backs Short

Manager Joe Burns of the Van Wert, Van Wert, Ohio, got the cooperation of the local Daughters of the American Revolution for the showing of the short, "Power Behind the Nation". The D.A.R. put in many plugs for the short at its meetings and the president of the Van Wert chapter wrote an open letter to members boosting it. Newspaper played up the D.A.R. cooperation.

The Box-Office Slant

Current and Forthcoming Feature Product Reviewed from the Theatreman's Standpoint

Thunderhoof

Columbia Drama 76 mins.

AUDIENCE SLANT: (Family) A horse is the main character in this excellent and unusual film, with only three humans in the cast. Story of equine's capture is well done.

BOX-OFFICE SLANT: There are no big names to put this across, but it should be good for nice business where exploited properly. A natural for action houses.

Cast: Preston Foster, Mary Stuart, William Bishop, Thunderhoof. Credits: Producer, Ted Richmond. Director, Phil Karlson. Original screenplay, Hal Smith. Additional dialog, Kenneth Gamet. Photography, Henry Freulich.

Plot: From Mexico to the hills of Texas, two men fight over a young woman, wife of the older man. The dream of the older man is to capture the much sought-after wild horse, Thunderhoof. This he finally does after he nearly dies in the attempt, and the younger man does perish.

Comment: Chalk up an excellent and unusual film, using only three humans in the cast. A horse is the main character and the story of his capture is well done. Ted Richmond has produced a heap of action-dramas, but he can take the loudest applause for this topnotch delivery. Phil Karlson's direction is very good, except for too much forced laughter, which would have been more effective if underplayed. Particularly outstanding is Henry Fruelich's photography, which is handled with professional perfection, and achieves a sepiatone kind of reproduction. A special word of praise should go to the person who trained and handled the horse, for Thunderhoof gives the audience plenty of thrills. There are no big names to put this across, but it should be good for nice business where exploited properly. It's a natural for action houses.

The Walls of Jericho

20th-Fox Drama 111 mins.

AUDIENCE SLANT: (Adult) Although a little too long, this is a well-sustained drama that should please most moviegoers. It should have strong appeal for the women.

BOX-OFFICE SLANT: Should do big business, not only because of the feminine angle, but also because of its star values and the popularity of the novel from which it was adapted.

Cast: Cornel Wilde, Linda Darnell, Anne Baxter, Kirk Douglas, Ann Dvorak, Marjorie Rambeau, Henry Hull, Colleen Townsend, Barton MacLane, Griff Barnett, William Tracy, Art Baker. Credits: Producer, Lamar Trotti. Director, John M. Stahl. Screenplay, Lamar Trotti. Based on the novel by Paul I. Wellman. Photography, Arthur Miller.

Plot: When an out-of-town woman comes to a small Kansas town in the early 1900s as the newly-wed wife of the town's newspaper publisher, she tries to make a play for the handsome young city attorney and fails. This so embitters her that she sets about to ruin the attorney and nearly succeeds in crushing not only him but also other innocents. The enduring love of a pretty woman lawyer for the attorney saves the day.

Comment: One factor that puts "The Walls of Jericho" in the box-office success column is its strong appeal to women. But in addition to that, it has an excellent cast, and the novel from which it was adapted was a Literary Guild selection and a best-seller. As for the picture itself, it is a well-sustained drama that should please most moviegoers, although it is somewhat long, running nearly two hours. Cornel Wilde is quite satisfactory as the young hero, while women will sympathize with Anne Baxter's performance as the "other woman" in Wilde's life. Linda Darnell does well as the villainess, but her cinematic husband, Kirk Douglas, seems out of place in his role as the good guy. The production values of Lamar Trotti, who also wrote the screenplay, are excellent; it is obvious that the purse strings were loosened to make this picture. And John M. Stahl's direction is very good. Go after the women on this one, and they'll bring the men.

National Reviewing Committees Audience Classifications

NORTHWEST STAMPEDE (EL)
FAMILY—National Board of Review.
CLASS A—SEC. 1—National Legion of Decency.

BEYOND GLORY (Para.)
FAMILY—National Board of Review.
CLASS A—SEC. 1—National Legion of Decency.

MR. BLANDINGS BUILDS HIS DREAM HOUSE (SRO)
FAMILY—National Board of Review.
CLASS A—SEC. 2—National Legion of Decency.

The Timber Trail

(Trucolor)

Republic Western with Music 67 mins.

AUDIENCE SLANT: (Family) This musical western although helped some by Trucolor, lacks the necessary ingredients to provide actionful entertainment.

BOX-OFFICE SLANT: Should do satisfactorily at houses playing such product, with color an added attraction.

Cast: Monte Hale, Lynne Roberts, James Burke, Roy Barcroft, Francis Ford, Robert Emmett Keane, Steve Darrell, Fred Graham and Foy Willing and the Riders of the Purple Sage. Credits: Associate producer, Melville Tucker. Director, Philip Ford. Original screenplay, Bob Williams. Photography, Reggie Lanning.

Plot: An itinerant cowhand on his way to Denver rodeo gets roped into a job protecting a girl's and her father's interests in a stagecoach line. The wandering cowboy manages to outwit the gang trying to get control of the line and the new telegraph company, expanding in the West. The town banker, a former forger, and his cohorts are brought to justice.

Comment: This musical western although helped some by Trucolor, lacks the necessary ingredients to provide actionful entertainment. The plot stretches too thin, the musical numbers are inadequate, and Hale isn't strong enough to carry the picture. There just isn't enough sustained interest and excitement and the kids will probably get restless in parts. Adrian Booth formerly co-starred with Hale in this series, but Lynne Roberts takes over for this one and does all right. The film should do business at houses playing such product, with color an added attraction.

The Story of Life

Crusade Productions Documentary 67 mins.

AUDIENCE SLANT: This film, heretofore confined in its component parts to non-theatrical use, is slanted now to general trade at commercial theatres. Intention of the producers is to have the family, as a unit, learn about sex.

BOX-OFFICE SLANT: Wise course would be to see this picture, as the subject requires individual exhibitor decision as to audience suitability and box-office value for the particular situation.

Cast: Joseph Crehan, Wanda McKay, John Parker. Credits: Producer, William D. Bacon. Director, Howard Bretherton. Story and screenplay, Walter Lawrence. Live action photography, Arthur Martinelli. Animation art work, Charles Shaw. Animation, Robert Moore, Lester Novros. Animation photography, Novros and Gerald Goldberg. Narration, Sam Balter and Hy Averback.

Plot: Documentary treatment of venereal diseases, birth and reproduction, done through the medium of two badly informed persons who come to a doctor.

Comment: This film, heretofore confined in its component parts to non-theatrical use, is slanted now to general trade at commercial theatres. The film is done very simply, and one can find fault with technical aspects, such as photography and sound, and an overly-long foreword. However, it does convey a lot of information about the facts of life, in a non-suggestive way. (Crusade will distribute the picture itself, from San Francisco headquarters, with special representatives in key spots.)

Mr. Peabody and the Mermaid

Univ.-Int'l Comedy 89 mins.

AUDIENCE SLANT: (Adult) A gay and witty comedy that should provide lots of laughter for all types of adult audiences. Truly refreshing entertainment.

BOX-OFFICE SLANT: It looks like this will make money at the box-office because of the cast and the provocative title, and what's more, it'll send patrons out in a happy mood.

Cast: William Powell, Ann Blyth, Irene Hervey, Andrea King, Clinton Sundberg, Art Smith, Hugh French, Lumsden Hare, Fred Clark, James Logan, Mary Field, Beatrice Roberts, Cynthia Corley, Tom Stevenson, Mary Somerville, Richard Ryan, Bobby Hyatt, Ivan H. Browning. Credits: A Nunnally Johnson Production. Associate Producer, Gene Fowler, Jr. Directed by Irving Pichel. Screenplay by Nunnally Johnson from the novel, "Peabody's Mermaid," by Guy and Constance Jones. Photography, Russell Metty. Underwater scenes photographed at Weekiwachee Spring, Fla., by David S. Horsley. Art direction, Bernard Herzbrun and Boris Leven. Music, Robert Emmett Dolan.

Plot: Comedy about a vacationing Bostonian who hooks a blonde mermaid, becomes infatuated with her and then loses her when an investigation of the disappearance of his wife begins. The Bostonian is reunited with his wife, and his adventure is explained by a psychiatrist who tells him that things like that happen to men when they reach 50.

Comment: "Mr. Peabody and the Mermaid" is a gay and witty comedy that should provide lots of laughter for all types of

(*Continued on Page 28*)



COLUMBIA PICTURES

presents

DOROTHY LAMOUR

as

Lulu Belle

co-starring

GEORGE MONTGOMERY

with

Albert DEKKER · Otto KRUGER · Glenda FARRELL · Greg McCLURE

Screenplay by Everett Freeman • Additional Dialogue by Karl Kamb • Based upon the play by Charles MacArthur and Edward Sheldon,
produced by David Belasco • Directed by LESLIE FENTON

A BENEDICT BOGEAUS PRODUCTION


Lulu Belle was a lowdown gal with highfalutin ideas!

BOX-OFFICE SLANTS

Mr. Peabody and the Mermaid

(*Continued from Page 25*)

adult audiences. It is truly refreshing entertainment that pokes sly and subtle fun at the average married husband—that is, the husband who's been married for 10 or 15 years and is reaching the half-century mark. Wives will be thoroughly amused, and most good-natured husbands, while laughing right along with the better half, will probably secretly wish that they could pick up a cute number like Mr. Peabody's mermaid. And a cute number she is, too, (Ann Blyth), so demonstrative, so lovely and—best of all—so quiet and naive (she never talks back—she doesn't know how!). Men will envy William Powell his good fortune, at the same time wondering why the darn fool (*they* wouldn't be that way) can't appreciate his attractive wife, Irene Hervey. Powell is well-nigh perfect as Mr. Peabody and proves himself a splendid comedian, while Miss Hervey is appealingly frustrative as his perplexed wife. Outstanding in the supporting cast is Clinton Sundberg, whose fine performance is responsible for many of the laughs. Producer-Scripter Nunnally Johnson has scored A-plus, both in production and in his adaptation of the Guy and Constance Jones novel, while Irving Pichel has directed the picture with that well-known "touch" that makes so much difference between an ordinary comedy and a really and truly delightful one. It looks like this will make money at the box-office because of the cast and the provocative title, and what's more, it'll send patrons out in a happy mood. If there's an exodus of local husbands, however, you'll probably find them in the Caribbean searching for a mermaid as nearly like Mr. Peabody's as possible. (Miss Jones, get me a reservation on the plane leaving for the Caribees.)

Key Largo

Warner Bros. **Drama** **101 mins.**

AUDIENCE SLANT: (Adult) Although it might have been edited a bit to its advantage, this is nevertheless an exciting gangster drama, with Edward G. Robinson and Claire Trevor delivering outstanding performances. Splendidly directed by John Huston, who wrote the screenplay with Richard Brooks. Should please generally.

BOX-OFFICE SLANT: Considering the huge appeal of the star-studded cast, and the effect of word-of-mouth comment, this should hit the high-gross jackpot in practically any situation.

Cast: Humphrey Bogart, Edward G. Robinson, Lauren Bacall, Lionel Barrymore, Claire Trevor, Thomas Gomez, Harry Lewis, John Rodney, Marc Lawrence, Dan Seymour, Monte Blue, Silver Heels, Rodric Red Wing. **Credits:** Produced by Jerry Wald. Directed by John Huston. Screenplay by Richard Brooks and John Huston. Based on a play by Maxwell Anderson. Photography, Karl Freund. Music by Max Steiner.

Plot: A disillusioned ex-Army major, arriving at a small hotel in Key Largo, Fla., finds himself among a gang of desperadoes whose ringleader is a former bigshot who had been exiled to Cuba but now is back in the States for an attempted return to power. At the crucial moment, the disillusioned ex-Major regains his ideals, with the help of the wife of his best friend (who had died overseas in combat). The ex-Major fights a gun battle with the gang as it attempts to escape by boat, killing the members.

Comment: Although it might have been edited a bit to its advantage, "Key Largo" is nevertheless an exciting gangster drama, with Edward G. Robinson and Claire Trevor delivering outstanding performances. As the cold-blooded gang leader, Robinson carries the plot in handsome style, and Miss Trevor is excellent as his hard-drinking moll. Other fine performances are contributed by Humphrey Bogart, Lauren Bacall, Lionel Barrymore and Thomas Gomez. The entire cast has been expertly guided by the splendid direction of John Huston, who also wrote the screenplay with Richard Brooks. The picture benefits from having been adapted from a great play of a decade ago by Maxwell Anderson, well known as one of America's foremost playwrights. Aside from the fact that more judicious cutting might have made it even better, "Key Largo" should please adult audiences generally. Considering the huge appeal of the star-studded cast, and the effect of word-of-mouth comment, this should hit the high-gross jackpot in practically any situation.

The Illegals

Mayer-Burstyn **Documentary** **75 mins.**

Cast: Tereska Torres, Yankel Mikalowitch and "The Illegals" (themselves). **Credits:** Written, directed and produced by Meyer Levin. Photography, Jean-Paul Alphen. Photography at sea, Bertrand Hesse. Production manager, Paul Cayatte. Music composed by Wally Karveno-Paquin.

Comment: This inspiring documentary about the struggle of Jewish people to get to Israel was written, directed and produced by Meyer Levin, who has won a good deal of renown through his books about the plight of the Jews during and after the late war. Levin, through his camera, takes a small group of Jews from Germany, on through Czechoslovakia, Austria, Italy and by ship, first to Cyprus, and then finally to the homeland. The devotional spirit of these folk in their unshakable desire to get to the Holy Land has a dramatic force that builds up a cumulative climax of real strength. It is a sad story of the war which has not been carefully told before. Frankly, it is on the propaganda side and it doesn't seem likely the British will exactly cheer the effort, but as a study of an almost impossible situation "The Illegals" comes up with true documentary drama that will carry conviction to any audience not bound by pre-conceived prejudices.

Turnabout

In appreciation for the loan courtesy by Mr. and Mrs. Lou Rosefield for Sunday services during the past 10 months, the Westdale United Congregation at Hamilton, Ontario, presented the exhibitors with gifts.

Space in 'Squadron'

Arthur Space has been signed for a top dramatic role in Warners' 'Fighter Squadron," a Technicolor saga of the Army Air Forces which Raoul Walsh is directing.

Academy Foundation Gets $5,000 Grant

Y. Frank Freeman, president of the Academy Foundation, announced last week that the Foundation has received a grant of $5,000 from the Association of Motion Picture Producers, Inc. The Academy Foundation was organized to sponsor the cultural work of the Academy of Motion Picture Arts and Sciences.

Among the current projects undertaken by the Foundation is the restoration to film of historic motion pictures now available only in the archives of the Library of Congress as 35-mm. paper photographic records. The paper positives covering the period from 1894 to 1912 have been loaned to the Academy by the Library of Congress.

Other recent contributions to the work include $1000 from Charles Edison, son of the famed inventor, and a gift of a one year supply of raw stock from the Eastman Kodak Company.

Levey to Produce Frank Buck Picture

Jules Levey has announced the signing of Frank "Bring-'Em-Back-Alive" Buck for a picture to be made by a British troupe in Africa. The producer just returned to Hollywood from more than two months abroad, and said he planned to make the Buck feature in color. He said shooting would probably take a half-year.

Tentatively titled "Frank Buck's Adventures in Africa," the film will be produced in the South Sudan region, Levey said. He added that Capt. Harry Dibble, British Africa High Commissioner, will come to the U. S. shortly to work on the script with Buck. Levey also advised that a series of television shorts will be made simultaneously, with two camera crews being utilized.

Signs Woman Athlete For 3 Golf Shorts

Columbia Pictures has signed Babe Didrikson Zaharias, outstanding woman athlete in sports history, for a series of three golf shorts, which will be part of Columbia's "World of Sports" series, with Bill Stern as narrator.

Short subject producer-director Harry Foster started production on the films over the Fourth of July week-end at Grossinger's, in Ferndale, N. Y., with release scheduled for the fall.

Added to 'Dark Past'

Kathryn Card, Broadway character actress who played the cook in the stage play, "Kiss and Tell," and made her screen debut in the same part in Columbia's film version, has been signed by the studio for the featured role of a maid in "The Dark Past." William Holden, Nina Foch and Lee J. Cobb have top spots, with Buddy Adler producing and Rudy Mate directing.

Cast as Boxer

Paul Lees, Marine war hero, has been cast as Bat Travis, a prize fighter, in Paramount's next Alan Ladd starrer, "One Woman."

Even the Cabots Can't

No Parking by anyone in front of theatres was put into effect July 1 by the Boston police who are strictly enforcing the ruling.

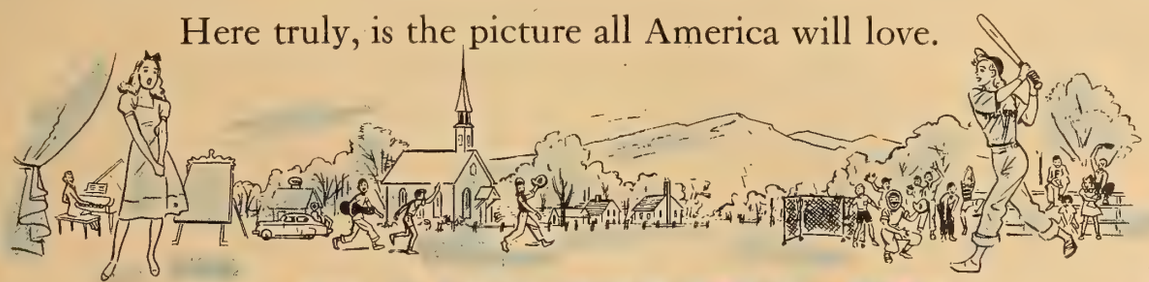
TO EVERY EXHIBITOR
With Love . . . From
"MICKEY"



In the very heart of America . . .
the great Midwest . . . "MICKEY" makes
her bow to the nation in the sensational 157 theatre
day-and-date showings throughout Illinois, Iowa and Nebraska.

In "MICKEY," the screen discovers an enchanting young
new star—LOIS BUTLER, whose radiant beauty and
glorious voice will capture the hearts of everyone.

Here truly, is the picture all America will love.



Introducing **LOIS BUTLER**
America's New Sweetheart

in **MICKEY**

In gay, sparkling CINECOLOR!

with **BILL GOODWIN · IRENE HERVEY · JOHN SUTTON**
Rose Hobart · Hattie McDaniel · Skippy Homeier
Produced by Aubrey Schenck · Directed by Ralph Murphy
From the novel, "Clementine," by Peggy Goodin
Screenplay by Muriel Roy Bolton,
Agnes Christine Johnston
Presented by DAVID W. SIEGEL

"In 'Mickey' Eagle Lion has not only a new and charming star, Lois Butler, but also a picture with the family label pasted all over it!"
—Motion Picture Herald

Another hit for the BILL HEINEMAN DRIVE!

An EAGLE LION FILMS Release

Regional Newsreel

News of Events and Personalities Reported by Correspondents Throughout the Nation

HARTFORD

The Grand here settled out of court a $15,000 damage suit filed by Mrs. Anna Bartosiewicz for injuries allegedly sustained when she slipped on the sidewalk before the theatre. Claim was that the management was responsible for allowing water to accumulate there.

Briston, Conn. will decide July 12 whether Albert Bernstein of that city can build a drive-in, when State Police Commissioner Ed Hickey hears pros and cons. Property holders are fighting it on the ground that it would injure their property.

Holly Sweeney is the new assistant manager of the Loew-Poli, Springfield. Charles Fish has become manager of the Madison at Madison. Mr. and Mrs. Morris Hadelman of the Shelton at Shelton are celebrating their 40th wedding anniversary. Charlie White of Local 84, IATSE, is the new stage manager of the Colonial, succeeding Jimmie Wynn, 62, who died suddenly. The Loew-Poli has installed a new candy counter. Vincent O'Brien, manager of E. M. Loew's Hartford drive-in, has been shifted to the Boston Strand with Jay Finn replacing him here. John Silverwatch, manager of E. M. Loew's Court Square, Springfield, is on vacation with assistant Manager Sam Horwitz, of the Hartfold Loew-Poli scheduled to go Aug. 15. The Strand, Plainville, Conn., has gone on a summer schedule of matinees on Mondays, Wednesdays and Fridays.

ST. LOUIS

Hot weather didn't keep industryites from moving about with Warner Bros.' Lester Bona going to Springfield, Ill., to talk with Frisinia Amusement Company and Jimmy Frisinia, who buys features for that company, going to Wichita, Kan., to play in an amateur golf tourney. Harry Haynes of Universal-International got back in town after visiting Chicago with his wife and daughter.

Out-of-town exhibitors seen along Film Row included: Paul Musser, Casey, Ill.; Tilden Dickson, Crystal City, Mo.; John Dickson, St. Elmo, Ill.; Bill Williams, Union, Mo.; Dean Davis, West Plains, Mo.; Jack Mullaney, Rickey, Mattoon, Ill.; Ed Clark, Clark, Mattoon and Times theatres, Mattoon, Ill.; Rani Padrucci, Frisina Amusement Company, Springfield, Ill.; Forrest Pirtle, Pirtle Amusement Company, Jerseyville, Ill.; Gus Boehler, Norside, Alton, Ill.; Joe Goldfarb, Upper Alton, Ill.; Mrs. Cecil Cannon Gladney, Elsberry, Mo.; B. Temborius, Lebanon, Ill.; Mrs. Mamie Berousek, Franklin, Ill.; Mrs. Nellie Tobin, Waterloo, Ill.; Louis Davis, Vernon Theatre, Mount Vernon, Ind.; M. J. Nash, Ritz Theatre, California, Mo.; Mrs. W. A. Collins, DeSoto, Mo.; Mrs. Rose Desberger, Norside Theatre, Alton, Ill.; Tom Bloomer, Belleville, Ill.; Sol Bank, Vandalia, Mo.; Eddie Rosecan, Hannibal, Mo.; A. Kuess, Jr., New Athens, Ill.; Frank Finger, Marissa, Ill.; A. T. Wohlert, Altamont, Ill.; Mrs. C. Beckemeyer, Trenton, Ill.; Mrs. Ethel Chilton, Doniphan, Mo.; Henry H. Beck, State Theatre, Alton, Ill.; Mrs. Ralph Welsh, Newman, Ill.; George Faith, Linn, Mo., and Mrs. C. Colbeck, Joy Theatre, Brooklyn, Ill.

Friends of Fox Midwest Regional Manager Fred C. Souttar gathered here Friday to throw him a farewell party at the Sheraton with Variety Club Chief Barker Thomas James as toastmaster. Souttar moves to Kansas City to succeed Howard E. Jamyeson as district manager in that territory. Doris Droste, assistant cashier at RKO will marry Bob Johnston Sept. 1, son of Mrs. Harry Pitner of Fairfield, Ill. Miss Marjorie Lang, 4, who though paralyzed for 21 years headed the Volunteer Film Association which she founded in 1939 to furnish films for shut-ins, died at her home here.

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DES MOINES

A group of Minneapolis business men have signed a 10-year lease on the Palace at Waterloo which they will rename and remodel with opening scheduled for six weeks.

Robert Severeid of Waterloo has bought the Avon at Dysart from Frank Parizek. J. F. Beecher is president of company which will operate the new quonset hut theatre going up at Elma, Ia.; Charles J. Jones will manage. Bel-Air Theatre Corporation of Davenport has filed articles of incorporation for an outdoorer with capital stock of $100,000 and the following officers; President Julies Geertz, Vice-President Clarence Moses, Secretary Robert McMann. Lloyd Johnston, assistant manager of the Circle at Nevada, has been appointed manager.

John E. Winn, formerly office manager of Screen Guild here has been named exchange manager, Franchise Holder Julian H. King announced. Mrs. Floyd Sichra plans to continue as manager of the Whiting at Toledo, Iowa, once managed by her late husband.

Drive and Dance

The Cascade drive-in near Vancouver has started something new—Dance on the Deck, every night before the performance. The house installed a new dance floor and includes the light fantastic in the price of admission which covers a two-hour show in addition.

OMAHA

Howard Kennedy, Broken Bow (Neb.) exhibitor, returned flushed from the Republican National Convention in Philadelphia where he got to do considerable pinch-hitting as an alternate delegate.

The new, modern Warner Brothers Exchange Building has opened.

Among the vacationists are: Mary Ann Jordanson, 20th-Fox, to Chicago and Ozarks; Tom Henshaw, Columbia, to Chicago; Sophie Volker, Paramount; Mike Doherty, MGM; and Rollin K. Stonebrook, Orpheum Theatre manager. The Ballantyne Company shut down its production until July 6 while the employes took a vacation.

The Beacon Theatre has reopened. New features include a crying room, refreshment bar and modernistic front. New films have been presented the Children's Memorial Hospital by the Omaha Variety Club, which also has donated $16,000 in cash. Chief Barker F. A. VanHusen and Glen Rogers made the picture presentation. Twentieth Century-Fox employes are happy over a three-week bonus for sales drive efforts.

Seymour L. Smith, attorney specialist in municipal affairs, represented the film exchanges in their personal property appeals before the County Equalization Board. A schedule for valuating films ranging from $15 to 30 cents a thousand feet for black and white film was worked out.

SAN FRANCISCO

Appreciation to the San Francisco Theatres, Inc., for their lobby collections on behalf of the Northwest flood sufferers was expressed this week by Jack D. Matlack of the J. J. Parker Theatres at Portland who wrote SF circuit's Irving M. Levin that the collections of $455 proved "that this motion picture industry has a great heart."

Sam Sobel, formerly with Eagle Lion, moves into Film Classics as manager to succeed the late Fred Abelson and Chan Carpenter who had been acting office manager, will take the road to peddle film.

Harold Helvenston, former drama coach at Stanford U and the man who made the Snow White dwarf models for Disney, has been named art director for the Don Lee television setup. Milton Anderson has been named office manager for Paramount with Jack Stevenson, acting, moving to the head booking desk.

INDIANAPOLIS

Twentieth-Fox's Indianapolis exchange personnel and salesmen, finished in the top ten of the Spring Drive. Every employee will receive a three weeks' salary bonus for their untiring effort. James Keefe, Cincinnati, O., exploitation director for 20th-Fox, was here two days last week on business. Allen Brothers at Canneyville, Ky., have opened the Mary Jane Theatre there.

Damon Frank, who operates the Photoplay Theatre at Clay City, Ind., has installed new air

(*Continued on Page 32*)

ROOTIN', TOOTIN' TRADE PRESS WHOOPS IT UP FOR RKO'S MIGHTY ACTION SHOW!

"A super Western."
—M. P. HERALD

"The most all-inclusive Western to sprout in Hollywood's extensive sagebrush patch in lo! these many months!" —BOXOFFICE

"An orgy of villainy that will project devotees of violence on the screen into 'seventh heaven'."
—M. P. DAILY

"Rousing Western adventure replete with what it takes... Good quality buy." —FILM DAILY

"Will measure up to all demands of the outdoor action fan."
—VARIETY

"If you're looking for a Western strong enough to head the bill, here she is, pardner."
—SHOWMEN'S TRADE REVIEW

"Has the angles . . . plenty of shooting, hard riding, and the benefit of good casting."
—THE EXHIBITOR

"A Western that's got just about everything to make the wicket spin a merry tune."
—INDEPENDENT FILM JOURNAL

"None surpasses 'Bad Men' for action, suspense and all 'round sock values."
—DAILY VARIETY

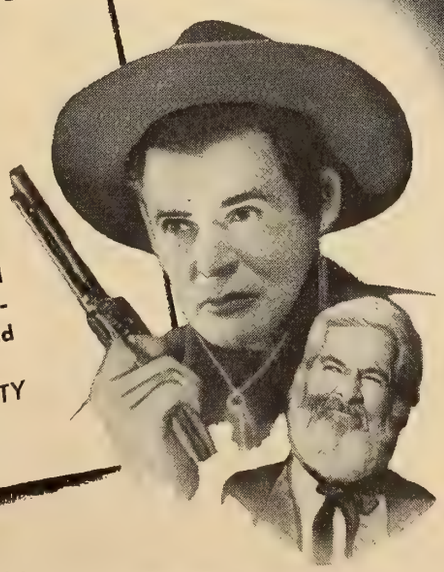


RKO presents

RETURN OF THE BAD MEN

starring

RANDOLPH SCOTT · ROBERT RYAN
ANNE JEFFREYS
GEORGE "GABBY" HAYES
JACQUELINE WHITE





RKO RADIO PICTURES

Produced by NAT HOLT • Directed by RAY ENRIGHT • Screen Play by CHARLES O'NEAL • JACK NATTEFORD and LUCI WARD

REGIONAL NEWSREEL

LONDON OBSERVATIONS

U. S. Renters Move May Force Circuit Policy Change; No Let-Up In Independents' Hostility To Quota Act

By JOCK MacGREGOR

Quota and GFD rentals remain foremost in the British showman's mind. He smarts under what he considers is an unjustifiably high percentage and is in a resentful, slightly aggressive mood. Antagonism to the Quota Act is strong and even as an attempt to spur production, there are many who regard it as poor legislation.



Jock MacGregor

Despite the protective clauses, the independent thinks he has had a raw deal. Feeling in the CEA is running high on both questions. Some, like H. Simpson, believe that a form of national sharing scheme would be of benefit to the producer and exhibitor. Others openly speak of a split if satisfaction is not reached, claiming that the circuits have too great a say in matters which do not concern them. Sir Alexander King would like to see a tightening up of the association.

* * *

American distributors have taken swift action against present conditions. Practically squeezed out of the three circuits through quota, revivals and priorities for associates' product, Paramount, MGM and 20th-Fox are offering some of their top pictures direct to the independents. Paramount and UA have been accommodating outside product in their west end show houses.

In a way this is a return to the days before the streamlining of the release system down to three features a week to meet circuit requirements and conserve supplies.

It is anticipated that Granada will form the nucleus of the new scheme in the London area where 300 of the 400 cinemas are circuit-controlled. In highly competitive areas like Hammersmith or Islington, where Rank and ABC have several houses, they may even take the programs. The buyer will again come into his own and out-of-town bi-weekly changes may be revived to stop falling receipts.

By such methods the renters may force a change of policy on the circuits which can ill afford to have independents offer stronger programs than theirs. It may be significant that recently Odeon at the last moment whipped out the British re-issue "Theirs Is the Glory" and replaced it with U-I's "A Woman's Vengeance" and that "My Sister and I" will be teamed with "Are You With It" when it goes out on Gaumont.

* * *

Despite extensive trade paper advertising by 20th-Fox, Sir Alexander Korda's "The Lost Illusion" will be released by his own British Lion. The deal has apparently been revised so that the American company only handles the product in the U. S. The news leaked out and there is no official explanation. Our theory is that Fox have few dates on the Rank circuits whereas BL have a strong tieup with ABC which requires quota.

* * *

British stars all to their own good are becoming publicity conscious. Recently, "Picture Post," Britain's leading illustrated weekly, did a feature on the Screenwriters Club, now firmly established as the industry's London rendezvous. A few topliners were invited to insure that the photographer did not waste his time. Despite it being a warm Sunday evening, not only did they attend, but many others hearing about it also dropped in, to make it one of the pleasanter social occasions in a long while.

Now that the charities covered by the Theatrical Garden Party are open to film artists, many picture people went to this year's gathering at Roehampton. Margaret Lockwood, Michael Wilding, Kieron Moore, Dickie Attenborough and many others helped their colleagues from the legitimate theatre with the selling and side shows. It is on such occasions one sees the excellent work put in by Theo Cowan and the boys of Rank's personal appearance department.

Adding to the film flavor was the fact that all publicity was handled by Margaret Marshall with her usual quiet efficiency, insuring the smooth running of the occasion.

* * *

Ace GB showman James Forsyth, having taken many stars around the provinces, hit on the novel idea of getting a producer to talk to managers and film reporters. Ex-newsman Antony Darnborough agreed to cooperate and is extremely glad that he did, for he assures me he picked up an enormous amount of useful information.

* * *

Around the studios few producers are more popular than Mario Zampi who is making his first top feature since the war, "They Cracked Her Glass Slipper," at Twickenham. Planned to the minutest detail, he is keeping well to schedule despite constant interruptions from the railway which passes close to the stage.

* * *

The BBC, which has often been criticized for its handling of films, is apparently changing policy, since it has booked a trade paper man to do the reviews for a season. Selected is Connery Chappell, joint editor of "The Kine."

* * *

For the record: Anna Neagle wins the "Picturegoer" Medal for 1947's best actress performance. . . . Michael Wilding will appear opposite Ingrid Bergman in "Under Capricorn." . . . E. H. Lundy, Director of GB Theatres, retires at the month's end and will be greatly missed at CEA functions. . . . Joan Davis of Cineguild and Anna Matthews, Ken Green's secretary, promoted unit publicists with Two Cities. . . . Jimmy Hutchison, out of hospital for a few days, has been visiting old haunts and getting a terrific welcome from his countless friends. . . . Anthony Havelock-Allan has persuaded the London County Council to let him build an exterior set on a blitz site by the Hammersmith studios and save a long location trek.

(*Continued from Page* 30)

conditioning system. R. Stieler, opened his new Drive-In Theatre on Road 41 near Evansville, Ind., on Independence Day. Andy Anderson, head of the Anderson Circuit, is building a new Drive-In Theatre at Owensboro, Ky. It is scheduled to open July 15th.

Herbert Levinson, booker at Warner Bros., is spending his vacation with his parents in Stuebenville, Ohio. William Meloy, of the Strand, Shelbyville, Ind., was hospitalized by an auto accident for several days. He is reported improving. William Munson, of the National Screen Service staff, has been granted a 30-day sick leave of absence. Edward Campell is building a new open air theatre at Corydon, Ind. Don Hammer, United Artists' salesman, and former operator of the Liberty Theatre, Muncie, Ind., has moved his family to Indianapolis.

PORTLAND

Joe Rosenfield, operating Post Street and Granada Theatres, Spokane, was in town booking on Seattle row. Henry Haustein, Paramount Seattle branch manager; Bob Blair exploitation, Larry Pulis and John Kent are back from a San Francisco sales conference.

Bruce Keller, manager Amphitheatre Drive-In at Portland, is almost ready to reopen the theatre for summer business.

The Lake, with seating capacity 300, opened at Sandpoint, Ida. Century projectors have rebuilt a stage and new carpets. Floyd L. Gray is the manager. A. R. Larson and L. L. Gillette are opening their new Motor-Vue Drive-In near Bellingham, Wash.

COLUMBUS

Alhambra's neighborhood houses have cut adult admissions to 30 cents and children's to 14 cents. Carl Rogers, manager of Loew's Broad, is moving into a new home after a long search for larger quarters. Columbus exhibitors are happy over the fact that business did a rebound on July 4th, despite the 90 degree heat.

Crime pictures which emphasize "gruesome scenes and too much rough language" are the chief problems which face the Ohio censor board, according to Members Susannah Warfield and Ruth Hornbeck. This contrasts with problems of the past when decency was the main problem, they say. John G. Elias, 14-year old high school freshman of Plain City, won the $25 bond offered by RKO theatres and the *Citizen* for the nearest to correct time for the knock out in the Louis-Walcott fight. He picked two minutes and 50 seconds in the 11th. End came six seconds later.

BOSTON

George Kraskas has redecorated the Kenmore Theatre. United Artists Manager John Devron is in charge of the "Jimmy fund" for cancer research. Ben Bartzoff, president of the Tub Thumpers is one of the leaders in the town's newest radio station, WVOM. Frank Cronin, publicity director for E. M. Loew's Center has been made publicity manager for the Foxboro harness race track. Jack Saef, publicist at the Metropolitan, has moved the family to the south shore. Cambridge's Brattle Street Theatre has been air conditioned. M & P District Manager John Carrol was in from Maine to visit the home office.

REGIONAL NEWSREEL

NEW YORK

Myron Siegal has been appointed director of advertising and publicity for Century Theatres. The circuit has taken over booking of the Parkside and the Hopkinson, both Brooklyn houses going into foreign language policies.

At the celebration of their 50th wedding anniversary last Saturday Mr. and Mrs. Phillip Lindner of Brooklyn had their five children, five grandchildren and three great-grandchildren helping them celebrate at their golden anniversary dinner. Lindner joined RKO Theatres in 1900 at the RKO Orpheum, Brooklyn, and hence is one of its oldest employes. He is now at the RKO Albee Theatre, having rejoined the company after a brief retirement.

United Artists salesman Dick Perry's daughter, Sandra, celebrated her 11th birthday last week.

The Elm in Yonkers has been taken over by Paul Renard from Richard Goldstraub and renamed the Douglas.

Deaths: Filmrowite Ben Levine lost his brother-in-law Sam Levine; filmrowite Myron Starr lost his father-in-law; Exhibitor Jack Meltzer lost his father. Sam Kaplan, 59, formerly associated with Century Projectors and founder of the Sam Kaplan Manufacturing and Supply Company, died at his Brooklyn home. Survivors: his widow and two sons.

Prof. John Thomas Madden, 66, personnel director of Loew's, Inc., died July 2 at his New York home. He is survived by his widow, four daughters, two sisters and three grandchildren.

TORONTO

Theatre business has been holding its own despite hot weather exhibitors gleefully report this week with the audience's entertainment tastes apparently running to light themes; evidence: "The Mating of Millie" running into a fifth week and the long run on "Sitting Pretty."

Canada's National Film Board is prohibiting making of "political or subversive" shorts. Joe Palansky is resigning from Empire-Universal after 29 years; Cecil Black has been appointed Alberta and British Columbia representative for Selznick.

National Theatre Services, Ltd., has a new 767-seater in the Century at Oakville, Ontario. Complete remodeling of the Runnymede by Famous Players makes it almost a new theatre. After being closed for eight years during which it was used at times to a church destroyed by fire, the Columbia at St. Thomas has been reopened by 20th-Fox.

LOS ANGELES

Pacific Drive-In Theatres opened a new 865-car drive-in at El Monte July 2. It can accommodate 865 cars.

Three theatremen were reelected as directors of the Downtown Businessmen's Association. They are Sherrill Corwin, Metropolitan Theatres; Willard Keith, active in Variety Club and theatre affairs; and W. H. "Bud" Lollier, Fox West Coast.

Pat Cascio and his family arrived in town on a vacation, from Chicago, where he is chief cameraman for Filmack Trailers. Henry Phlugel, a printer, and artist Sol Aronberg have just been hired by Filmack; and Bill Roth, still another former Chicagoan, has been put on as sales chief for the West Coast. Roth's wife and family will come on from Chicago next month to join him.



DIRECTOR HONORED. Fred Zinnemann was honored recently by the National Conference of Christians and Jews for his direction of "The Search," an MGM release. Zinnemann is shown above (right) receiving a special citation from Dr. William Lindsay Young, vice-president of the Conference.

Bob Blair is the new West Coast field advertising representative for Paramount. B. J. Leavitt has added the new Playhouse Theatre in La Jolla to his Granada there. With Ed Barison in charge, Cinema Distributors have opened an exchange here to distribute exploitation and foreign pictures.

Lee Naify sold his Village Theatre in the Veterans Housing Center of Rodger Young Village to Louis Frederici.

Warners announced the appointment of Charles Bowers, Jr. as manager of their Hollywood Theatre. He's been with the company 18 years; Prior to coming to the Coast, Bowers managed the Warner Theatre in New York.

Sid Grauman is reported recovering from a serious illness at Cedars of Lebanon.

VANCOUVER

Heat is playing hob with the box office again with beaches and race tracks getting a play.

The combined amusement business unions held a picnic at Bowen Island last Sunday with 750 attending. Famous Players Western District Manager Larry Bearg cut short his visit here to return east as he received word his father had died. On the sick list: Joe Millman, veteran manager of the F-P Kitsilano Theatre at General Hospital for an abdominal operation; Art Gilbert of MGM, foot operation; Odeon Hastings Cashier Agnes Gray, at home, recovering from a major operation.

MINNEAPOLIS

North Central Allied has scheduled regional meetings for Fargo, N. D., Aug. 3, and for Devils Lake, N. D., Aug. 4. Stanley Kane and Ben Berger will address the meetings.

New on Film Row are Jeanette Ellie, biller at National Screen Service, and Delores Reiter, stenographer at Selznick. Roxy Ackerberg has been promoted to SRO booker. M. J. Hogan, Warner traveling auditor, is at the Minneapolis exchange.

Glenn Wood, booker at Universal, is vacationing in northern Minnesota. Ida Shartin, branch manager's secretary at Warners, will spend most of her vacation in the hospital where she will undergo a minor operation.

Beverly Bolander, clerk at Paramount, was wed recently to Ed Johnson. Muriel Fishbein, clerk at Paramount, is now Mrs. Jerry Frederick.

CHICAGO

Exhibitors this week were pondering the rumor that Tom Burke, head of the theatre Janitors' union, will submit a new contract calling for a three-cents-a-seat fund to pension janitors working 20 years or longer.

Friends of Ludwig Sussman, owner of the Adelphia, will be glad to know that he is progressing nicely at the Sacred Heart sanitorium. Jackson Park Theatre Manager Dick Salin is vacationing at Paw Paw, Lake Michigan. Attorney Thomas McConnell of the same theatre is home from a rest at Bass Lake, Minn., with some tall fish stories.

The Devon, which tried single features, is now back to duals. Sylvia Adelman, office manager of Great States, married Irving Finegold. Balaban and Katz publicity man Jules Granzin, is vacationing on the west coast. B & K's Chi-

(*Continued on Page* 34)



'MICKEY' GREETS THEATRE OWNERS IN PERSON. Lois Butler, singing star of Eagle Lion's "Mickey," stopped off recently in New Orleans to visit officials of the Gulf States Allied Theatre Owners. That's Lois in the center. Others in the group (l-r) are: Abe Berenson, vice-president; Bill Prewitt, president; Bill Lighter, vice-president; Milton Guidry, director; F. G. Pratt, director; Sam Jackson, director, and Doyle Mayman, vice-president.

REGIONAL NEWSREEL

(*Continued from Page 33*)

cago is now back to Friday openings with stage shows, while the State Lake went to Thursday openings on an all-film bill. RKO's Palace and Grand have reduced morning admission to 50 cents, afternoon to 65 cents and nights to 98 cents to meet the B & K reduction. Public Great States Central Illinois District Manager John H. Mitchell, has joined WBKB, B & K television station in an executive capacity.

NEW HAVEN

Managers vacationing on the Loew Poli circuit include Mollie Stickles of the Palace, Meriden; Harry Rose of the Majestic, Bridgeport, also John DiBennidetto, assistant of the Poli, Bridgeport. Ruth Bolton of New Haven is acting as relief manager in Meriden at the Palace. Bob Ritzert, assistant of the Bijou, New Haven, went to Bridgeport to relieve as assistant at the Poli in that city.

MGM branch manager Harry Rosenblatt is celebrating another birthday. Paramount Manager Jim Darby is sporting a new English make auto.

HARRISBURG

On vacation: Bill Blankinship, Loew's Regent assistant manager, at Ted Hilton's Lodge, Moodus, Conn., and Clarence Rudy, Regent operator, on a motor trip to Michigan; Daisy Bumbaugh, Colonial, and Jack Trumbo, Colonial assistant manager, took their vacations also.

Earl "Hop" Miller, veteran W and V employe, reported to fellow Colonial aides of a successful day at the races at Delaware Track. Jack O'Rear, Colonial manager, and Mrs. O'Rear, have opened their summer home along the Susquehanna. Fabian Publicist Edgar Goth attended the opening of the new drive-in at Allentown. Peggy Trout, former Loew's Regent employe, has returned to the staff, as chief of service.

Harry Smith, Colonial operator, went to Hagerstown for the funeral of his sister. Recent visitors were Theo. and R. I. Chase, Allentown, who designed the Colonial when it was redecorated following the fire several years ago.

CLEVELAND

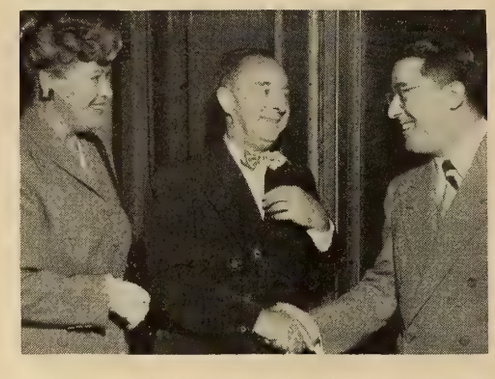
Variety Club has set July 30 for its annual golf tournament, with festivities to start at 9 A.M. Committee in charge: General Chairman, Nat Wolf; Bert Lefkowich, tournament; Lou Ratener, tickets; Sam Abrams, prizes; Irwin Shenker, house; Ray Schmetz, special award; J. Knox Strachan, publicity.

Co-Operative Theatres of Ohio Booker Norman Allein flew to Toronto last week to visit his wife and daughter. Columbia cashier Grace Dolphin is visiting her sister in Seattle, while Frank Jordan, Columbia shipper, is vacationing in California.

All Branch managers and film salesman in Toledo last Thursday attended the big party which the Variety Club threw as Carl Schwynn took over the Paramount Theatre management. General Manager Jack Armstrong of the Schwynn circuit was lending a helping hand to dispense hospitality.

Managerial shifts in the Warner organization went into effect this week with Lou Milder, transferred from the downtown Lake to the neighborhood Colony where he previously spent many years, and Harold "Bud" Friedman from the Colony to the Uptown, succeeding Julius Lamm, resigned. What happens at the Lake is anybody's guess. It is rumored that Warners' lease on the Lake expires July 31, with doubt as to renewal.

"Voice of Theatre Speakers"
JOE HORNSTEIN has it!



HOLLY-LONDON STOP-OVER. Mr. and Mrs. Eddie Small are greeted by Harry Kosiner, eastern representative for the producer, on their arrival in New York prior to sailing for England.

PHILADELPHIA

Dick Shamis, manager of the William Goldman Karlton Theatre, became the proud papa of a seven-pound, eight-ounce baby boy.

Harold Satz, from New Orleans, is the new Universal-International salesman for the Scranton-Wilkes Barre territory. Harry Brillman, Screen Guild office manager, has returned from a New York business trip. Leona Smith, secretary to Salem Applegate at United Artists, has announced her engagement to Bill Higgins.

Henry Rosinsky of the Eureka and New Broadway, apartment hunting. Eagle Lion booker Harold Coltun, came out third best in the recent booker-salesmen's contest.

Warners' Exploiteer George Fishman spending much of his time in Washington these days. Kathleen O'Hara is the new stenog in the division office at Paramount. Betty Naren, bookers' stenographer at Monogram, has married Marvin J. Davidson.

New Theatres

Boston—Theatreless Swampscott, Mass., is ready to go ahead with plans for a theatre. The renovated Park at Nashua opens July 15.

Charlotte, N. C.—Car-Ral Theatres, a new 225-car drive-in.

Tuscambia, Ala.—Muscle Shoals Theatres to build the Wilson.

Seattle, Wash.—Bids for the $150,000 suburban Ridgecrest to seat 990; L. W. Roe operator.

Los Angeles—Griffiths, a 750-seat $150,000 house at Costa Mesa; Dwight Gibbs architect. A thousand-seater costing $500,000 at Sacramento is planned as part of a civic development; William W. Wolf, William B. David, architects.

Little Rock—The 1,300 Center is to be constructed on the site of the Royal and Capitol. Calvin Moss of Winchester will build at Dumas, Ark., for operation four nights a week.

Independence, Mo.—Construction of a new 1,000-seater costing $100,000 has begun here.

Pauling, O.—Construction of a 750-seater is underway here.

New York—A 600-seater as part of a housing project is planned for the Eastchester. Harden Theatres were to open their 509-seat Harden at Calcoon on July 8.

Newport, Vt.—Graphic Theatres are set to build a new house here.

Hartford, Conn.—Approval has been granted in Swampscott for construction of a film house costing $250,000. Mechanics Falls, Maine, has okayed an $80,000 450-seater. A new drive-in for E. M. Loew at Montville has been approved.

Portland—An 800-car drive-in on a 12-acre lot on South West Blvd. is planned by William E. Gamble.

Milwaukee—M&E Amusement will build a new house at Grafton, Wis. Peacock and Belongia will build a house for Ralph Johnston at DeForest. A. Bruce will build a 336-seater at Turtle Lake.

KANSAS CITY

The holiday last Monday upset the usual schedule of opening days, and currently at least three first run situations are using different openings. Manager Lawrence Lehman, Orpheum, took advantage of the holiday prices to open "Fighting Father Dunne" on Monday; the theatre usually opens a bill on Wednesday. The Tower-Uptown-Fairway combination which usually begins on Thursday currently is on Friday openings, and the Esquire, a sister house, is on Saturday, against its usual Friday.

Crest Drive-in Manager Ralph Pullen had a big day on opening last Thursday with fair weather and plenty of patrons. The theatre went into its regular policy of subsequent run, single features last Sunday.

LOUISVILLE

John Edmunds has joined the Kentucky Association of Theatre Owners to become contact man. Oscar Hopper's Arista at Lebanon, Ky., is undergoing extensive remodeling. M. C. Hillburn is now managing the Strand at Portland, Tenn. Foster Lane is planning a gala opening of the New Lane which is nearing completion at Williamsburg, Ky. House may open July 15. Mr. and Mrs. William Gedris and their son Bill (Ideal Seating, Grand Rapids), were among the visitors last week which included: Russell Phillips, Franklin Theatre, Greensburg, Ky.; Lyell Webb, Ritz Theatre, Burkesville, Ky.; Mr. & Mrs. Edwin St. Clair, St. Clair Theatre, Lebanon Junction, Ky.; Don Steinkamp, French Lick Amusement Co., French Lick, Indiana; A. N. Miles, Eminence Theatre, Eminence, Ky.; M. H. Sparks, Strand Theatre, Edmonton, Ky.; C. K. Arnold, Arco Theatre, Bardstown, Ky.; W. J. Allen, Mary Jane Theatre, Caneyville, Ky.; Oscar Hopper, Arista Theatre, Lebanon, Kentucky.

ATLANTA

James R. Donnelly, 37, vice-president of the Sevier Theatre Corporation of Johnson City, Tennessee, died of a heart attack there on June 22. From the Paramount Exchange came the following: John Huff and Mary Duke were married recently and at the same time Mr. Huff was upped from shipping department to booker; and Bill Simpson moved up to head booker. Red Bruton, of the Benton Bros., is handing out cigars—it's a baby boy. Frank V. Merritt, general manager, Acme Theatres; John Douglas, assistant, and Harry Curl, suburban manager for Community Theatre, are home after visiting Atlanta.

William H. Murphy, Jr. has been appointed acting manager of the Southeastern Theatre

New Ideal Theatre Chairs
JOE HORNSTEIN has it!

REGIONAL NEWSREEL

Equipment's Jacksonville branch. G. Thornton and Ray J. Horn have announced that they have taken over the following theatres in Alabama: Parrish, Graysville, Quintown, Ala., from O. L. Redfern.

Because of poor business the Ritz at Hastings, Fla., has closed and will show only on Saturdays.

Film Row visitors: Hap Barnes, the showman from Alabama and Tennessee; Forman Rogers, Montgomery; Clyde Sission, Tallahassee, Ala.; J. L. Duncan, president, Al-Dun Amusement Co., and Sidney Laird; Edd Duncan of the Duncan and Richards Theatres in Carrollton, Ga.; R. C. Cobb, Cobb Theatres, Alabama, in the city booking.

Monogram Southern Owner Arthur C. Bromberg is back after visiting New York. Wometco Theatres, Miami, Fla., have taken over the Park at Tampa, Fla.; Jesse B. Edwards and LeRoy Pinkston have formed a company to make local movies. Home from Canada is Dusty Rhodes and Willis Davis, Georgia Theatres, Inc.

DENVER

C. M. Alderson and Wayne Barton, both of Dodge City, Kansas, are building a drive-in theatre at La Junta, Colo. Two more drive-ins are slated to open in Denver this month; the West, built by John Wolfberg, and one on North Federal built by the CarVue Theatres, Inc.

Atlas Theatres will build a second theatre in Monte Vista, Colo. It will be a 1,000-seat, $250,000 house, according to C. U. Yaeger, resident. The house will contain all the latest in theatre construction,.

General Manager Dave Davis, is back from a west coast trip, where he inspected numerous theatres, advancing new ideas.

E. L. Walton, general sales manager for Republic Pictures, was in Denver calling on large accounts and conferring with the local branch manager, Gene Gerbase. Dick Ivy, Eagle Lion booker, is at home with the mumps.

WASHINGTON

Edward Arnold, Hollywood film star, was in Washington for the annual Fourth of July ceremonies on the Washington Monument Grounds. He read excerpts from the Declaration of Independence.

The Trans-Lux and Dupont Theatres have both installed television sets in their lobbies. Sid Zins, Columbia exploiteer, will marry Eleanor Ewing on July 10 at the Statler Hotel. Frank Boucher, Chief Barker of Tent No. 11, Variety Club of Washington, appeared on a local television program, giving some of the highlights of the Variety Club welfare work.

E. L. Lewis, Hill Theatre manager of South Baltimore, has resigned. After a short vacation, he will announce future plans.

The Warner Club's "Hawaiian Night" party was a sensational success. Door prize of $50.00 was won by George Crouch, Assistant General zone Manager. Sidney Hoffman, manager of the Kennedy Theatre, walked off with first prize for the most original costume. Alice Turner, captain of the usherettes, won a radio as second prize. Felix Peckman won third prize. Mrs. Sidney Hoffman won a prize for the finest hula dancer.

Sidney Lust's Cheverly Theatre went to the aid of the family of a slain police officer, with a benefit movie and vaudeville performance. Entire proceeds were devoted to the fund to educate the two children of the slain officer.

The MGM Pep Club had a dinner and dance at the Shoreham Terrace. MGM Cashier Eddie Kushner received his 30-year pin from the company in June. Doreen Millett, secretary to Frank La Falce, Warner Bros., has resigned to accept a position with the International Bank. Frank La Falce, head of Advertising and Publicity at Warner Bros., has returned from a California vacation. MGM booker Ida Barezofsky attended the closing dinner of the season of the business and professional division of Hadassah. Miss Barezofsky, former president, gave the opening prayer. New at the Warner contact department is Lois Connellee. Anita Rossett, secretary to George Dorsey, of *Warner-Pathe News,* was married to David Schlaifer.



KENTUCKY THEATRE OWNER DIRECTORS MEET. Board of Directors of the Kentucky Association of Theatre Owners met recently at the Falls City Theatre Equipment Company meeting room in Louisville. In the group above (l-r) are: Col. Henry J. Stites, Louisville; Leon Pickle (white shirt, dark tie), Henderson, Ky.; Morris Blacker, Cloverport, Ky.; E. T. Denton (face partially hidden by Blacker's head), Owingsville, Ky.; Dennis Long, Louisville; Johnson Musselman, Louisville; Roger Daley, Louisville; W. Freeman Smith, Cadiz, Ky.; Guthrie F. Crowe, LaGrange, Ky.; E. L. Ornstein, Marengo, Ind.; Andy Anderson, Hartford, Ky.; William Gabhart, Harrodsburg, Ky.; Charles R. Mitchell, Barbourville, Ky., and Adolph Baker, Owensboro, Ky.

VIEWS ON NEW SHORTS

GENE KRUPA & ORCH. (Col.—9957) **Thrills of Music. 9 mins.** Disc jockey Fred Robbins is emcee for the "drummer boy" and his band. Three numbers, including the Saber Dance. Release date, 6/10/48.

PARDON MY LAMB CHOP. (Col.—9427) **All-Star. 17 mins.** Case of mistaken identity, with Gus Schilling thought to be the shell-shocked Dick Lane. There's a chase. Release date, 6/10/48.

HOLLYWOOD PARTY. (Col.—9859) **Screen Snapshots. 9 mins.** There are stars galore in this one, including a number of bygone personalities like Marie Dressler, Thelma Todd and Irvin Cobb. A number of parties, old and new, are shown. Release date, 6/10/48.

SHORT SNORTS ON SPORTS. (Col.—9703) **Color Phantasies. 6½ mins.** A satiric investigation of sports, with the athletes used guaranteed to be the worst available. Release date, 6/3/48.

NO HOLDS BARRED. (Col.—9808) **World of Sports. 9 mins.** Bill Stern, ace radio announcer, explains all about wrestling as the protagonists grunt and groan. Release date, 6/17/48.

BIG LEAGUE GLORY (Para.—R7-9) **Grantland Rice Sportlight. 10 mins.** The building of a big league baseball club from the sandlots up, with the New York Giants as the team pictured. Includes shots of various Giant players in action. Release date, 6/11/48.

It Pays to Adv.?

Manager Bob Sidman of the Senate at Harrisburg, Pa., is wondering about people and advertising this week. Sidman cut the Senate prices to 50 cents as a result of public demand. Yet during the current "Fort Apache" run he found patrons asking for 65-cent balcony seats. Maybe there's a moral there about picture, etc.

MGM Cartoon Production Now at 5-Year High

With 30 animated cartoons in work—including 10 Technicolor Tom & Jerrys being prepared for release, five Droopy cartoons in work and 15 novelties in production, the MGM cartoon department is currently at its highest production level in five years.

Previous high was in 1943 when 22 cartoons were in production, four of which were on government contract. The evolution of the "production team" method is responsible for the new high, according to Fred Quimby, studio cartoon head.

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New Mirrophonic Sound
JOE HORNSTEIN has it!

Hollywood Newsreel

West Coast Offices—6777 Hollywood Blvd., Hollywood 28, Calif.—Ann Lewis, Manager

PRODUCTION PARADE

By Ann Lewis

Viveca Lindfors, Warners' new Swedish star, is to be paired again with Errol Flynn in a forthcoming adventure drama titled "Dallas." Flynn and Miss Lindfors were co-starred in the just-completed Technicolor "Adventures of Don Juan." "Dallas" will deal with the early development of that Texas metropolis.

* * *

MGM has a natural in the title, "Take Me Out to the Ball Game," which starts late this month under Busby Berkeley's direction. The national pastime gets a star-studded cast headed by Frank Sinatra, Gene Kelly, Esther Williams and newcomer Betty Garrett. Arthur Freed produces the musical.

* * *

Ann Sothern and her sister, Bonnie Lake, have completed a musical comedy called "Sky-Blue Pink." Finishing touches were applied when Miss Sothern went back East on that ill-fated 20th-Fox location for "Three Wives."

* * *

Ronald Reagan and Eleanor Parker have been set to co-star by Warner Bros. in "Charge It, My Love," romantic comedy about a young married budget-balancing couple. At the same lot, Lou Edelman has been assigned to produce "Classmates," a U. S. Military Academy yarn.

* * *

Something new in Hollywood: Can you imagine a picture tagged "Rope 'Em, Cowboy," *not* falling into the category of a western? John Ford and Merian C. Cooper claim it's so for their first on a program of overseas pictures. "Rope 'Em, Cowboy" will be in Technicolor. The program of foreign adventure films under Associate Producer Lee Van Atta was announced by Argosy last year and provides for film-making in all parts of the world. Cyril Hume is now working on the script.

* * *

Producers Harry Lewis and Hall Shelton, who head Master Films, have checked in at Monogram to prepare their initial production, "Incident." Shelton formerly produced plays and had his own stock company. "Incident" is the first of three pictures to be made by Master for Monogram release.

* * *

You've gotta hand it to veteran producer Sol M. Wurtzel: he's a man with ideas. His latest is cashing in on the current craze for radio giveaway shows. Wurtzel is rushing production of "Miss Mink of 1949," a story dealing with adventures of a family which finds itself winner of a $10,000 fur coat in an air show contest. Film gets underway July 15 for 20th-Fox release.

* * *

Tim Holt pulled out of Hollywood June 29 to fill three engagements with the Tim Holt-LaMar-Jennings Rodeo. First stop is Pecos, Texas; then Mangum, Okla.; and finally Shawnee, Oklahoma. Tim will return to Hollywood on July 19 to begin work in his next film, "Stagecoach Kid."

* * *

Paramount concluded a deal with Rhonda Fleming, negotiations having been underway for several months with David O. Selznick, who discovered her. Miss Fleming will be available to Paramount for three pictures according to the new contract. She recently completed the film that gave her the big break, "A Connecticut Yankee," opposite Bing Crosby.

* * *

Glenn Ford just can't seem to stay straight—cinematically speaking. He goes from a Treasury Department agent in Columbia's "The Undercover Man," just finished, to a gambler in the same studio's "Mr. Miracle." To start shortly, "Mr. Miracle" portrays Ford as a racketeer taking refuge from pursuit in an East Side settlement house at Christmas time.

* * *

Sabu, the Elephant Boy, has written his own story of the Indian jungle to be called "The Return of the Elephant Boy," and will make it on the same ground where he worked on the original. He will supervise it, himself, and will do it in color.

'Snow' That Melts

No longer will that snow linger long after the hero has come in out of the blizzard. By mixing Pyrene, a fire extinguisher fluid, with water, Universal-International technicians have developed "snow flakes" that eventually dissolve, just like real snow. The flakes were tried out successfully for a blizzard sequence in John Beck's "Countess of Monte Cristo."

Gets 'Gun Crazy' Lead

Barry Sullivan has been set for a co-starring role in "Gun Crazy," King Bros.' next Allied Artists production based on the story by MacKinlay Kantor, who will also act as associate producer.

Studio Roundup

Hollywood's production dipped to a low figure this week, with many observers predicting a virtual cessation of shooting in several major studios during the rest of the summer. Only 31 films are before the cameras, as compared to 52 this same time two years ago. Republic has nothing going at this writing; neither has Screen Guild, Allied Artists, Monogram and Selznick Releasing Organization.

RKO, despite the hubbub occasioned by Production Chief Dore Schary's sudden resignation and insistent rumors that Howard Hughes planned to turn it into a rental lot, started a new film, "Interference," Irwin Shaw's story of professional football, on July 7. Victor Mature plays the star gridiron performer, and Sonny Tufts is a blocking back who clears the path for Mature. Lucille Ball and Lizabeth Scott provide feminine interest.

There's no boycott of the British at Samuel Goldwyn's lot. William Dodd, RCAP squadron leader in England for five years, was signed as technical adviser for the producer's current "Enchanted"; and 32 English players were cast as British military personnel to lend authenticity to scenes occurring during the "blitz."

Director Fred Zinnemann wound up MGM's "Act of Violence," bringing in the picture on a tight schedule of 36 days. "The Numbers Racket," which Enterprise is making for Metro release, added Johnny Indrisano, former middleweight boxing contender, to its cast. Enterprise's most enterprising man last week was Stanley Prager, who plays a gunman in the picture: when not before the cameras, Prager was frantically scripting a Joe Palooka screenplay against a Monogram deadline. Enterprise is scheduled to roll "The Luckiest Girl in the World" this week, with Barbara Bel Geddes starring.

Forty years ago this month Dick LaMarr played in his first picture at Fort Lee, N. J. The other day he celebrated by acting in a scene with Robert Douglas and Helen Westcott in "Night Beat" at Warner Bros. Patricia

Kane Sees Future Success Only for Factual Westerns



Joseph Kane

Successful Westerns in the future will have to be more honest and factual, based on actual history rather than fiction, declares Joseph Kane, associate producer-director at Republic, who is credited with building Gene Autry and Roy Rogers into box-office powerhouses, and is also rated as one of the industry's top producers and directors of outdoor action pictures. Present-day moviegoers, Kane is convinced, are tired of Western cliches.

In one of his rarely granted trade press interviews, the Republic executive expressed the opinion that there are greater opportunities today than ever before for the development of new outdoor stars. "Those already established in this field", he pointed out, "such as Cooper, McCrea, Scott and Wayne, are no longer youngsters, and the field is wide open for young fellows. The most important attribute for a Western star? He not only must look like a rugged guy, he actually has to be one. You can't fool the movie audience."

Kane, who came to the Yates lot in 1935 as a film editor, directed 17 Autry releases and handled 45 Rogers films before being promoted to producer-director on top-budget outdoor vehicles four years ago. There is plenty of room for good product, he believes, including Westerns, and points out that the chief value of locations is not so much in natural scenery as in helping to establish the proper mood of the story, which is important in selling Westerns.—JAY GOLDBERG.

PICTURES STARTED LAST WEEK

EAGLE LION. Red Stallion in the Rockies (Cinecolor)—Principals: Red Stallion, Arthur Franz. Director, Ralph Murphy.

The Big Cat (Technicolor)—Principals: Lon McCallister, Peggy Ann Garner. Director, Phil Karlson.

RKO RADIO. Interference—Principals: Victor Mature, Lucille Ball, Sonny Tufts, Lizabeth Scott. Director, Jacques Tourneur.

TITLE CHANGES

"The Shamrock Touch" (20th-Fox) now THE LUCK OF THE IRISH

"A Joe Named Palooka" (Mono.) now JOE PALOOKA IN WINNER TAKE ALL

"The Wrangler" (Col.) now THE UNTAMED BREED

Northrop, recently signed to a long-term Warners contract upon her graduation from a Hollywood high school, was given her film debut in "Fighter Squadron." She is the only female cast member in the Technicolor yarn of the Army Air Force.

United Artists gets another unit under way July 12 when Amusement Enterprises' "Lucky Stiff" starts at the Nassour lot. Dorothy Lamour, Brian Donlevy and Claire Trevor head a cast that also includes Irene Hervey and Marjorie Rambeau.

Hollywood's first camera crane, built under the supervision of Carl Laemmle, Jr. and Director Paul Fejos in 1928, is being used again for Universal-International's "Criss Cross." Reconstructed and modernized, the crane is being put into service for the first time in many years for exteriors of an armored car holdup involving Burt Lancaster and Dan Duryea.

Suffering from a severe intestinal attack, Director Claude Binyon had to quit U-I's "Family Honeymoon" for several days. Production was shut down until he returned.

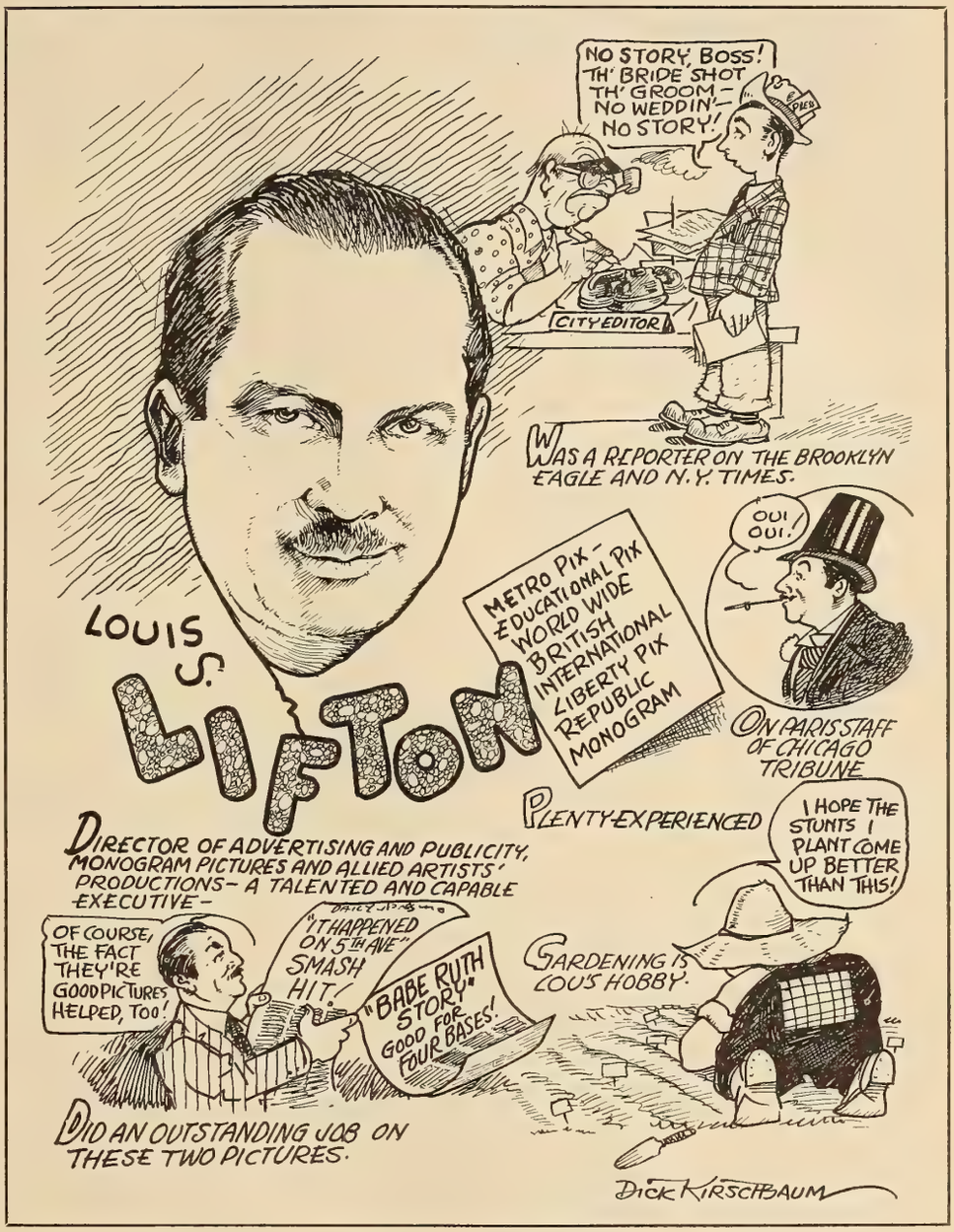
Paramount has only one film going at this time, but "Streets of Laredo" is set to roll in Technicolor on July 13 on location at Gallup, N. M. Starring William Holden, Macdonald Carey, William Bendix and Mona Freeman, this big western will be produced by Robert Fellows. Clem Bevans, veteran character actor who is celebrating his golden anniversary in show business, is featured. Bevans appeared on the stage for 37 years before making his screen debut 13 years ago.

A lull exists temporarily at Monogram and Allied Artists, but Jack Wrather's AA production, "Strike It Rich," is scheduled to begin July 12 on location at Tyler, Texas. The producer's wife, Bonita Granville, and Don Castle are co-starred. Picture will be filmed entirely in the Lone Star State. On the same day, Johnny Mack Brown will ride again in "The Sheriff of Medicine Bow," with Raymond Hatton.

Eagle Lion was one of the few studios that perked up this week. "Red Stallion in the Rockies," a sequel to the very successful "Red Stallion," started. In Cinecolor, it features the handsome horse and Arthur Franz, who was brought to Hollywood from a starring role in the Broadway success, "Command Decision." Joe Schenck's nephew, Aubrey, produces, while Ralph Murphy directs. Picture will location for quite a spell at Glenwood Springs, Colorado. Independent William Moss also started an EL release, "The Big Cast," which will be filmed in Technicolor. Lon McCallister and Peggy Ann Garner star, assisted by Preston Foster and Forrest Tucker. "Big Cat" is on location at Cedar City, Utah, where shooting began July 9. This is Moss' first for the company.

Columbia has three pictures in work, but another is set to roll July 12. "Triple Threat," the studio's entry in the current football story sweepstakes, will be made by Sam Katzman. The producer claims the greatest array of pro football talent ever assembled "on or off the gridiron" will appear in the picture.

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



Jones to Stay a While

Robert L. Lippert, who last week assumed his new duties as president of Screen Guild Productions, has prevailed upon his predecessor, John J. Jones, to remain at the home office for an indefinite period in an advisory capacity and assist him in formulating the company's future plans.

Murphy Optioned

Allied Artists has taken an optional contract on the services of Audie Murphy, outstanding war hero of World War II, for the leading role in "Bad Boy," which will be produced by Paul Short.

Abbott & Costello in Deal With Nassours

William and Edward Nassour last week joined Bud Abbott and Lou Costello in forming a new independent company. The Nassours have their own studio, which they rent out to other independents in Hollywood.

According to reports, the comedy team will start their first picture for the new firm in October. Abbott & Costello are allowed to make one outside picture a year, according to their Universal-International terms.

20th-Fox Signs Jessel To 5-Year Contract

Twentieth Century-Fox Tuesday signed George Jessel to a new five-year deal under which he will have to devote himself exclusively to production.

Under the old pact, Jessel was allowed to spend six months outside of the studio.

NEWSREEL SYNOPSES

(Released Saturday, July 10)

MOVIETONE (Vol. 31, No. 54)—East-West Berlin crisis; Pope addresses workers in Rome; Secretary Royall describes new draft law; Kansas City youngsters set up junior city; Sports: "My Love" wins Grand Prix—Porpoise hunting—U. S. Olympic finals.

NEWS OF THE DAY (Vol. 19, No. 288)—Pope addresses workers in Rome; British royalty goes to the fair; Secretary Royall describes the new draft law; Kansas City youngsters set up junior city; Sports: Porpoise hunting—Grand Prix brings out latest Paris fashions.

PARAMOUNT (No. 91)—"My Love" wins Grand Prix; Body of Col. Marcus, who died fighting for Israel, arrives in New York for burial; Premier Clement Gottwald takes over as president of Czechoslovakia; Fur fashion show in New York; Kansas City youngsters set up junior city; Summer skiers beat the heat at Mt. Rainier.

UNIVERSAL (Vol. 21, No. 158)—Battleship New Jersey goes into mothballs; Secretary Snyder signs check for unemployment trust fund; Body of Col. Marcus, who died fighting for Israel, arrives in New York for burial; Japanese crown prince visits schools; Kansas City youngsters set up junior city; Spanish auto factory; Sports: Japanese swimmer—Skiing at Mt. Rainier.

WARNER PATHE (Vol. 19, No. 93)—Daughters of Governor Warren in New York; Greek children evacuated; West Point rites for Col. Marcus, killed fighting for Israel; Red exiles find U. S. refuge; Kansas City youngsters set up junior city; Meet the duck from "down under"; "My Love" wins Grand Prix.

(Released Wednesday, July 7)

MOVIETONE (Vol. 31, No. 53)—Truman welcomes President Gallegos of Venezuela; Dewey and family play host to the Warrens; Eric Johnston says British film quota is unreasonable (except Milwaukee); King Gustav marks 90th birthday; Italian artists pave streets of Genzano with flowers; A.F.L. union show opens in Milwaukee (Milwaukee only); Tyrone Power talks to Tampa U. graduating class; Sports: Women's A.A.U. diving and swimming championships at San Diego—Bicycle racers compete in 135-mile road race at Milwaukee—Kids hold rodeo at Eugene, Ore.

NEWS OF THE DAY (Vol. 19, No. 287)—U. S. planes rush to break Soviet's Berlin siege; Is Tito really a Communist traitor?; King Gustav marks 90th birthday; Warrens visit the Deweys "down on the farm"; Eric Johnston protests British film quota; Bathing beauties take summer spotlight; Youngsters satirize wrestling at Richmond, Calif.

PARAMOUNT (No. 90)—Count Bernadotte's peace moves; Eric Johnston protests British film quota; Warrens visit Deweys at latter's Pawling, N. Y., farm; Adopted town meets benefactors; Sports—Eyes of world on Olympics—A.A.U. women's diving championship at San Diego, Calif.

UNIVERSAL (Vol. 21, No. 157)—Villagers hail benefactors; Johnston hits British film quota; Dewey and Warren confer; Truman awards honor medals; Naples honors U. S. war dead; Flower festival in Genzano, Italy; A.A.U. women's diving championships at San Diego, Calif.

WARNER PATHE (Vol. 19, No. 92)—Churchill speaks on Berlin crisis; Jews, Arabs in Rhodes parley; Martyred town meets benefactors; Warrens visit the Deweys; Eye-glasses of yesterday and today; A.A.U. women's diving championships at San Diego, Calif.; Eric Johnston protests British film quota.

ALL AMERICAN (Vol. 6, No. 298)—Army officers inspect ROTC unit; Edward R. Stettinius visits Liberia; Professor invents mathematical machines; Congo natives receive food gifts in annual festival; Fraternity holds convention at Indianapolis; Dewey nominated at Philadelphia.

TELENEWS (Vol. 11, No. 27)—Bulgarian, Albanian leaders confer in Sofia; Fair at Poznan, Poland; Sokol movement festival in Prague; Former Greek fifth columnists converted; U. S. planes fly food to Berlin; Exclusive story of Heydrick "murderer"; Army breaks dock strike in England; Portuguese dictators hailed by huge throng; Eisenhower booms grows on convention eve; Hero's burial for Col. Marcus at West Point; Truman welcomes Venezuelan President; Luxury craft for Mississippi River; Camera eye aids tailoring; Sports—Wrestling in Austria—Skiing in Colorado.

ADVANCE DATA
On Forthcoming Product

June Bride (WB) Principals: Bette Davis, Robert Montgomery. Director, Bretaigne Windust. Comedy concerning a reporter who is assigned as assistant to a woman's magazine editor for a special junket to a small Indiana town for a June feature, and how the assistant saves the day after the bride runs off with another man.

29 Clues (EL) Principals: Scott Brady, Richard Basehart. Director, Alfred Werker. A gangster drama about a murderer who is finally caught by a homicide investigator after killing several men and escaping through an intricate storm drain system.

Inside the Wall (EL) Principals: Lucille Bremer, Richard Carlson. Director, Oscar Boetticher. A drama about a private investigator who teams up with a newspaperwoman to find a missing man, wanted by the police in a sanitarium; and defeats the efforts of the crooked sanitarium operators to have him killed.

Dark Past (Columbia) Principals: William Holden, Lee J. Cobb. Director, Rudy Mate. A drama about a police psychiatrist who persuades authorities to send a youth with a long criminal record to a state hospital for treatment by reciting a story of how the psychiatrist tamed a psychopathic killer.

Eyes of Texas (Republic) Trucolor. Principals: Roy Rogers, Trigger, Lynne Roberts, Andy Devine, Bob Nolan and the Sons of the Pioneers. Director, William Witney. A musical western in which Roy keeps a boys camp and an old man's money from falling into unscrupulous hands, with the help of a dog.

Nighttime in Nevada (Republic) Trucolor. Principals: Roy Rogers, Adele Mara, Andy Devine. Director, William Witney. A musical western in which Roy causes the defeat of a crooked miner who had killed and cheated to gain his ends.

Dark Circle (Paramount) Principals: Ray Milland, Audrey Totter, Thomas Mitchell. Director, John Farrow. Drama of a large-city district attorney who is elected governor by a gang of crooks, only to admit his maneuvers and resign in favor of the lieutenant-governor.

Sorrowful Jones (Paramount) Principals: Bob Hope, Lucille Ball. Director, Sidney Lanfield. Comedy about a penurious Broadway bookmaker who becomes entangled with a crooked racetrack combine and is reborn under the influence of a five-year-old girl.

High Tension (Monogram) Principals: Leo Gorcey, Huntz Hall, Gabriel Dell, Helen Parrish. Director, Reginald LeBorg. A Bowery Boys action comedy-drama, with the gang solving a murder by finding the culprit, a gambler.

Rusty Saves a Life (Columbia) Principals: Ted Donaldson, Gloria Henry, Stephen Dunne. Director, Seymour Friedman. A dog picture in which the canine saves the life of the nephew of the town's lawyer and thereby makes the nephew change his selfish attitude.

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Feature Booking Guide

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases and re-issues) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listing.

SHOWMEN'S TRADE REVIEW

A

Title	Company
Abbott & Costello Meet Frankenstein	U-I
A Connecticut Yankee	Para.
Accused, The	Para.
Act of Violence	MGM
A Date With Judy	MGM
A Double Life	U-I
Adventures of Casanova	EL
Adventures of Don Juan	WB
Adventures of Gallant Bess	EL
Adventures of Silverado	Col.
A Foreign Affair	Para.
A Lady Surrenders	U-I
Albuquerque	Para.
Alias A Gentleman	MGM
All My Sons	U-I
All's Well	Ind.
Always Together	WB
A Man About the House	20th-Fox
An Act of Murder	U-I
An Ideal Husband	20th-Fox
Angel in Exile	Rep.
Angels' Alley	Mono.
Angry God, The	UA
An Innocent Affair	UA
Anna Karenina	20th-Fox
Another Part of the Forest	U-I
Apartment for Peggy	20th-Fox
April Showers	WB
Arch of Triumph	UA
Are You With It?	U-I
Arizona Ranger	RKO
Arthur Takes Over	20th-Fox
A Song Is Born	RKO
A Southern Yankee	MGM
Assigned to Danger	EL
Atlantis, The Lost Continent	U-A

B

Bachelor and the Bobby-Soxer	RKO
Babe Ruth Story, The	Allied
Bad Sister	U-I
Baltimore Escapade	RKO
Berlin Express	RKO
Best Man Wins	Col.
Best Years of Our Lives	RKO
Betrayal, The	Astor
Beyond Glory	Para.
B. F.'s Daughter	MGM
Big Cat, The	EL
Big City	MGM
Big Clock, The	Para.
Big Dan	20th-Fox
Big Punch, The	WB
Big Sombrero, The	Col.
Big Town After Dark	Para.
Big Town Scandal	Para.
Bill and Coo	Rep.
Bishop's Wife, The	RKO
Black Arrow, The	Col.
Black Bart	U-I
Black Eagle	Col.
Black Velvet	U-I
Blanche Fury	U-I
Blonde Ice	FC
Blonde Savage	EL
Blondie in the Dough	Col.
Blondie's Anniversary	Col.
Blondie's Night Out	Col.
Blondie's Reward	Col.
Blondie's Secret	Col.
Blood on the Moon	RKO
Body and Soul	UA
Bodyguard	RKO
Born to Fight	EL
Borrowed Trouble	UA
Boston Blackie's Honor	Col.
Bowery Buckaroos	Mono.
Boy With Green Hair, The	RKO
Bribe, The	MGM
Bride Goes Wild, The	MGM
Broken Journey	EL
Brothers, The	U-I
Brothers in the Saddle	RKO
Bungalow 13	20th-Fox
Bury Me, Dead	EL
Bush Christmas	U-I
Bush Pilot	SGP

C

Caged Fury	Para.
Calcutta	Para.
Calendar, The	EL
Call Northside 777	20th-Fox
Campus Honeymoon	Rep.
Campus Sleuth	Mono.
Canon City	EL
Captain from Castile	20th-Fox
Captain Boycott	U-I
Caravan	EL
Carnegie Hall	UA
Casbah	U-I
Case of the Baby Sitter	SGP
Cass Timerlane	MGM
Catherine the Great	FC

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION OR BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) *Biographical*	(C) *Comedy*
(D) *Drama*	(Doc) *Documentary*
(G) *Gangster*	(M) *Musical*
(H) *Horror*	(W) *Western*
(My) *Mystery*	(Wa) *War*

(See final page of Guide for Re-Issues)

ALLIED ARTISTS

	CURRENT		Time Mins.	Rel. Date	Refer to
3	Gangster, The (D)A	Belita-B. Sullivan-J. Lorring	83	11/22/47	b10/4/47
5	Hunted, The (D)A	Preston Foster-Belita	85	4/7/48	b2/7/48
7	Panhandle (W)F	R. Cameron-C. Downs	84	2/22/48	b2/14/48
6	Smart Woman (D)A	B. Aherne-C. Bennett-B. Sullivan	93	4/30/48	b3/13/48
4	Song of My Heart (D)F	Frank Sundstrom-Audrey Long	85	1/31/48	b11/8/47
	COMING				
	Babe Ruth Story, The	W. Bendix-C. Trevor-C. Bickford		9/6/48	a6/12/48
8	Dude Goes West, The (C)F	E. Albert-G. Storm-J. Gleason	87	8/30/48	b5/1/48
	Last of the Badmen	B. Sullivan-M. Reynolds-B. Crawford			
	When a Man's a Man	G. Madison-R. Calhoun-G. Storm			

ASTOR PICTURES

	Betrayal, The (D)F	Leroy Collins-Verlie Cowan	105		b7/3/48
	Deadline	Sunset Carson-Pat Starling	64	4/15/48	New Release
	Fighting Mustang	Sunset Carson-Pat Starling	62	3/1/48	New Release
	Western Terror	Dave "Tex" O'Brien-Buzzy Henry	60	12/20/47	New Release
	Westerns (Coming)				
	Battling Marshal	Sunset Carson-Pat Starling			
	Six-Shooter	Sunset Carson-Pat Starling			
	Sunset Carson Rides Again	Sunset Carson-Pat Starling			
	Sunset Carson Strikes Back	Sunset Carson-Pat Starling			

COLUMBIA

	CURRENT				
	Adventures in Silverado (W)F	W. Bishop-G. Henry-E. Buchanan	73	3/25/48	b5/8/48
	Best Man Wins (C)F	E. Buchanan-A. Lee-R. Shayne	73	5/6/48	b5/22/48
911	Blondie in the Dough (C)F	P. Singleton-A. Lake-L. Simms	68	10/16/47	b3/20/48
	Blondie's Anniversary (C)F	P. Singleton-A. Lake-L. Simms	67	12/18/47	b1/3/48
	Blondie's Reward (C-D)	P. Singleton-A. Lake-L. Simms	67	6/3/48	a2/21/48
	Coroner Creek *C (D)A	R. Scott-M. Chapman-G. Macready	90	July '48	b6/5/48
915	Crime Doctor's Gamble, The (M)A	Warner Baxter-Micheline Cheirel	66	11/27/47	b12/13/47
	Devil Ship (D)F	Richard Lane-Louise Campbell	62	12/11/47	b12/20/47
930	Down to Earth *T (M-C)A	Rita Hayworth-Larry Parks	101	10/29/47	b8/2/47
	Fuller Brush Man, The (C)F	Red Skelton-Janet Blair	93	June '48	b5/8/48
	Glamour Girl (M)F	G. Krupa-V. Grey-M. Duane	68	1/16/48	b1/3/48
929	Her Husband's Affairs (C)A	F. Tone-L. Ball-E. E. Horton	86	11/12/47	b7/26/47
	I Love Trouble (My)A	F. Tone-J. Blair-J. Carter	94	Jan. '48	b1/10/48
	It Had to Be You (C-D)A	Ginger Rogers-Cornel Wilde	98	Dec. '47	b10/25/47
905	Key Witness (D)A	John Beal-Trudy Marshall	67	10/9/47	b11/15/47
	Lady from Shanghai, The (My)A	Rita Hayworth-Orson Welles	87	May '48	b4/17/48
917	Lone Wolf in London (M)A	Gerald Mohr-Nancy Saunders	68	11/13/47	b12/6/47
	Lost One, The (O)A	Nelly Corradi-Gino Mattera	84		b4/3/48
	Mary Lou (M)F	R. Lowery-J. Barton-G. Farrell	65	1/23/48	b2/28/48
	Mating of Millie, The (C)F	G. Ford-E. Keyes-R. Randall	85	Apr. '48	b3/13/48
	My Dog Rusty (D)F	T. Donaldson-J. Litel-J. Lloyd	64	4/8/48	b6/12/48
	Port Said (D)A	Gloria Henry-William Bishop	68	4/15/48	b5/15/48
	Prince of Thieves *C (D)F	J. Hall-P. Morison-A. Jergens	72	Jan. '48	b3/6/48
	Relentless *T (D)F	R. Young-M. Chapman-W. Parker	93	2/20/48	b1/17/48
	Return of the Whistler (My)F	M. Duane-L. Aubet-R. Lane	61	3/18/48	b4/3/48
	Rose of Santa Rosa	Hoosier Hot Shots-E. Noriega	65	12/25/47	
	Sign of the Ram, The (D)A	S. Peters-A. Knox-P. Thaxter	84	Mar. '48	b2/7/48
	Song of Idaho (M-C)F	Hoosier Hot Shots-Kirby Grant	67	3/30/48	b4/10/48
918	Sweet Genevieve (M)F	J. Porter-J. Lydon-A. Donahue	68	10/23/47	b1/3/48
	Swordsman, The *T (D)F	L. Parks-E. Drew-G. Macready	81	1/9/48	b10/11/47
981	The Last Round-Up (W)F	Gene Autry-Jean Heather	77	11/5/47	b10/11/47
	Thunderhoof	P. Foster-M. Stuart-W. Bishop	77	7/8/48	a5/1/48
	To the Ends of the Earth (D)A	D. Powell-S. Hasso-Maylia	109	2/27/48	b1/24/48
	Trapped By Boston Blackie (M)	C. Morris-J. Vincent-R. Lane	78	5/13/48	b6/19/48
919	Two Blondes and a Redhead (F)M	J. Porter-J. Lloyd-J. Preisser	70	11/6/47	b1/10/48
	Woman from Tangiers, The (D)A	A. Jergens-S. Dunne-M. Duane	66	2/12/48	b3/6/48
	Wreck of the Hesperus (D)F	Willard Parker-Edgar Buchanan	68	2/5/48	b5/29/48
	COMING				
	Arkansas Swing, The	H. Hot Shots-G. Henry-S. Hart		7/29/48	
	Big Sombrero, The	Gene Autry-Elena Verdugo			a9/20/47
	Black Arrow, The (D)F	L. Hayward-J. Blair-G. Macready	76		b7/3/48
	Black Eagle	William Bishop-Virginia Patton			a7/3/48
	Blondie's Night Out (C)	P. Singleton-A. Lake-L. Simms			a1/10/48
	Blondie's Secret	Singleton-Lake-Kent-Simms			a7/3/48
	Boston Blackie's Honor	C. Morris-R. Lane-G. E. Stone			
	Dark Past	William Holden-Lee J. Cobb			
	FBI Meets Scotland Yard	Dennis O'Keefe-Louis Hayward			
	First Gentlemen, The (D)A	Jean-Pierre Aumont-Joan Hopkins	111		b5/8/48
	Gallant Blade *C (D)	Larry Parks-Marguerite Chapman			a2/21/48
	Gentleman From Nowhere	Warner Baxter-Fay Baker			a7/3/48
	Her Wonderful Life	Janis Carter-Marc Platt			
	I Surrender Dear	Gloria Jean-David Street			a5/15/48
	Ladies of the Chorus	A. Jergens-R. Brooks-M. Monroe			a7/3/48
	Let's Fall in Love	Lamour-Carter-Parker-Ameche			a5/8/48
	Loaded Pistols	Gene Autry-Barbara Britton			a7/3/48
	Loser Takes All	C. Mitchell-J. Nigh-B. Edwards			a6/12/48
	Lovers, The	Cornel Wilde-Patricia Knight			
	Loves of Carmen *T	R. Hayworth-G. Ford-Luther Adler			a5/1/48
	Lulu Belle (D-A)	D. Lamour-G. Montgomery-A. Dekker	87		b6/12/48
	Man from Colorado, The *T (D)	Glenn Ford-Ellen Drew-Wm. Holden			a5/24/47
	Manhattan Angel	G. Jean-R. Ford-A. Tyrrell			a6/12/48
	Racing Luck	Stanley Clements-Gloria Henry			
	Return of October, The *T (C)	Glenn Ford-Terry Moore			a2/7/48
	Rusty Leads the Way	Donaldson-Doran-Moffett-Litel			a6/5/48
	Rusty Saves a Life	Ted Donaldson-Sharyn Moffett-Flame			
	Singin' Spurs	Hoosier Hot Shots-Patricia White			
	Song of India	Sabu-G. Russell-T. Bey			
	Strawberry Roan, The *C	G. Autry-G. Henry-J. Holt	76		b4/24/48
	Undercover Man	Glenn Ford-Nina Foch			
	Untamed Breed, The *C	S. Tufts-B. Britton-G. "G" Hayes			a6/5/48
	Walking Hills, The	R. Scott-E. Raines-W. Bishop			a7/3/48

Westerns (Current)

964	Last Days of Boot Hill (W)	Charles Starrett-Smiley Burnette	56	11/20/47	a7/19/47
	Phantom Valley	Charles Starrett-Smiley Burnette	52	2/19/48	
	Six Gun Law (W)	C. Starrett-S. Burnette	54	1/9/48	
	West of Sonora	Charles Starrett-Smiley Burnette	55	3/25/48	
	Whirlwind Raiders	Charles Starrett-Smiley Burnette	54	5/13/48	

Westerns (Coming)

	Blazing Across the Pecos	Charles Starrett-Smiley Burnette	55	7/1/48	
	Challenge of the Range	Charles Starrett-Smiley Burnette			
	El Dorado Pass	Charles Starrett-Smiley Burnette			
	Quick On The Trigger	Charles Starrett-Smiley Burnette			
	Trail to Laredo	Charles Starrett-Smiley Burnette			
	Wings Westward	Gene Autry-Jimmy Lloyd			

EAGLE LION

CURRENT

812	Adventures of Casanova (D)F	DeCordova-Bremer-Bey-Sutton	83	2/7/48	b2/28/48
821	Assigned to Danger (My)	G. Raymond-N. Nash-R. Bice	66	5/19/48	a4/17/48
807	Blonde Savage (D)F	L. Erickson-G. Sherwood	62	11/22/47	b10/11/47
803	Bury Me Dead (My)A	M. Daniels-G. McClure-C. O'Donnell	68	10/18/47	b9/27/47
826	Canon City (Doc) A	S. Brady-J. Corey-W. Bissell	82	6/30/48	b6/26/48
824	Close-Up	Alan Baxter-Virginia Gilmore	76	6/9/48	
820	Cobra Strikes, The (My)F	S. Ryan-R. Fraser-L. Brooks	61	4/24/48	b5/22/48
817	Enchanted Valley, The *C (D)F	A. Curtis-A. Gwynne-C. Grapewin	77	3/27/48	b4/3/48
712	Gas House Kids in Hollywood (C)F	Alfalfa Switzer-Gas House Kids	63	8/23/47	b9/6/47
802	Green for Danger (My)A	Sally Gray-Trevor Howard	93	10/4/47	b12/14/46
810	Heading for Heaven (C)F	S. Erwin-G. Farrell	71	1/17/48	b12/20/47
808	Linda Be Good (C)A	E. Knox-J. Hubbard-M. Wilson	66	1/3/48	b11/1/47
806	Love From a Stranger (My)A	J. Hodiak-S. Sidney-A. Richards	81	11/15/47	b11/8/47
815	Man from Texas (D)F	J. Craig-J. Johnston-L. Bari	71	3/6/48	b4/3/48
825	Mickey *C (C)F	L. Butler-B. Goodwin-I. Hervey	87	6/23/48	b6/19/48
819	Noose Hangs High (C)F	Abbott-Costello-Downs-Calleia	77	4/17/48	b4/10/48
818	October Man, The (D)A	J. Mills-J. Greenwood-E. Chapman	85	3/20/48	b9/6/47
813	Open Secret (D)A	J. Ireland-J. Randolph-R. Bohnen	70	5/5/48	b7/17/48
801	Out of the Blue (C)A	G. Brent-V. Mayo-T. Bey	87	10/11/47	b8/30/47
822	Raw Deal (D)A	D. O'Keefe-C. Trevor-M. Hunt	79	5/26/48	b5/22/48
804	Return of Rin Tin Tin (D)F (Color)	D. Woods-B. Blake-C. Drake	67	11/1/47	b11/8/47
816	Ruthless (D)A	Z. Scott-L. Hayward-D. Lynn	102	4/3/48	b4/3/48
811	Smugglers, The *T (D)A	Michael Redgrave-Jean Kent	85	1/31/48	b4/12/47
827	Spiritualist, The	T. Bey-L. Bari-C. O'Donnell	79	7/7/48	
823	Sword of the Avenger (D)A	R. Del Gado-Sigrid Gurie	72	6/2/48	b5/15/48
809	T-Men (D)F	Dennis O'Keefe-Mary Meade	91	1/10/48	b12/20/47
814	Take My Life (D)F	Greta Gynt-Hugh Williams	80	2/28/48	b5/17/47
805	Whispering City (D)A	H. Dantine-P. Lukas-M. Anderson	89	11/15/47	b11/15/47

COMING

	Adventures of Gallant Bess *C (D)	Cameron Mitchell-Audrey Long			a3/20/48
	Big Cat, The *T	Lon McCallister-Peggy Ann Garner			
	Born to Fight	Scott Brady-Anabel Shaw			a6/5/48
	Broken Journey (D)A	P. Calvert-M. Grahame-F. L. Sullivan	89		b4/24/48
	Calendar, The (C)A	Greta Gynt-John McCallum	79		b6/5/48
	Hollow Triumph	Paul Henreid-Joan Bennett			a5/15/48
	Inside the Wall	L. Bremer-R. Carlson-T. Henry			
	It Always Rains on Sundays	G. Withers-J. Warner	92		b11/29/47
	Lady at Midnight	R. Denning-F. Rafferty-J. Searle			a5/29/48
	Let's Live a Little	Hedy Lamarr-Robert Cummings			a6/5/48
	Man Wanted	Anabel Shaw-Robert Lowery			
	Million Dollar Weekend	G. Raymond-O. Massen-F. Lederer			
	Mystic, The	T. Bey-C. O'Donnell-L. Bari			a5/15/48
830	Northwest Stampede *C (C)F	J. Leslie-J. Craig-J. Oakie	79	7/28/48	b7/3/48
828	Oliver Twist (D)F	R. Newton-A. Guinness-K. Walsh	116	7/14/48	b7/3/48
	Philo Vance's Peril	W. Wright-L. Belasco-R. Ames			b1/25/47
	Red Stallion in the Rockies *C	Red Stallion-Arthur Franz			
829	Shed No Tears	W. Ford-J. Vincent-R. Scott	70	7/21/48	a5/29/48
	Strange Mrs. Crane, The	M. Lord-P. Watkin-J. McGuire			
	29 Clues	Richard-Basehart-Scott-Brady			
	Tulsa *T	S. Hayward-R. Preston-P. Armendariz			

Westerns (Current)

851	Black Hills	Eddie Dean	58	10/25/47	
853	Check Your Guns (W)F	E. Dean-R. Ates-N. Gates	55	1/24/48	b11/22/47
856	Hawk of Powder River, The (W)F	E. Dean-R. Ates-J. Holt	54	4/10/48	b3/27/48
857	Prairie Outlaws	E. Dean-R. Ates-J. Holt	57	5/12/48	
852	Shadow Valley (W)F	E. Dean-R. Ates-J. Holt	58	11/29/47	b12/13/47
758	Stage to Mesa City (W)F	Lash LaRue-Fuzzy St. John	52	11/1/47	b1/31/48
858	Tioga Kid, The (W)F	E. Dean-R. Ates-J. Holt	54	6/17/48	b3/20/48
854	Tornado Range (W-S)F	Eddie Dean-Roscoe Ates-J. Holt	56	2/21/48	2/21/48
855	Westward Trail, The (W)F	E. Dean-R. Ates-P. Planchard	56	3/13/48	b3/13/48

Westerns (Coming)

	Gun Fighter	Lash LaRue-Fuzzy St. John-Mary Scott			a12/18/47

FILM CLASSICS

CURRENT

	Blonde Ice (D)A	Leslie Brooks-Robert Paige	73	May '48	b5/22/48
	Devil's Cargo (M)A	J. Calvert-R. Hudson-R. Karns	61	Apr. '48	b3/20/48
	Discovery (Doc)F	Admiral Byrd-Members of Expedition	74	Jan. '48	b4/24/48
	For You I Die (D)A	C. Downs-P. Langton-M. Auer	76	Jan. '48	b1/3/48
	Furia (D)A	Isa Pola-Rosanno Brazzi	89	Jan. '48	b10/25/47
	Miraculous Journey *C	R. Calhoun-A. Long-V. Grey		July '48	
	Money Madness	H. Beaumont-F. Rafferty-H. Warde	73	Apr. '48	b4/3/48
	Sofia *C	Gene Raymond-Sigrid Gurie		July '48	
	Spirit of West Point (D)F	Glenn Davis-Felix Blanchard	77	Nov. '47	b10/4/47
	The Argyle Secrets (My)F	W. Gargan-M. Lord-R. Byrd	63	May '48	b4/24/48
	Unknown Island *C	V. Grey-B. MacLane-P. Reed			
	Will It Happen Again? (Doc)A	Adolph Hitler-Eva Braun	62	May '48	b5/22/48
	Women in the Night (D)A	Tala Birell-William Henry	90	Jan. '48	b1/17/48

METRO-GOLDWYN-MAYER

CURRENT

831	A Date With Judy *T (C)F	W. Beery-J. Powell-E. Taylor	113	July '48	b6/19/48
818	Alias a Gentleman (C-D)A	W. Beery-T. Drake-D. Patrick	76	Mar. '48	b2/7/48
800	B. F.'s Daughter (D)A	B. Stanwyck-Heflin-C. Coburn	108	Apr. '48	b2/21/48
827	Big City (D)M	M. O'Brien-R. Preston-D. Thomas	103	June '48	b3/27/48
819	Bride Goes Wild, The (C)F	V. Johnson-J. Allyson-B. Jenkins	97	Mar. '48	b2/28/48
813	Cass Timberlane (D)A	Spencer Tracy-Lana Turner	119	Jan. '48	b11/8/47
807	Desire Me (D)A	G. Garson-Richard Hart	90	Oct. '47	b9/27/47
	Easter Parade *T (M)F	J. Garland-F. Astaire-P. Lawford	103	July '48	b5/29/48
810	Good News (M-C)F *T	June Allyson-Peter Lawford	95	Dec. '47	b12/6/47
811	Green Dolphin Street (D)F	Lana Turner-Van Heflin	141	Nov. '47	b10/18/47
815	High Wall (D)A	R. Taylor-A. Totter-H. Marshall	99	Feb. '48	b12/20/47
826	Homecoming (D)A	Gable-Turner-Baxter-Hodiak	113	May '48	b4/10/48
728	Hucksters, The (C-D)A	C. Gable-D. Kerr-A. Menjou	115	Aug. '47	b6/28/47
814	If Winter Comes (D)A	W. Pidgeon-D. Kerr-A. Lansbury	97	Jan. '48	b12/27/47
809	Killer McCoy (D)A	M. Rooney-A. Blyth-B. Donlevy	104	Dec. '47	b10/25/47
805	Merton of the Movies (C)F	Red Skelton-Virginia O'Brien	82	Oct. '47	b7/18/47
825	Pirate, The *T (M)A	J. Garland-G. Kelly-W. Slezak	102	June '48	b4/3/48
	Search, The (D)F	Montgomery Clift-Aline MacMahon	105	July '48	b3/27/48
708	Show-Off, The (C)F	R. Skelton-Marilyn Maxwell	83	Dec. '47	b8/18/47
804	Song of Love (D-M)A	K. Hepburn-P. Henreid-R. Walker	118	Oct. '47	b7/26/47
824	State of the Union	S. Tracy-K. Hepburn-V. Johnson	124	Apr. '48	b3/27/48
821	Summer Holiday *T (C)A	Rooney-De Haven-Huston-Morgan	92	5/20/48	b3/13/48
816	Tenth Avenue Angel (D)F	M. O'Brien-A. Lansbury-G. Murphy	74	Feb. '48	b1/17/48

Title	*Company*
Challenge, The	20th-Fox
Checkered Coat, The	20th-Fox
Cheyenne	WB
Chicken Every Sunday	20th-Fox
Cleopatra Arms	WB
Closeup	EL
Cobra Strikes	EL
Command Decision	MGM
Corpse Came C. O. D., The	Col.
Corridor of Mirrors	U-I
Counterfeiters, The	20th-Fox
Countess of Monte Cristo	U-I
Cowboy Cavalier	Mono.
Crack Up	RKO
Creeper, The	20th-Fox
Crime Doctor's Gamble	Col.
Crimson Key, The	20th-Fox
Criss-Cross	U-I
Cry Wolf	WB

D

Daisy Kenyon	20th-Fox
Danger Woman	U-I
Dangerous Years	20th-Fox
Daredevils of the Clouds	Rep.
Dark Circle	Para.
Dark Delusion	MGM
Dark Past	Col.
Daughter of Darkness	Para.
Dead Don't Dream, The	UA
Dear Ruth	Para.
Decision of Christopher Blake	WB
Deep Waters	20th-Fox
Denver Kid, The	Rep.
Design for Death	RKO
Desire Me	MGM
Devil Ship	Col.
Dick Tracy's Dilemma	RKO
Disaster	Para.
Discovery	FC
Docks of New Orleans	Mono.
Down to Earth	Col.
Dragnet	SG
Dream Girl	Para.
Drums Along the Amazon	Rep.
Dude Goes West, The	Allied
Duel in the Sun	Selznick
Dynamite	Para.

E

Easter Parade	MGM
Easy to Wed	MGM
Embraceable You	WB
Emperor Waltz, The	Para.
Enchanted	RKO
Enchanted Valley	EL
Escape	20th-Fox
Escape Me Never	WB
Every Girl Should Be Married	RKO
Exile, The	U-I
Eyes of Texas	Rep.

F

FBI Meets Scotland Yard	Col.
Fabulous Texan, The	Rep.
False Paradise	UA
Fame Is the Spur	U-I
Family Honeymoon	U-I
Feudin', Fussin' and A-Fightin'	U-I
Fiesta	MGM
Fighter Squadron	WB
Fighting Back	20th-Fox
Fighting Father Dunne	RKO
Fighting Mad	Mono.
Flame, The	Rep.
Flaxy Martin	WB
Forever Amber	20th-Fox
For the Love of Mary	U-I
For You I Die	FC
Fort Apache	RKO
Four Faces West	UA
Foxes of Harrow, The	20th-Fox
French Leave	Mono.
Fugitive	RKO
Fuller Brush Man	Col.
Furia	FC
Fury at Furnace Creek	20th-Fox

G

Gallant Blade	Col.
Gallant Legion, The	Rep.
Gangster, The	Allied
Gas House Kids in Hollywood	EL
Gay Intruders	20th-Fox
Gay Ranchero, The	Rep.
Gas House Kids Go West	EL
Gentleman from Nowhere	Col.
Gentleman's Agreement	20th-Fox
Girl From Jones Beach	WB
Girl from Manhattan, The	UA
Give My Regards to Broadway	20th-Fox
Glamour Girl	Col.
Golden Earrings	Para.
Golden Eye, The	Mono.
Good News	MGM
Good Sam	RKO
Good Time Girl	U-I
Great Expectations	U-I
Great Gatsby, The	Para.
Green Dolphin Street	MGM
Green for Danger	EL
Green Grass of Wyoming	20th-Fox
Guilt of Janet Ames	Col.
Guns of Hate	RKO

H

Half-Past Midnight	20th-Fox
Hamlet	U-I
Hat Box Mystery	SG

Title	Company
Hatter's Castle	Para.
Hazard	Para.
Heading for Heaven	EL
Hearsay	Col.
Heartaches	EL
Heart of Virginia	Rep.
Heiress, The	Para.
Henry the Fifth	UA
Her Husband's Affairs	Col.
Her Wonderful Life	Col.
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High Tension	Mono.
High Tide	Mono.
High Wall	MGM
Hills of Home	MGM
Hollow Triumph	EL
Hollywood Barn Dance	SG
Homecoming	MGM
Homicide for Three	Rep.
Honeymoon	RKO
Hoppy's Holiday	UA
Hucksters, The	MGM
Hungry Hill	U-I
Hunted, The	Allied

I

I Became a Criminal	WB
I Cover Big Town	Para.
Idol of Paris	WB
If I'm Lucky	20th-Fox
If Winter Comes	MGM
If You Knew Susie	RKO
I, Jane Doe	Rep.
I Know Where I'm Going	U-I
I Love Trouble	Col.
Indian Agent	RKO
Indian Scout	UA
Indian Summer	RKO
Inside the Wall	EL
Interference	RKO
Intrigue	UA
I Remember Mama	RKO
Iron Curtain	20th-Fox
Isn't It Romantic?	Para.
I Surrender Dear	Col.
It Always Rains on Sunday	EL
It Had to Be You	Col.
Ivy	U-I
I Walk Alone	Para.
I Wouldn't Be in Your Shoes	Mono.

J

Jassy	U-I
Jiggs & Maggy in Society	Mono.
Jimmy Steps Out	Astor
Jinx Money	Mono.
Joan of Arc	RKO
Joe Palooka in Fighting Mad	Mono.
Joe Palooka in the Knockout	Mono.
Joe Palooka in Winner Take All	Mono.
John Loves Mary	WB
Johnny Belinda	WB
Julia Misbehaves	MGM
June Bride	WB
Jungle Goddess	SGP

K

Key Largo	WB
Key Witness	Col.
Kidnapped	Mono.
Killer McCoy	MGM
Kilroy Was Here	Mono.
King of the Bandits	Mono.
King of the Gamblers	Rep.
Kings of the Olympics (Pt. 1)	UA
Kiss in the Dark	WB
Kissing Bandit	MGM

L

Ladies of the Chorus	Col.
Lady at Midnight	EL
Lady from Shanghai, The	Col.
Laff-Time	UA
Larceny	U-I
Last of the Badmen	Allied
Last of the Redmen	Col.
Law and Martin Rome, The	20th-Fox
Le Silence est D'Or	RKO
Leave It to the Irish	20th-Fox
Let's Live a Little	EL
Letter from an Unknown Woman	U-I
Let's Fall in Love	Col.
Let's Live Again	20th-Fox
Lighthouse	EL
Lightnin' in the Forest	Rep.
Linda Be Good	EL
Little Miss Broadway	Col.
Little Women	MGM
Locker, The	RKO
Lone Wolf in London	Col.
Long Denial, The	RKO
Look for the Silver Lining	WB
Loser Take All	Col.
Lost Moment's, The	U-I
Lost One, The	Col.
Louisiana	Mono.
Love from a Stranger	EL
Lovers, The	Col.
Loves of Carmen	Col.
Luck of the Irish, The	20th-Fox
Lulu Belle	Col.
Luxury Liner	MGM

COMING

808	This Time for Keeps *T (M-S)	E. Williams-L. Melchior	105	Nov. '47	b10/11/47
317	Three Daring Daughters *T (M)F	J. MacDonald-J. Iturbi-J. Powell	115	Mar. '48	b2/14/48
	A Southern Yankee	R. Skelton-B. Donlevy-A. Dahl		Aug. '48	a6/29/48
	Act of Violence	Van Heflin-Robert Ryan			
	Bribe, The	Taylor-Gardner-Laughton-Hodiak			
	Command Decision	Gable-Hodiak-Johnson-Pidgeon			
	Hills of Home *T	Lassie-E. Gwenn-J. Leigh			a11/15/47
	Julia Misbehaves	G. Garson-W. Pidgeon-C. Romero		Aug. '48	a5/29/48
	Kissing Bandit, The *T	F. Sinatra-K. Grayson			a8/23/48
	Little Women *T	Allyson-O'Brien-Taylor-Lawford			
	Luxury Liner *T	G. Brent-F. Gifford-J. Powell			a11/15/47
	No Minor Vices	Dana Andrews-Lilli Palmer			
	Numbers Racket, The	John Garfield-Thomas Gomez			
828	On An Island With You *T (M)F	E. Williams-P. Lawford	107		b5/1/48
	Piccadilly Incident (D)A	Anna Neagle-Michael Wilding	88		b8/31/47
	Search, The (D F	Montgomery Clift-Aline MacMahon	105		b3/27/48
	Stormy Waters (D)A	J. Gabin-M. Morgan	77		b8/9/47
	Sun in the Morning *T	J. MacDonald-C. Jarman, Jr.J-Lassie			
	Three Godfathers *T	J. Wayne-P. Armendariz-H. Carey, Jr.			
	Three Musketeers *T	Turner-Kelly-Heflin-Allyson		Sept. '48	a5/22/48
	Words and Music *T	J. Garland-M. Rooney-T. Drake			

MONOGRAM

CURRENT

4708	Angels' Alley (D)F	L. Gorcey-H. Hall-B. Benedict	67	3/21/48	b1/31/48
4713	Campus Sleuth (My)F	F. Stewart-J. Preisser-B. Sherwood	57	4/18/48	b6/5/48
626	Chinese Ring, The (My)F	R. Winters-W. Douglas-V. Sen Young	68	12/6/47	b12/27/47
4712	Docks of New Orleans (My)F	Roland Winters-Victor Sen Young	64	4/4/48	b5/15/48
4709	Fighting Mad (D)F	L. Errol-J. Kirkwood-E. Knox	75	2/7/48	b2/21/48
4714	French Leave (C-D)F	Jackie Cooper-Jackie Coogan	64	4/25/48	b5/8/48
4720	Golden Eye, The	R. Winters-M. Moreland	69	8/22/48	
4701	High Tide (D)A	Lee Tracy-D. Castle-A. Shaw	72	10/11/47	b8/9/47
4716	I Wouldn't Be in Your Shoes (My)A	Don Castle-Elyse Knox	70	5/23/48	b5/8/48
4704	Jiggs & Maggie in Society (C)F	Joe Yule-Renie Riano	67	1/10/48	b2/14/48
4717	Jinx Money (My)F	Gorcey-Hall-Caldwell-McKay	68	6/27/48	b5/22/48
4719	Joe Palooka in Winner Take All	Joe Kirkwood, Jr.-Elyse Knox			a6/19/49
4702	Joe Palooka in the Knockout (D)F	Joe Kirkwood, Jr.-Elyse Knox	72	10/18/47	b8/30/47
624	King of the Bandits	G. Roland-C. Martin-A. Greene	66	11/8/47	
4703	Louisiana (C-D)F	Jimmie Davis-Margaret Lindsay	85	11/1/47	b8/9/47
4707	Perilous Waters (D)A	D. Castle-A. Long	64	2/14/48	a12/13/47
4705	Rocky (D)F	Roddy McDowall-"Rags"-E. Barrier	76	3/7/48	b5/8/48
4710	Rose of the Rio Grande	Movita-John Carroll	60	3/14/48	
627	Smart Politics (M-C)F	F. Stewart-J. Preisser-F. Darro	68	1/3/48	b3/6/48
4715	Stage Struck (D)A	Audrey Long-Kane Richmond	71	6/13/48	b5/15/48

COMING

	High Tension	Bowery Boys			
	Kidnapped	Roddy McDowall-Ferris Taylor			
	Michael O'Halloran (D)F	Scotty Beckett-Allene Roberts	79		b6/19/48
	Music Man	Phil Brito-Freddie Stewart			
	My Brother Jonathan (D)A	M. Denison-D. Gray	105	Oct. '48	b3/13/48
4718	Shanghai Chest, The	R. Winters-D. Best-J. Alvin	65	7/11/48	
4801	Sixteen Fathoms Deep (D)F	L. Chaney-A. Lake-T. Chandler		7/25/48	b6/12/48
	Smugglers' Cove	L. Gorcey-H. Hall-G. Dell			a6/5/48
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	Nov. '48	b3/29/47

Westerns (Current)

4762	Cowboy Cavalier	J. Wakely-C. Taylor		7/4/48	
4755	Crossed Trails	Johnny Mack Brown-Raymond Hatton	53	4/11/48	
4756	Frontier Agent	Johnny Mack Brown-Raymond Hatton	56	5/16/48	
674	Gun Talk (W)F	J. M. Brown-R. Hatton-C. McIntyre	57	12/20/47	b1/3/48
624	King of the Bandits (D)F	G. Roland-C. Martin-A. Greene	66	11/8/47	b10/18/47
4761	Oklahoma Blues	J. Wakely-C. Taylor-V. Belmont		3/28/48	
4751	Overland Trail	J. Mack Brown-R. Hatton-V. Belmont	58	1/31/48	
	Partners in the Sunset	Jimmy Wakely-Cannonball Taylor		5/6/48	
4766	Range Renegades	J. Wakely-C. Taylor-C. Larson	54	6/6/48	
686	Song of the Drifter	J. Wakely-C. Taylor-M. Coles	53	1/17/48	
4752	Triggerman	Johnny Mack Brown-Raymond Hatton	56	6/20/48	

Westerns (Coming)

4757	Back Trail	Johnny Mack Brown-Raymond Hatton	54	7/18/48	
	Fighting Ranger	Johnny Mack Brown-Raymond Hatton			
	Silver Trails	Wakely-Taylor-Larson			

PARAMOUNT

CURRENT

4702	Adventure Island *C (D)A	R. Calhoun-R. Fleming-B. Kelly	67	10/10/47	b8/9/47
4709	Albuquerque *C (WD)F	R. Scott-B. Britton-G. Hayes	89	2/20/48	b1/24/48
4713	Big Clock, The (M-D)A	R. Milland-C. Laughton-M. O'Sullivan	95	4/9/48	b2/21/48
4706	Big Town After Dark (D)A	Philip Reed-Hillary Brooke	69	12/12/47	b11/22/47
4711	Caged Fury (D)F	Richard Denning-Sheila Ryan	61	3/5/48	b2/14/48
4720	Emperor Waltz, The *T (C)F	Bing Crosby-Joan Fontaine	103	7/2/48	b5/8/48
4703	Golden Earrings (D)A	Marlene Dietrich-Ray Milland	95	10/31/47	b8/30/47
4718	Hatter's Castle (D)A	R. Newton-J. Mason-D. Kerr	105	6/18/48	b4/17/48
4716	Hazard (C)F	P. Goddard-M. Carey-F. Clark	100	5/28/48	b3/20/48
4708	I Walk Alone (D)F	B. Lancaster-L. Scott-K. Douglas	96	1.16/48	b12/20/47
4712	Mr. Reckless (D)F	W. Eythe-B. Britton-W. Catlett	66	3/26/48	b2/28/48
4707	Road to Rio (C)F	B. Crosby-B. Hope-D. Lamour	101	12/25/47	b11/22/47
4710	Saigon (D)A	A. Ladd-V. Lake-D. Dick	94	3/12/48	b2/7/48
4714	Sainted Sisters, The (C-D)A	V. Lake-J. Caulfield-B. Fitzgerald	89	4/30/48	b3/13/48
4717	Shaggy *C (D)F	B. Joyce-G. Nokes-R. Shayne	71	6/11/48	b4/17/48
4715	Speed to Spare (D)F	R. Arlen-J. Rogers-R. Travis	57	5/14/48	b3/13/48
4725	Unconquered *T (D)F	Gary Cooper-Paulette Goddard	146	4/2/48	b9/27/47
4719	Waterfront at Midnight (D)A	W. Gargan-M. B. Hughes-R. Travis	63	6/25/48	b5/8/48
4613	Welcome Stranger (CD)F	Bing Crosby-Barry Fitzgerald	107		b5/3/47
4704	Where There's Life (C)A	B. Hope-S. Hasso-W. Berdix	75	11/21/47	b10/11/47

COMING

	A Connecticut Yankee *T (MC)	B. Crosby-R. Fleming			a1/31/48
	Accused, The	L. Young-R. Cummings-W. Corey			a6/19/48
4724	A Foreign Affair (C)A	J. Arthur-M. Dietrich-J. Lund	116	8/20/48	b6/19/48
4726	Beyond Glory (D)F	A. Ladd-D. Reed-G. Macready	82	9/3/48	b6/19/48
4722	Big Town Scandal (D)F	Philip Reed-Hillary Brooks	61	7/30/48	b
	Dark Circle	R. Milland-T. Mitchell-A. Totter			
	Daughter of Darkness (D)A	Anne Crawford-Maxwell Reed	91		b2
	Disaster	R. Denning-T. Marshall-D. O'Flynn			a6/19/48
4721	Dream Girl (C)F	B. Hutton-M. Carey-P. Knowles	85	7/23/48	b5/8/48
	Dynamite	William Gargan-Leslie Brooks			a6/12/48
	Great Gatsby, The	A. Ladd-B. Field-B. Sullivan			a6/12/48
	Heiress, The	De Havilland-Richardson-Clift-Hopkins			
	Isn't It Romantic?	Lake-DeWolfe-Knowles-Freeman			a5/29/48
	My Own True Love (D)	Phyllis Calvert-M. Douglas			a8/16/47
	Night Has a Thousand Eyes, The (D)	E. G. Robinson-J. Lund			a8/9/47
	Now and Forever	C. Rains-M. Carey-W. Hendrix			a5/15/48
	Paleface, The *T	Bob Hope-Jane Russell			a9/13/47
	Sealed Verdict (D)	Ray Milland-Florence Marly			a3/6/48
	Special Agent	W. Eythe-L. Elliott-C. Mathews			a6/26/48
4723	So Evil My Love (D)A	R. Milland-A. Todd-G. Fitzgerald	109	8/6/48	b3/13/48

Sorrowful Jones	Bob Hope-Lucille Ball		
Sorry, Wrong Number	B. Stanwyck-B. Lancaster-A. Richards		a5/15/48
Tatlock Millions	Henrix-Lund-Fitzgerald-Woolley		a6/19/48
Whispering Smith *T	A. Ladd-R. Preston-B. Marshall		a6/14/47

RKO RADIO

CURRENT

					Trade Shown
814	Arizona Ranger, The (D)F	T. Holt-J. Holt-N. Leslie	63	May '48	b4/3/48
751	Best Years of Our Lives, The (D)A	D. Andrews-M. Loy-F. March	172	Dec. '47	b11/23/46
815	Berlin Express (D)R	Oberon-Ryan-Korvin-Lukas	86	June '48	b4/10/48
852	Bishop's Wife, The (D)A	C. Grant-L. Young-D. Niven	108	Nov. '47	b11/22/47
871	Design for Death (Doc)F	Japanese Cast	48	Jan. '48	b2/7/48
816	Fighting Father Dunne (D)F	Pat O'Brien-Darryl Hickman	93	June '48	b4/10/48
870	Fort Apache (D)A	J. Wayne-H. Fonda-S. Temple	127	Mar. '48	b3/13/48
863	Fugitive, The (D)A	Henry Fonda-Dolores Del Rio	104	Nov. '47	b11/8/47
819	Guns of Hate (W)F	Tim Holt-Nan Leslie	61	June '48	b5/22/48
811	If You Knew Susie (C)F	E. Cantor-J. Davis-A. Joslyn	90	Jan. '48	b2/7/48
868	I Remember Mama (C-D)F	I. Dunne-B. Bel Geddes-O. Homolka	134	Mar. '48	b3/13/48
893	Melody Time *T (M)F	R. Rogers-D. Day-Andrews Sisters	75	7/1/48	b5/22/48
869	Miracle of the Bells (D)	F. MacMurray-Valli-F. Sinatra	120	Mar. '48	b3/6/48
865	Mourning Becomes Electra (D)A	R. Russell-K. Paxinou-R. Massey	173	Nov. '47	b11/22/47
806	Night Song (D)A	D. Andrews-M. Oberon-E. Barrymore	102	Nov. '47	b11/15/47
810	Out of the Past (D)A	Robert Mitchum-Jane Greer	96	Nov. '47	b11/22/47
867	Pearl, The (D)A	Pedro Armendariz-Maria Elena Marques	78	Feb. '48	b2/14/48
821	Race Street (D)A	G. Raft-W. Bendix-M. Maxwell	79	July '48	b5/15/48
817	Return of the Badmen (W)A	Randolph Scott-Anne Jeffreys	90	July '48	b5/15/48
807	So Well Remembered (D)A	M. Scott-J. Mills	86	Nov. '47	b11/1/47
813	Tarzan and the Mermaids (D)F	Weissmuller-Joyce-Christian	67	May '48	b4/3/48
866	Tycoon *T (D)F	John Wayne-Laraine Day	128	Dec. '47	b12/6/47
812	Western Heritage (W)F	Tim Holt-Nan Leslie	61	Jan. '48	b1/31/48
808	Wild Horse Mesa (W)F	Tim Holt-Nan Leslie	61	Nov. '47	b11/22/47

COMING

A Song Is Born *T (M)	D. Kaye-V. Mayo-B. Goodman	Oct. '48		a3/20/48
Baltimore Ecapade	R. Young-S. Temple-J. Agar			
Blood on the Moon	Mitchum-Bel Geddes-Preston-Brennan			a6/12/48
Bodyguard	Lawrence Tierney-Priscilla Lane			a7/3/48
Boy With Green Hair *T	O'Brien-Ryan-Hale-Stockwell			a6/12/48
Brothers in the Saddle	T. Holt-R. Martin-R. Powers			
Enchanted	David Niven-Teresa Wright	Nov. '48		a7/3/48
Every Girl Should Be Married	C. Grant-F. Tone-D. Lynn			
Good Sam (C)	Gary Cooper-Ann Sheridan	Sept. '48		a2/14/48
Indian Agent	T. Holt-R. Martin-N. Leslie			
Indian Summer (D)	A. Knox-A. Sothern-G. Tobias			a7/5/47
Interference	Mature-Ball-Tufts-Scott			
Joan of Arc *T (D)	I. Bergman-J. Ferrer-J. Emery			a1/3/48
864 Le Silence est D'Or (C)A	Maurice Chevalier-M. Derrien	89		b10/25/47
Long Denial, The	M. O'Hara-M. Douglas-B. Williams			a6/5/48
Mr. Joseph Young of Africa	Johnson-Armstrong-Toomey-Moore			
822 Mystery in Mexico (My)F	W. Lundigan-J. White-R. Cortez	65		b6/26/48
Outlaw Valley	Tim Holt-Richard Martin			
Rachel and the Stranger (D)	L. Young-W. Holden-R. Mitchum	Nov. 48		a12/27/47
Roughshod (D)	R. Sterling-C. Jarman-G. Grahame			a9/6/47
Set-Up, The	Robert Ryan			
Station West (D)	D. Powell-J. Greer-A. Moorehead	Nov. '48		a12/13/47
Tarzan and the Arrow of Death	L. Barker-E. Ankers-B. Joyce			
820 Twisted Road, The (D)A	C. O'Donnell-F. Granger-H. DaSilva	95	Sept. '48	b6/26/48
Variety Time	Paar-Carle-Errol-Kennedy			
872 Velvet Touch, The (D)	Russell-Genn-Trevor-Greenstreet	Aug. '48		a2/14/48
Weep No More	Cotten-Valli-Paar-Byington			a7/3/48
Window, The	B. Hale-B. Driscoll-A. Kennedy			a5/15/48

REPUBLIC

CURRENT

728	Bill and Coo *U (N)F	George Burton's Birds	61	3/28/48	b12/27/47
703	Campus Honeymoon (MC)F	Wilde Twins-R. Crane-A. Mara	61	2/1/48	b1/31/48
624	Fabulous Texan, The (W)F	W. Elliott-J. Carroll-C. McLeod	95	11/9/47	b11/8/47
628	Flame, The (D)A	J. Carroll-V. Ralston-R. Paige	97	11/24/47	b1/10/48
644	Gay Ranchero *U (W)F	R. Rogers-T. Guizar-J. Frazee	72	1/10/48	b1/31/48
707	Heart of Virginia (D)F	Janet Martin-Robert Lowery	60	4/25/48	b5/8/48
710	I, Jane Doe (D)F	R. Hussey-J. Carroll-V. Ralston	85	5/25/48	b5/15/48
705	Inside Story, The (C-D)F	M. Hunt-W. Lundigan-C. Winninger	87	3/14/48	b3/27/48
709	King of the Gamblers (D)A	Janet Martin-William Wright	60	5/10/48	b6/5/48
706	Lightnin' in the Forest (D)F	L. Roberts-D. Barry-W. Douglas	58	3/25/48	b4/24/48
704	Madonna of the Desert (D)F	L. Roberts-D. Castle-D. Barry	60	2/23/48	b3/13/48
701	Main Street Kid, The (C)F	A. Pearce-J. Martin-A. Mowbray	64	1/1/48	b1/17/48
708	Old Los Angeles (W)	W. Elliott-J. Carroll-C. McLeod	88	4/25/48	a1/17/48
648	On the Old Spanish Trail *U (W)F	R. Rogers-T. Guizar-J. Frazee	75	10/15/47	b10/25/47
711	Secret Service Investigator (D)F	Lynn Roberts-Lloyd Bridges	60	5/31/48	b6/5/48
702	Snippy McGee (D)A	D. Barry-D. Evans-T. Brown	65	1/15/48	b1/24/48
712	Train to Alcatraz	W. Phipps-D. Barry-J. Martin	60	6/28/48	a5/22/48
731	Under California Stars *U (W)F	R. Rogers-J. Frazee-A. Devine	70	5/1/48	b5/15/48

COMING

Angel in Exile	Carroll-Mara-Gomez-Bedoya			
Daredevils of the Clouds	Robert Livingston-Mae Clark	8/3/48		a5/22/48
Drums Along the Amazon	Brent-Ralston-Aherne-Bennett			
732 Eyes of Texas *U	Rogers-Roberts-Sons of Pioneers	70	7/15/48	
715 Gallant Legion, The (W)F	W. Elliott-J. Schildkraut-A. Booth	88	7/25/48	b5/29/48
Homicide for Three	W. Douglas-A. Young-G. Withers			
Macbeth (D)	O. Welles-J. Nolan-R. McDowell			a8/23/48
714 Moonrise	D. Clark-G. Russell-E. Barrymore	90	7/11/48	a5/8/48
Out of the Storm	Jimmy Lydon-Lois Collier			
Plunderers, The *U	R. Cameron-I. Massey-A. Booth			
Red Pony, The *T (D)	M. Loy-R. Mitchum-L. Calhern			a10/25/47
Sons of Adventure	Russell Hayden-Lynne Roberts			

Westerns (Current)

752	Bandits of Dark Canyon (W)F	Allan Lane-Bob Steele	59	12/15/47	b12/13/47
754	Bold Frontiersman, The (W)F	Allan Lane-Black Jack	60	4/15/48	b5/8/48
654	California Firebrand *U (W)F	Monte Hale-Adrian Booth	63	4/1/48	b5/8/48
755	Carson City Raiders (W)F	A. Lane-E. Waller-B. Jons	60	5/13/48	b5/29/48
753	Oklahoma Badlands (W)F	A. "Rocky" Lane-Black Jack	59	2/22/48	b4/24/48
656	Timber Trail *U	Monte Hale-Lynne Roberts	67	6/15/48	
652	Under Colorado Skies *U	Monte Hale-Adrian Booth	65	12/15/47	b12/27/47
751	Wild Frontier, The (W)F	Allan "Rocky" Lane-Jack Holt	59	10/1/47	b10/11/47

Westerns (Coming)

Denver Kid, The	A. Lane-E. Waller-C. Gallagher		
Desperadoes of Dodge City	A. Lane-E. Waller-M. Coles		
Grand Canyon Trail *U	R. Rogers-A. Devine-F. Willing		
756 Marshal of Amarillo	Allan "Rocky" Lane-Eddy Waller	60	7/25/48
Nighttime in Nevada *T	Roy Rogers-Andy Devine		
Son of God's Country	Monte Hale		

SHOWMEN'S TRADE REVIEW

Title	Company
M	
Macbeth	Rep.
Madonna of the Desert	Rep.
Mad Wednesday	UA
Magic Bow	U-I
Main Street Kid	Rep.
Man-Eaters of Kumaon	U-I
Man of Evil	UA
Man from Colorado, The	Col.
Man from Texas	EL
Manhattan Angel	Col.
Man Wanted	EL
Mark of the Lash	SGP
Martin Rome	20th-Fox
Mary Lou	Col.
Mating of Millie	Col.
Meet Me at Dawn	20th-Fox
Melody Time	RKO
Merton of the Movies	MGM
Mexican Hayride	U-I
Michael O'Halloran	Mono.
Mickey	EL
Million Dollar Weekend	EL
Mine Own Executioner	20th-Fox
Miracle of the Bells	RKO
Miracle on 34th St.	20th-Fox
Miraculous Journey	FC
Mr. Blandings Builds His Dream House	SRO
Mr. Joseph Young of Africa	RKO
Mr. Peabody and the Mermaid	U-I
Mr. Reckless	Para.
Money Madness	FC
Monsieur Verdoux	UA
Moonrise	Rep.
Moss Rose	20th-Fox
Mourning Becomes Electra	RKO
Music Man	Mono.
My Brother Jonathan	Mono.
My Dear Secretary	UA
My Dog Rusty	Col.
My Dream Is Yours	WB
My Own True Love	Para.
Mystery in Mexico	RKO
My Girl Tisa	WB
My Wild Irish Rose	WB
Mystic, The	EL
N	
Naked City	U-I
Nicholas Nickelby	U-I
Night Beat	WB
Night Has a Thousand Eyes	Para.
Night Song	RKO
Night Unto Night	WB
No Minor Vices	MGM
Noose Hangs High	EL
Northwest Outpost	Rep.
Northwest Stampede	EL
Now and Forever	Para.
Numbers Racket, The	MGM
O	
Odd Man Out	U-I
O'Flynn, The	U-I
Oh Say Can You Sing	Univ.
Old Los Angeles	Rep.
Oliver Twist	EL
On an Island With You	MGM
On Our Merry Way	UA
On the Old Spanish Trail	Rep.
One Last Fling	WB
One Sunday Afternoon	WB
One Touch of Venus	U-I
Open Secret	EL
Other Love	UA
Out of the Blue	EL
Out of the Past	RKO
Out of the Storm	Rep.
Outlaw Valley	RKO
Outpost in Morocco	UA
P	
Paleface	Para.
Panhandle	Allied
Paradine Case	Selznick
Perilous Waters	Mono.
Perils of Pauline	Para.
Philo Vance Returns	EL
Philo Vance's Peril	EL
Piccadilly Incident	MGM
Pirate, The	MGM
Pirates of Monterey	U-I
Pitfall, The	UA
Plunderers, The	Rep.
Police Reporter	SGP
Port Said	Col.
Portrait of Jennie	SRO
Prairie, The	SG
Prince of Thieves	Col.
R	
Race Street	RKO
Rachel and the Stranger	RKO
Racing Luck	Col.
Raw Deal	EL
Red Pony, The	Rep.
Red River	UA
Red Stallion in the Rockies	EL
Relentless	Col.
Return of October	Col.
Return of Rin Tin Tin	EL
Return of the Whistler	Col.
Return of Wildfire	SGP
Rift-Raff	RKO
River Lady	U-I
Road House	20th-Fox
Road to Rio	Para.
Road to the Big House	SG
Robin Hood of Texas	Rep.
Rocky	Mono.

Title	Company
Rogues' Regiment	U-I
Romance on the High Seas	WB
Roosevelt Story, The	UA
Rope	WB
Rose of Santa Rose	Colo.
Rose of the Rio Grande	Mono.
Roses Are Red	20th-Fox
Roughshod	RKO
Rupert of Hentzau	SRO
Rusty Leads the Way	Col.
Rusty Saves a Life	Col.
Ruthless	EL

S

Saddle Pals	Rep.
Saigon	Para.
Sainted Sisters	Para.
Sand	20th-Fox
Saxon Charm, The	U-I
Scudda Hoo, Scudda Hay	20th-Fox
Sealed Verdict	Para.
Search, The	MGM
Secret Beyond the Door, The	U-I
Secret Life of Walter Mitty	RKO
Secret Service Investigator	Rep.
Senator Was Indiscreet	U-I
Sepia Cinderella	SGP
Set-Up, The	RKO
Seven Keys to Baldpate	RKO
Shaggy	Para.
Shanghai Chest, The	Mono.
Shed No Tears	EL
Show-Off	MGM
Silent Conflict	UA
Silver River	WB
Sinister Journey	UA
Sign of the Ram, The	Col.
Sitting Pretty	20th-Fox
Sixteen Fathoms Deep	Mono.
Sleep, My Love	UA
Slippy McGee	Rep.
Smart Girls Don't Talk	WB
Smart Politics	Mono.
Smart Woman	Allied
Smugglers, The	EL
Smugglers Cove	Mono.
Snake Pit, The	20th-Fox
Snowbound	U-I
So Evil My Love	Para.
Sofia	FC
Some Rain Must Fall	UA
Son of Rusty	Col.
Song of Idaho	Col.
Song of India	Col.
Song of Love	MGM
Song of My Heart	Allied
Sons of Adventure	Rep.
Sorrowful Jones	Para.
Sorry, Wrong Number	Para.
So This Is New York	UA
South of St. Louis	WB
So Well Remembered	RKO
Special Agent	Para.
Speed to Spare	Para.
Spirit of West Point	FC
Spiritualist, The	EL
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stage Struck	Mono.
State of the Union	MGM
Station West	RKO
Step-Child	EL
Stork Bites Man	UA
Strange Gamble	UA
Strawberry Roan	Col.
Strange Mrs. Crane, The	EL
Street With No Name	20th-Fox
Summer Holiday	MGM
Sun in the Morning	MGM
Sweet Genevieve	Col.
Sweetheart of the Blues	Col.
Sword of the Avenger	EL
Swordsman	Col.

T

Take My Life	EL
Tap Roots	U-I
Tarzan and the Arrow of Death	RKO
Tarzan and the Mermaids	RKO
Tatlock Millions, The	Para.
Tawny Pipit, The	U-I
Temptation Harbour	Mono.
Tender Is the Night	SRO
Tender Years, The	20th-Fox
Tenth Avenue Angel	MGM
Texas, Brooklyn & Heaven	UA
That Hagen Girl	WB
That Lady in Ermine	20th-Fox
That Wonderful Urge	20th-Fox
That's My Gal	Rep.
That's My Man	Rep.
The Argyle Secrets	FC
The Inside Story	Rep.
The Kissing Round-Up	Col.
The Open Secret	EL
The Window	RKO
They Ride By Night	SGP
Thirteen Lead Soldiers	20th-Fox
This Happy Breed	U-I
This Time for Keeps	MGM
This Was a Woman	20th-Fox
Three Daring Daughters, The	MGM
Three Godfathers	MGM
Three Musketeers	MGM
Three Wives	20th-Fox
Thunderbolt	Mono.
Thunder in the Valley	20th-Fox
Thunderhoof	Col.
Time of Your Life	UA
T-Men	EL
To the Ends of the Earth	Col.
To the Victor	WB
Trail of the Mounties	SG

SCREEN GUILD PRODUCTIONS — CURRENT

4703	Dragnet (My)A	H. Wilcoxon-M. Brian-D. Dumbrille	71	10/25/47		b7/12/47
	Jungle Goddess	G. Reeves-L. Leeds-Armita				
	Mark of the Lash	L. LaRue-A. St. John-P. Stewart				
X-3	Miracle in Harlem	Stepin Fetchit	71	5/14/48		
4615	Police Reporter	Wade-MacDonald-Blackley-Barnett	70			
4705	Prairie, The (D)	L. Aubert-A. Baxter	76	4/30/48		a12/27/47
	Return of Wildfire	R. Arlen-P. Morison-M. B. Hughes				
4706	Road to the Big House, The (D)A	J. Shelton-A. Doran-G. Williams	72	12/27/47		b11/1/47
X-1	Sepia Cinderella (C-M)A	Negro Cast	70	10/18/47		b7/26/47
4704	They Ride By Night (D)A	H. Daniels-V. Patton	78	10/11/47		b8/2/47
4708	Trail of the Mounties	R. Hayden-Jennifer Holt	42	2/21/48		
4707	Where the North Begins (D)F	R. Hayden-J. Holt-T. Coffin	40	12/13/48		b4/17/48

SELZNICK RELEASING ORGANIZATION — CURRENT

	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	138	4/17/47		b1/4/47
	Mr. Blandings Builds His Dream House (C)F	C. Grant-M. Loy-M. Douglas	94			b3/27/48
	Paradine Case, The (D)A	G. Peck-A. Todd-C. Laughton-Valli	132	Jan. '48		b1/3/48

COMING

	Portrait of Jennie (D)	J. Jones-J. Cotten-E. Barrymore				a11/1/47

20TH-FOX — CURRENT 1947-'48

809	An Ideal Husband *T (C-D)A	P. Goddard-M. Wilding-D. Wynyard	96	Mar. '48		b11/29/47
820	Anna Karenina (D)A	V. Leigh-R. Richardson-K. Moore	110	May '48		b2/28/48
817	Arthur Takes Over (C)F	Lois Collier-Richard Crane	63	May '48		b4/10/48
805	Call Northside 777 (D)A	J. Stewart-R. Conte-L. J. Cobb	111	Feb. '48		b1/24/48
801	Captain from Castile (D)F *T	T. Power-J. Peters-C. Romero	140	Jan. '48		b11/29/47
807	Challenge, The (D)F	T. Conway-J. Vincent-R. Stapley	68	Mar. '48		b2/28/48
825	Checkered Coat, The	T. Conway-N. Nash-H. Hatfield	67	July '48		
819	Counterfeiters, The (My)A	John Sutton-Doris Merrick	74	June '48		b6/5/48
731	Daisy Kenyon (D)A	J. Crawford-D. Andrews-H. Fonda	98	Dec. '47		b11/29/47
804	Dangerous Years (D)F	William Halop-Ann E. Todd	61	Feb. '48		b12/20/47
821	Deep Waters (D)F	D. Andrews-J. Peters-C. Romero	85	July '48		b7/3/48
733	Forever Amber *T (D)A	L. Darnell-C. Wilde-G. Sanders	140	Oct. '47		b10/11/47
729	Foxes of Harrow, The (D)A	R. Harrison-M. O'Hara-R. Haydn	119	Oct. '47		b9/27/47
815	Fury at Furnace Creek (W)	V. Mature-C. Gray	88	May '48		b4/10/48
806	Gentleman's Agreement (D)F	G. Peck-D. McGuire-J. Garfield	118	Mar. '48		b11/15/47
827	Give My Regards to Broadway *T (C)F	D. Dailey-C. Winninger-N. Guild	89	June '48		b5/22/48
818	Green Grass of Wyoming *T (D)F	P. Cummins-C. Coburn-R. Arthur	89	June '48		b4/24/48
808	Half Past Midnight (D)F	K. Taylor-P. Knudsen-J. Sawyer	69	Mar. '48		b3/6/48
816	Iron Curtain, The (D)A	D. Andrews-G. Tierney-J. Havoc	87	May '48		b5/8/48
813	Let's Live Again (D)F	J. Emery-J. Millican-T. Holmes	68	Apr. '48		b3/6/48
812	Meet Me at Dawn (C)A	W. Eythe-S. Holloway-B. Campbell	89	Apr. '48		b3/20/48
824	Mine Own Executioner (D)A	B. Meredith-K. Moore-D. Gray	102	July '48		b12/6/47
823	Street With No Name, The (Doc)A	M. Stevens-R. Widmark-L. Nolan	91	July '48		b6/26/48
734	Roses Are Red (My)A	Don Castle-Peggy Knudsen	67	Dec. '47		b11/8/47
811	Scudda Hoo, Scudda Hay *T (D)F	J. Haver-L. McCallister-W. Brennan	95	Apr. '48		b3/6/48
810	Sitting Pretty (C)A	R. Young-M. O'Hara-C. Webb	84	Apr. '48		b2/28/48
814	Thirteen Lead Soldiers (My)F	Tom Conway-Maria Palmer	66	Apr. '48		b6/5/48
720	Thunder in the Valley *T (D)F	P. A. Garner-L. McCallister-E. Gwenn	103	Nov. '47		b6/7/47
802	You Were Meant for Me (MC-D)F	J. Crain-D. Dailey-O. Levant	91	Feb. '48		b1/24/48

COMING

	A Man About the House	M. Johnson-D. Gray-K. Moore	94			b6/28/47
	Apartment for Peggy *T	J. Crain-W. Holden-E. Gwenn				a5/1/48
	Big Dan	C. Russell-V. Christine-G. Gray-Flame				a6/5/48
	Bungalow 13	Tom Conway-Margaret Hamilton				
	Chicken Every Sunday	D. Dailey-A. Young-C. Holm				
	Creeper, The	J. Baragrey-O. Stevens-E. Ciannelli				
822	Escape (D)A	Rex Harrison-Peggy Cummins	77			
828	Fighting Back	Paul Langton-Gary Gray	61	Aug. '48		
	Gay Intruders, The (C)A	John Emery-Tamara Geva	68			b6/19/48
	Luck of the Irish, The	T. Power-A. Baxter-C. Kellaway				a5/15/48
	Martin Rome	Victor Mature-Richard Conte				a5/8/48
	Road House	Lupino-Wilde-Holm-Widmark				a6/5/48
	Sand	M. Stevens-C. Gray-C. Grapewin				
	Snake Pit, The (D)	O. deHavilland-L. Genn-M. Stevens				a10/11/47
	That Lady in Ermine *T (M)	B. Grable-D. Fairbanks, Jr.				a1/31/48
	That Wonderful Urge	T. Power-G. Tierney-R. Gardiner				a6/19/48
	This Was a Woman (D)A	Sonia Dresdel-Barbara White				a1/24/48
	Three Wives	Darnell-Crain-Lynn-Sothern				
	Trouble Preferred	C. Russell-P. Knudsen-L. Roberts				a6/19/48
	Tucson	J. Lydon-P. Edwards-C. Russell				
	Unfaithfully Yours	R. Harrison-L. Darnell-R. Vallee	108			a5/29/48
826	Walls of Jericho, The (D)	C. Wilde-L. Darnell-A. Baxter	106	Aug. '48		
	West of Tomorrow	C. Miller-A. Franz-R. Jaeckel				
	When My Baby Smiles at Me *T	Grable-Dailey-Oakie-Havoc				a5/29/48
	While I Live (D)A	T. Walls-C. Evans-C. Raye	85			b10/18/47
829	Winner's Circle, The (Doc)F	Johnny Longden-Morgan Farley	75	Aug. '48		b6/19/48
	Yellow Sky *T	G. Peck-A. Baxter-R. Widmark				

UNITED ARTISTS — CURRENT

	Arch of Triumph (D)A Sp	I. Bergman-C. Boyer-C. Laughton	120	Mar. '48		b2/21/48
	Body and Soul (D)A	John Garfield-Lilli Palmer	105	Nov. '47		b8/16/47
	Christmas Eve (D)A	G. Raft-G. Brent-R. Scott-J. Blondell	89	Oct. '47		b11/1/47
	Four Faces West (D)F	J. McCrea-F. Dee-C. Bickford	90	5/15/48		b5/15/48
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134			b4/27/48
	Here Comes Trouble *C (C)F	B. Tracey-J. Sawyer-E. Parnell	50	4/9/48		b4/17/48
	Intrigue (D)A	G. Raft-J. Havoc-H. Carter	88	Dec. '47		b12/27/47
	Laff-Time	W. Tracy-P. Morgan-E. Janssen	110	4/9/48		
	Kings of the Olympics (Pt. 1) (Doc.) F	Bill Slater—Narrator	65	Apr. '48		b1/24/48
	Man of Evil (D)A	J. Mason-P. Calvert-A. Stephens	90	Jan. '48		b2/7/48
	Monsieur Verdoux (C-D)A	Charles Chaplin-Martha Raye	123	Oct. '47		b4/19/47
	On Our Merry Way	B. Meredith-P. Goddard-F. MacMurry	107	Feb. '48		b2/7/48
	Roosevelt Story, The F	K. Lynch-E. Begley-C. Lee	76	Nov. '47		b7/5/47
	Silent Conflict (W)F	W. Boyd-A. Clyde-R. Brooks	61	Apr. '48		b4/17/48
	Sleep, My Love (D)A	C. Colbert-D. Ameche-R. Cummings	97	Jan. '48		b1/17/48
	So This Is New York (C)F	H. Morgan-R. Vallee-H. Herbert	80	May '48		b5/15/48
	Time of Your Life (D)A	J. Cagney-Wm. Bendix-J. Cagney	109	5/27/48		b5/29/48
	Who Killed 'Doc' Robbin? *C (C)F	V. Grey-D. Castle-G. Zucco	51	Apr. '48		b5/8/48

COMING

	An Innocent Affair	Fred MacMurray-Madeleine Carroll
	Angry God, The	Alicia Parla-Casimiro Ortega
	Atlantis, The Lost Continent	Maria Montez-Jean Pierre-Aumont
	Borrowed Trouble	William Boyd-Andy Clyde
	Dead Don't Dream, The (W)	W. Boyd-A. Clyde
	False Paradise	Wm. Boyd-Andy Clyde
	Girl from Manhattan, The	Montgomery-Lamour-Laughton
	Indian Scout	George Montgomery-Ellen Drew
	Mad Wednesday (D)F	H. Lloyd-R. Washburn-J. Conlin
	My Dear Secretary	L. Day-K. Douglas-K. Wynn

	Outpost in Morocco	George Raft-Akim Tamiroff			
	Pitfall, The	Powell-Wyatt-Scott-Burr			a6/12/48
	Red River	John Wayne-Walter Brennan			
	Sinister Journey	Wm. Boyd-Andy Clyde			
	Some Rain Must Fall	William Bendix-Dennis O'Keefe			
	Strange Gamble (W)	W. Boyd-A. Clyde-R. Brooks			a12/13/47
	Texas, Brooklyn, and Heaven	G. Madison-D. Lynn-J. Dunn			a5/29/48
	Vendetta (D)	Hillary Brooke-Faith Domergue			a5/10/47
	Vicious Circle (D)A	Conrad Nagel	77		b5/29/48

UNIVERSAL-INTERNATIONAL

CURRENT

650	A Double Life (D)A	R. Colman-S. Hasso-E. O'Brien	104	Mar. '48	b1/3/48
657	All My Sons (D)A	Edward G. Robinson-Burt Lancaster	94	May '48	b2/21/48
656	Are You With It? (M)F	D. O'Connor-O. San Juan-M. Stewart	90	May '48	b3/13/48
634	A Woman's Vengeance (D)A	Charles Boyer-Ann Blyth	96	Feb. '48	b12/20/47
663	Bad Sister	M. Lockwood-I. Hunter	91	July '48	b12/6/47
653	Black Bart *T(W-D)A	Y. DeCarlo-D. Duryea-J. Lynn	80	Apr. '48	b1/31/48
629	Black Narcissus *T (D)F	Deborah Kerr-David Farrar	91	Dec. '47	b5/3/47
652	Captain Boycott (D)F	Stewart Granger-Kathleen Ryan	93	Jan. '48	b9/6/47
655	Casbah (D)A	Y. DeCarlo-T. Martin-P. Lorre	94	Apr. '48	b3/6/48
658	Dear Murderer (D)A	E. Portman-G. Gynt-D. Price	94	May '48	b6/7/48
	End of the River, The (D)A	Sabu-Bibi Ferreira	80	June '48	b11/29/47
630	Exile, The (D)A	D. Fairbanks, Jr.-M. Montez-P. Croset	95	Nov. '47	b10/18/47
665	Feudin', Fussin' and A-Fightin'	D. O'Connor-M. Main-P. Kilbride	78	July '48	
654	Jassy *T (D)A	M. Lockwood-P. Roc-D. Price	96	Mar. '48	b8/23/47
659	Letter from an Unknown Woman (D)A	Joan Fontaine-Louis Jourdan	90	June '48	b4/10/48
666	Man-Eater of Kumaon (D)F	Sabu-W. Corey-J. Page	80	July '48	b6/19/48
651	Naked City, The (D)A	B. Fitzgerald-H. Duff-D. Hart	96	Mar. '48	b1/24/48
632	Pirates of Monterey *T (D)F	M. Montez-R. Cameron-P. Reed	77	Dec. '47	b11/15/47
661	River Lady *T (D)A	Y. DeCarlo-D. Duryea	78	June '48	b5/8/48
627	Secret Beyond the Door (D)A	J. Bennett-M. Redgrave-A. Revere	98½	Feb. '48	b1/10/48
633	Senator Was Indiscreet, The (C)A	W. Powell-E. Raines	83	Jan. '48	b12/13/47
662	Up in Central Park (C)F	D. Durbin-D. Haymes-V. Price	87	June '48	b5/29/48
631	Upturned Glass, The (D)	J. Mason-Rosamond John	86	Nov. '47	b6/28/47

COMING

664	Abbott & Costello Meet Frankenstein (C)F	Abbott-Costello-Chaney-Lugosi	83	July '48	b7/3/48
	A Lady Surrenders (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/48
	An Act of Murder	F. March-E. O'Brien-F. Eldridge			
	Black Velvet	A. Blyth-G. Brent-H. Duff			
	Blanche Fury (D)A *T	V. Hobson-S. Granger	95		b3/20/48
677	Brothers, The (D)A	Patricia Roc-Will Fyffe	98		b5/24/47
	Bush Christmas (D)F	C. Rafferty-J. Fernside	76		b11/29/47
	Corridor of Mirrors (D)A	E. Portman-E. Romney	105		b3/27/48
	Countess of Monte Cristo	S. Henie-O. San Juan-F. Trenkler			a6/19/48
	Criss-Cross	B. Lancaster-Y. DeCarlo-D. Duryea			
	Fame Is the Spur (D)A	M. Redgrave-R. Johns	112		b10/4/47
	Family Honeymoon	C. Colbert-F. MacMurray-H. McDaniel			
	For the Love of Mary	Durbin-O'Brien-Taylor-Lynn			
	Good Time Girl (D)A	Jean Kent-Dennis Price	92		b5/28/48
	Hamlet (D)F	Laurence Olivier-Jean Simmons	150		b5/15/48
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109		b1/18/47
	Larceny	J. Payne-J. Caulfield-D. Duryea			a6/19/48
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/48
	Mexican Hayride	Abbott-Costello-Alphin-Melina			
	Mr. Peabody and the Mermaid	William Powell-Ann Blyth			a5/8/48
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105		b3/22/47
	O'Flynn, The	D. Fairbanks-H. Carter-R. Greene			
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	One Night With You (C)F	Nino Martini-Patricia Roc	92		b5/1/48
	One Touch of Venus	R. Walker-A. Gardner-D. Haymes			a5/29/48
	Rogues' Regiment	D. Powell-M. Toren-V. Price			a6/26/48
	Saxon Charm, The	R. Montgomery-S. Hayward-J. Payne			
	Snowbound	R. Newton-D. Price	86		
	Tap Roots *T (D)F	V. Heflin-S. Hayward-B. Karloff	109		b6/26/48
680	Tawny Pipit, The (D)A	Bernard Miles-Rosamund John	81		b9/6/47
	Unafraid, The	J. Fontaine-B. Lancaster-R. Newton			a6/19/48
	Years Between, The (D)A	M. Redgrave-V. Hobson-F. Robson	87		b9/13/47
	You Gotta Stay Happy	J. Fontaine-J. Stewart-E. Albert			

WARNER BROS.

CURRENT

713	Always Together (C)F	R. Hutton-J. Reynolds	78	1/10/48	b12/20/47
719	April Showers (C)F	J. Carson-A. Sothern-R. Alda	95	3/27/48	b3/13/48
727	Big Punch, The (D)A	W. Morris-L. Maxwell-G. MacRae	80	6/26/48	b5/29/48
708	Escape Me Never (D)A	E. Flynn-I. Lupino-E. Parker	104	11/22/47	b11/1/47
717	I Became a Criminal (D)A	Sally Gray-Trevor Howard	78	3/6/48	b7/12/47
715	My Girl Tisa (C-D)F	L. Palmer-S. Wanamaker-A. Tamiron	95	2/7/48	b1/24/48
711	My Wild Irish Rose *T (MC-D)F	D. Morgan-A. King-A. Hale	101	12/27/47	b12/13/47
728	Romance on the High Seas *T (M)F	J. Carson-J. Paige-D. DeFore	99	7/3/48	b6/12/48
725	Silver River (W)A	Errol Flynn-Ann Sheridan	107	5/29/48	b5/8/48
707	That Hagen Girl (D)A	S. Temple-R. Reagan-R. Calhoun	83	11/1/47	b10/25/47
720	To the Victor (D)A	D. Morgan-V. Lindfors-V. Francen	101	4/10/48	b4/3/48
714	Treasure of Sierra Madre (D)A	H. Bogart-W. Huston-T. Holt	127	1/24/48	b1/10/48
716	Voice of the Turtle (C)A	R. Reagan-E. Parker-E. Arden	103	2/21/48	b12/27/47
726	Wallflower (C)F	J. Reynolds-R. Hutton-J. Paige	77	6/12/48	b5/22/48
721	Winter Meeting (D)A	B. Davis-J. Davis-J. Paige	100	4/24/48	b4/10/48
724	Woman in White, The (My)A	A. Smith-E. Parker-S. Greenstreet	109	5/15/48	b4/24/48

COMING

	Adventures of Don Juan *T (H-R)	Errol Flynn-Viveca Lindfors			a2/7/48
	Cleopatra Arms	David Niven-Jane Wyman			a6/26/48
	Decision of Christopher Blake, The (D)	A. Smith-R. Douglas			a10/11/47
	Embraceable You	D. Clark-G. Brooks-S. Z. Sakall			
	Fighter Squadron *T	Edmond O'Brien-Robert Stack			
	Flaxy Martin	Z. Scott-V. Mayo-D. Kennedy			a7/3/48
	Girl from Jones Beach	R. Reagan-V. Mayo-D. Clark			
	Idol of Paris (D)A	Michael Rennie-Beryl Baxter	105		b2/28/48
	John Loves Mary	Reagan-Carson-Neal-Morris			a5/1/48
	Johnny Belinda (D)	L. Ayres-J. Wyman-C. Bickford			a2/28/48
	June Bride	B. Davis-R. Montgomery-B. Lyon			
731	Key Largo	Humphrey Bogart-Lauren Bacall	101	7/31/48	a5/1/48
	Kiss in the Dark	Jane Wyman-David Niven			
	Look for the Silver Lining *T	J. Haver-R. Bolger-G. MacRae			a7/3/48
	My Dream Is Yours *T	Carson-Day-Bowman-Arden			a6/26/48
	Night Beat	R. Douglas-H. Westcott-R. Alda			
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors			a5/10/47
	One Last Fling	A. Smith-Z. Scott-J. Backus			a5/22/48
	One Sunday Afternoon *T	Dennis Morgan-Janis Paige			a5/22/48
	Rope *T	Stewart-Chandler-Hardwicke			a6/26/48
	Smart Girls Don't Talk	V. Mayo-B. Bennett-R. Hutton			a5/15/48
	South of St. Louis *T	J. McCrea-A. Smith-Z. Scott			
	Two Guys from Texas *T	J. Carson-D. Morgan-D. Malone			
	Whiplash (D)	D. Clarke-A. Smith-S. Z. Sakall			a11/1/47
	Younger Brothers, The *T	W. Morris-J. Paige-B. Bennett			

Title	*Company*
Train to Alcatraz	Rep.
Trapped by Boston Blackie	Col.
Treasure of Sierra Madre	WB
Trespasser, The	Rep.
Trouble Preferred	20th-Fox
Trouble With Women	Para.
29 Clues	EL
Tucson	20th-Fox
Tulsa	EL
Twisted Road, The	RKO
Two Blondes and a Redhead	Col
Two Guys from Texas	WB
Tycoon	RKO
U	
Unafraid, The	U-I
Unconquered	Para.
Under California Stars	Rep.
Under the Tonto Rim	RKO
Undercover Man	Col.
Unfaithfully Yours	20th-Fox
Unknown Island	FC
Untamed Breed, The	Col.
Up in Central Park	U-I
Upturned Glass, The	U-I
V	
Variety Time	RKO
Velvet Touch, The	RKO
Vendetta	UA
Verdict	WB
Vicious Circle, The	UA
Violence	Mono.
Voice of the Turtle	WB
W	
Walking Hills	Col.
Wallflower	WB
Walls of Jericho	20th-Fox
Waterfront at Midnight	Para.
Web, The	Univ.
Web of Danger	Rep.
Weep No More	RKO
Welcome Stranger	Para.
West of Tomorrow	20th-Fox
Western Heritage	RKO
When My Baby Smiles at Me	20th-Fox
Where the North Begins	SG
Where There's Life	Para.
Whiplash	WB
Whispering City	EL
Whispering Smith	Para.
Who Killed 'Doc' Robbin?	UA
Will It Happen Again?	FC
Winner's Circle, The	20th-Fox
Winter Meeting	WB
Woman from Tangiers	Col.
Woman in the Hall, The	Brit.
Woman in White	WB
Woman on the Beach	RKO
Women in the Night	FC
Words of Music	MGM
Wreck of the Hesperus	Col.
Y	
Years Between	U-I
Yellow Sky	20th-Fox
You Gotta Stay Happy	U-I
You Were Meant for Me	20th-Fox
Younger Brothers, The	WB

MISCELLANEOUS FEATURES

Listing of features of foreign and U. S. origin not distributed by major outlets. Titles are followed, in parentheses, by name of country of origin and U. S. national distributor; names of stars, running time, and date of issue in which review appeared, in that order.

ALL'S WELL (U. S.-Independent) D. Lamour-C. Laughton

BLIND DESIRE (France-Discina Int'l) Jean-Louis Barbault-Edwige Feuillere. 88. b6/12/48.

CRIME AND PUNISHMENT (Sweden-Film Rights Int'l.) H. Faustman-G. Wallgren. 107. b3/20/48

DAMNED, THE (France-Discina) H. Vidal-F. Marley. 105. b5/1/48

DAY OF WRATH (Denmark-Schaefer). L. Movin-T. Roose. 100. b5/1/48

DIE FLEDERMAUS (Germany-Artkino) M. Harrell-J. Heesters. 96. b3/30/48

FANNY (France-Siritsky) Raimu-P Fresnay. 124. b2/21/48

FARREBIQUE (France - Siritsky) Non-pro. cast. 90. b3/6/48

FIGHT NEVER ENDS, THE (U. S.-W. Alexander) Joe Louis-Mills Bros. 70. b2/28/48

(*Continued on Next Page*)

MISCELLANEOUS FEATURES

FIRST OPERA FILM FESTIVAL (Italy-Classic). T. Gobbi-P. Malcarini. 95. b5/29/48

FRIC-FRAC (France-Oxford). Fernandel-Arletty. 90. b6/5/48

IDIOT, THE (France-European Copyrights) G. Phillippe-E. Feuillere. 92. b2/14/48

JANS MONSON IN AMERICA (Sweden-Scandia). E. Persson-S. Olin. 103. b4/17/48

JENNY LAMOUR (France-Vog Films) L. Jourdan-S. Renant. 102. b2/14/48

LAUGH, PAGLIACCI (Italy-Coutinental) A. Valli-B. Gigli. 83. b3/13/48

LOST HAPPINESS (Italy-Saturnia) L. Cortese-D. Sassoli. 75. b3/6/48

MARIUS (France-Siritizky Int'l). Raimu-P. Fresnay. 128. b5/15/48

NAIS (France-Siritzky-Int'l). Fernandel-J. Pagnol. 105. b6/19/48

PAISAN (Italy-Mayer-Bur.) C. Sazio-R. Von Loon. 118. b2/28/48

PASSIONNELLE (France-Distinguished) O. Joyeaux-Alerme. 82. b2/21/48

PORTRAIT OF INNOCENCE (France-Siritzky-Int'l) Louis Carletti-Gilbert Gil. 90. b6/12/48.

ROOM UPSTAIRS, THE (France-Lopert). M. Dietrich-J. Gabin. 90. b6/5/48

ROSSINI (Italy-Best) N. Besozzi-P. Barbara. 95. b2/14/48

SHOWTIME (England-English Films). A. Todd-R. Greene. 91. b6/5/48

THEY ARE NOT ANGELS (France-Siritzky-Int'l). P. Blanchard-R. Bussieres. 130. b5/29/48

VOYAGE SURPRISE (France-Duke Inter'l) J. Henri-Duval. 80. b3/13/48

BRITISH PRODUCT

(U. S. Distribution Not Set)

AGAINST THE WIND (Rank). R. Beatty-S. Signoret. 96. b3/13/48

BEWARE OF PITY (Rank). L. Palmer-A. Lieven. 105. b11/1/47

BRIGHTON ROCK (Pathe). R. Attenborough-H. Baddeley. 92. b1/3/48

EASY MONEY (Rank). G. Gynt-D. Price. 94. b3/6/48

GHOSTS OF BERKELEY SQUARE, THE (Pathe). R. Morley-F. Aylmer. 90. b11/1/47

HOLIDAY CAMP (Rank). F. Robson-D. Price. 97. b8/16/47

LOVES OF JOANNA GODDEN, THE (Rank). G. Withers-J. Macallum. 85. b6/21/47

MARK OF CAIN, THE (Rank). E. Portman-S. Gray. 88. b1/17/48

MASTER OF BANKDAM (Rank). A. Crawford-D. Price. 105. b9/6/47

MRS. FITZHERBERT (Pathe). P. Graves-J. Howard. 99. b2/14/48

VICE VERSA (Rank). R. Livesey-K. Walsh. 111. b3/6/48

WHEN THE BOUGH BREAKS (Rank). P. Roc-R. John. 81. b12/27/47

WOMAN IN THE HALL (Rank). U. Jeans-J. Simmons. 90. b11/15/47

RE-ISSUES (Nationally Released)

			Time Mins.	Rel. Date	Orig. Rel. Date
ASTOR PICTURES					
	Aces Wild	Harry Carey	63	4/30/48	1937
	Ghost Town	Harry Carey	59	1/1/48	1936
	Li'l Abner	M. O'Driscoll-R. Owen	70	2/20/48	1940
	Jimmy Steps Out	J. Stewart-P. Goddard	89	3/25/48	1941
	Pecos Kid	Fred Kohler, Jr.	59	4/25/48	1935
	Toll of the Desert	F. Kohler, Jr.-B. Mack	55	6/1/48	1937
	Wagon Trail	Harry Carey	58	5/30/48	1935
	Wild Mustang	Harry Carey	64	2/1/48	1935
EAGLE LION					
848	Seven Sinners	M. Dietrich-J. Wayne	86	3/27/48	1936
849	Sutter's Gold	Edward Arnold	93	3/27/48	1936
FAVORITE FILM CORP.					
	Burlesque on Carmen	Charlie Chaplin	55	Feb. '48	
	It Happened Tomorrow	D. Powell-L. Darnell	87	Jan. '48	1944
	Kelly the Second	P. Kelly-M. Rosenbloom	71	Jan. '48	1936
	Matinee Scandal	B. Aherne-C. Bennett	84	Jan. '48	1936
	Merrily We Live	I. Lupino-F. Lederer	90	Jan. '48	1938
	Our Relations	Laurel & Hardy	70	Jan. '48	1936
	Topper	C. Grant-C. Bennett	96	Jan. '48	1937
	Two Mugs From Brooklyn	W. Bendix-G. Bradley	73	Jan. '48	1943
FILM CLASSICS					
	Border Wolves	Bob Baker	56	8/15/48	1938
	Bury Me Not on Lone Prairie	Johnny M. Brown	60	3/15/48	1941
	Challenge, The	J. Gardner-M. Clare	78	5/20/48	1939
	Courage of the West	Bob Baker	58	3/15/48	1937
	Deep in the Heart of Texas	J. M. Brown-Ritter	61	7/15/48	1942
	Drums *T	Sabu-R. Massey		7/20/48	1938
	Eagle Squadron	R. Stack-D. Barrymore	109	6/11/48	1942
	Four Feathers *T	J. Duprez-R. Richardson		7/20/48	1939
	Gun Justice	Ken Maynard	61	9/15/48	1934
	Gung-Ho	R. Scott-R. Mitchum	87	6/11/48	1943
	Honor of the Range	Ken Maynard	63	4/15/48	
	Jungle Woman	E. Anchors-J. C. Naish		3/25/48	1944
	Last Stand	Bob Baker	57	9/15/48	1938
	Lone Star Trail	J. M. Brown-Ritter	58	2/15/48	1943
	Man Who Reclaimed Head	C. Rains-J. Bennett		7/1/48	1935
	Pony Post	Johnny M. Brown	60	8/15/48	1940
	Singing Outlaw	Bob Baker	57	4/15/48	
	Smoking Guns	Ken Maynard	63	2/15/48	1934
	South of Tahiti	M. Montez-B. Donlevy	75	3/1/48	1941
	Tower of London	B. Karloff-B. Rathbone		7/1/48	1939
	Wheels of Destiny	Ken Maynard	65	7/15/48	1934
METRO-GOLDWYN-MAYER					
3000	Gone With The Wind *T	V. Leigh-C. Gable	222	Feb. '48	1939
823	Tarzan's New Adventure	J. Weismuller-M. O'Sullivan	70	Apr. '48	1942
822	Tarzan's Secret Treasure	J. Weismuller-M. O'Sullivan	81	Apr. '48	1941
MONOGRAM					
4711	Sign of the Wolf	M. Whalen-G. Bradley	69	5/2/48	1941
PARAMOUNT					
R7-3508	Crusades, The	L. Young-H. Wilcoxon	126	June '48	1935
REALART PICTURES					
5013	Argentine Nights	Ritz Bros.-Andrew Sisters	73	Mar. '48	1940
1290	Captive Wild Woman	J. Carradine-Aquanetta	60	Apr. '48	1942
1250	Corvette K-225	R. Scott-B. Fitzgerald	98	May '48	1943
1210	Drums of the Congo	S. Erwin-O. Munson	61	Apr. '48	1941
1212	Ghost of Frankenstein	L. Chaney-E. Ankers	67	Jan. '48	1942
6046	Hellzapoppin	Olsen-Johnson	84	Mar. '48	1941
917	Little Tough Guy	Little Tough Guys	83	Mar. '48	1938
929	Little Tough Guys in Society	Little Tough Guys	73	Mar. '48	1938
796	Magnificent Brute	J. McLaglen-B. Barnes	78	Apr. '48	1936
1344	Mummy's Ghost	L. Chaney-R. Ames	65	Feb. '48	1944
1246	Mummy's Tomb	D. Foran-L. Chaney	67	Feb. '48	1942
361	Sea Spoilers	J. Wayne-N. Grey	63	Apr. '48	1936
1266	Sin Town	C. Bennett-B. Crawford	74	Jan. '48	1942
1295	Son of Dracula	L. Chaney-L. Allbritton	80	Jan. '48	1943
924	Storm, The	C. Bickford-P. Foster	78	Feb. '48	1938
871	Wings Over Honolulu	R. Milland-W. Barrie	78	May '48	1937
RKO RADIO					
892	Bambi *T	Disney Feature Cartoon	70		1942
882	Border G-Man (W)	G. O'Brien-L. Day	60		1938
818	Bring 'Em Back Alive	Frank Buck			1932
881	Gun Law (W)	G. O'Brien-R. Oehman	60		1933
884	Lawless Valley (W)	G. O'Brien			1938
883	Painted Desert (W)	G. O'Brien-L. Day	60		1938
886	Timber Stampede (W)	G. O'Brien-M. Reynolds			1939
885	Trouble in Sundown (W)	G. O'Brien-W. Bond			1939
SCREEN GUILD PRODUCTIONS					
S-7	Duke of West Point	L. Hayward-J. Fontaine	108	6/10/48	1938
S-5	Flirting With Fate	J. E. Brown-B. Roberts	72	5/28/48	1938
HC14	In Old Mexico (W)	W. Boyd-G. Hayes	70	2/7/48	1938
S-4	King of the Turf	A. Menjou-D. Costello	89	5/21/48	1939
HC20	Law of the Pampas	W. Boyd-R. Hayden	79	6/3/48	1939
S-8	Miss Annie Rooney	S. Temple-W. Gargan	88	6/17/48	1942
HC13	Pride of the West (W)	W. Boyd-G. Hayes	58	1/3/48	1938
HC19	Range War	W. Boyd-R. Hayden	69	5/7/48	1939
HC18	Renegade Trail (W)	W. Boyd-G. Hayes	60	4/10/48	1939
S-3	Runaway Daughter	B. Stanwyck-R. Young	71	5/21/48	
HC21	Santa Fe Marshal	W. Boyd-R. Hayden	70	7/2/48	1940
HC17	Silver on the Sage (W)	W. Boyd-G. Hayes	71	3/6/48	1939
S-6	That's My Boy	J. Durante-R. Tauber	81	5/28/48	1932
20TH CENTURY-FOX					
830	Belle Starr	R. Scott-G. Tierney	87	June '48	1941
831	Frontier Marshal	R. Scott-N. Kelly	71	June '48	1939
832	Rose of Washington Square	T. Power-A. Faye	86	July '48	1939
833	Slave Ship	W. Baxter-W. Beery	92	July '48	1937
WARNER BROS.					
718	Adventures of Robin Hood	E. Flynn-O. DeHavilland	102	3/13/48	1938
730	Flowing Gold	J. Garfield-P. O'Brien	82	7/17/48	1940
729	God's Country and the Woman	G. Brent-B. Roberts	71	7/17/48	1936
723	The Fighting 69th	J. Cagney-P. O'Brien	79	5/8/48	1940
722	Valley of the Giants	W. Morris-C. Trevor	78	5/8/48	1938

1947-48 SHORT SUBJECT BOOKING GUIDE

Releases (grouped in series of which they are a part) listed under name of distributor. Reading from left to right are: distributor's release number; title of subject; running time in minutes; release date; date of issue of SHOWMEN'S TRADE REVIEW in which data concerning the subject appeared.

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Jimmie Fidler's Personality Parade 20
Rel 12/20/47
Boss Comes to Dinner....10
Rel 4/1/48
Makers of Destiny No. 1..17½
Rel May '48 STR 6/5/48

COLUMBIA

SPECIAL MUSICAL FEATURETTE

9451 A Voice is Born.....20½
Rel 1/15/48

THREE STOOGES COMEDIES

9401 Brideless Groom.....16½
Rel 9/11/47
9402 Sing a Song of Six Pants.17
Rel 10/30/47 STR 12/20/47
9403 All Gummed Up.....18
Rel 12/11/47 STR 12/20/47
9404 Shivering Sherlocks 17
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9405 Pardon My Clutch.....15
Rel 2/26/48 STR 6/19/48
9406 Squareheads of the Round Table 18
Rel 3/4/48 STR 6/5/48
9407 Fiddlers Three 17
Rel 5/6/48 STR 6/5/48
9408 The Hot Scots.....17
Rel 7/8/48

ASSORTED & ALL-STAR COMEDIES

9431 Rolling Down to Reno....16½
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9432 Hectic Honeymoon 17
Rel 9/18/47
9421 Wedding Belle 17
Rel 10/9/47 STR 1/17/48
9422 Should Husbands Marry?.17
Rel 11/13/47 STR 12/20/47
9423 Silly Billy 18
Rel 1/29/48 STR 6/19/48
9424 Two Nuts in a Rut.....18
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9425 Tall, Dark and Gruesome.16
Rel 4/15/48 STR 6/5/48
9426 Crabbin in the Cabin.....18
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9427 Pardon My Lamb Chop..
Rel 6/10/48
9433 Wife to Spare.....16
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9434 Wedlock Deadlock 16
Rel 12/18/47 STR 2/14/48
9435 Radio Romeo 17½
Rel 12/25/47
9436 Man or Mouse.....18
Rel 1/15/48 STR 6/19/48
9437 Eight Ball Andy.....17½
Rel 3/11/48 STR 6/19/48
9438 Jitter Bughouse 17
Rel 4/29/48 STR 6/12/48
9439 The Sheepish Wolf.....17½
Rel 5/27/48 STR 6/19/48
9440 Flat Feat 17½
Rel 6/24/48

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9501 Swiss Tease 6
Rel 9/11/47
9502 Boston Beany 6
Rel 12/4/47 STR 12/20/47
9503 Flora 7
Rel 3/18/48 STR 6/19/48

COLOR PHANTASIES

9701 Kitty Caddy 6
Rel 11/6/47 STR 12/20/47
9702 Topsy Turkey 6½
Rel 2/5/48
9703 Short Snorts on Sports.... 6½
Rel 6/3/48

COLOR FAVORITES (Re-Issues)

9601 Dreams on Ice..... 6½
Rel 10/30/47
9602 Novelty Shop 6½
Rel 11/20/47
9603 Dr. Bluebird 8
Rel 12/18/47
9604 In My Gondola..... 7½
Rel 1/22/48
9605 Animal Cracker Circus.... 7
Rel 2/19/48
9606 Bon Bon Parade 8½
Rel 4/8/48
9607 House that Jack Built..... 7
Rel 5/6/48
9608 The Untrained Seal..... 7½
Rel 7/15/48

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9951 Boyd Raeburn & Orch....11
Rel 9/18/47
9952 Claude Thornhill & Orch..11
Rel 10/30/47
9953 Lecuona Cuban Boys.....10½
Rel 11/13/47 STR 12/20/47
9954 Skitch Henderson Orch..10
Rel 12/11/47 STR 2/14/48
9955 Charlie Barnet & Orch....10½
Rel 1/15/48 STR 6/5/48
9956 Ted Weems & Orchestra..10½
Rel 3/25/48 STR 6/5/48
9957 Gene Krupa Orch.....
Rel 6/10/48
9958 Tony Pastor Orch.....
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SCREEN SNAPSHOTS

9851 Hollywood Cowboys 9½
Rel 9/4/47
9852 Laguna, U.S.A. 9½
Rel 10/9/47 STR 12/20/47
9853 Out of this World Series.. 9
Rel 11/27/47 STR 12/20/47
9854 Off the Air 10
Rel 12/18/47 STR 12/20/47
9855 Hawaii in Hollywood.....10
Rel 1/22/48 STR 6/5/48
9856 Photoplay's Gold Medal Awards 9½
Rel 3/18/48
9857 Smiles and Styles.....10
Rel 4/1/48 STR 6/5/48
9858 Hollywood Honors Hersholt 8
Rel 5/6/48 STR 6/12/48
9859 Hollywood Party 9
Rel 6/10/48
9860 Hollywood Friars Honor George Jessel .....
Rel 7/8/48

WORLD OF SPORTS

9801 Cinderella Cagers 9½
Rel 9/25/47
9802 Ski Demons 9
Rel 10/23/47 STR 12/20/47
9803 Bowling Kings 10
Rel 11/13/47 STR 12/20/47
9804 Navy Crew Champions...10
Rel 12/25/47 STR 2/14/48
9805 Rodeo Thrills and Spills.. 9½
Rel 1/29/48 STR 6/5/48
9806 Net Marvels 9
Rel 3/11/48 STR 6/19/48
9807 Champions in the Making. 8½
Rel 5/23/48 STR 6/19/48
9808 No Holds Barred.....
Rel 6/17/48
9809 Aqua Zanies .....
Rel 7/15/48

FILM NOVELTIES

9901 Aren't We All?.....10½
Rel 11/27/47

COMMUNITY SINGS

9651 No. 1—Linda 10
Rel 9/4/47 STR .....
9652 No. 2—April Showers..... 9
Rel 10/2/47
9653 No. 3—Peg O' My Heart.. 9
Rel 11/6/47 STR 12/20/47
9654 No. 4—When You Were Sweet 16 ..... 9½
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9655 Feudin' and A-Fightin'...10½
Rel 1/8/48 STR 6/19/48
9656 Civilization .....
Rel 2/12/48 STR 6/5/48
9657 I'm Looking Over a Four-Leaf Clover 9½
Rel 4/29/48 STR 6/5/48
9658 Manana 9
Rel 6/3/48 STR 6/19/48

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9120 The Sea Hound .....
Rel 9/4/47
9140 Brick Bradford .....
Rel 12/18/47 STR 1/17/48
9160 Tex Granger .....
Rel 4/1/48
9180 Superman .....
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MGM TECHNICOLOR CARTOONS

W-931 Slap Happy Lion 7
Rel 9/20/47
W-932 The Invisible Mouse 7
Rel 9/27/47 STR 11/22/47
W-933 King Size Canary.....
Rel 12/6/47 STR 2/14/48
W-934 The Bear and The Bean. 7
Rel 1/31/48 STR 4/3/48
W-935 What Price Fleadom? ... 6
Rel 3/20/48
W-936 Make Mine Freedom.....10
Rel 4/24/48 STR 6/12/48
W-937 Kitty Foiled 8
Rel 5/1/48 STR 6/12/48
W-938 Little 'Tinker 8
Rel 5/15/48
W-939 The Bear and the Hare.. 7
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TRAVELTALKS

T-911 Visiting Virginia 9
Rel 11/29/47 STR 11/22/47
T-912 Cradle of a Nation..... 9
Rel 12/13/47 STR 3/6/48
T-913 Cape Breton Island..... 9
Rel 5/8/48

THE PASSING PARADE

K-971 Miracle in a Corn Field.. 8
Rel 12/20/47 STR 3/6/48
K-972 It Can't Be Done.....10
Rel 1/10/48 STR 4/3/48
K-973 Goodbye Miss Turlock...10
Rel 1/24/48 STR 4/3/48
K-974 My Old Town..... 9
Rel 2/7/48 STR 4/3/48
K-975 Souvenirs of Death.....10
Rel 6/19/48

GOLD MEDAL CARTOONS (Reissues)

W-921 Goldilocks and the Three Bears 11
Rel 11/22/47
W-922 The Fishing Bear..... 8
Rel 12/20/47
W-923 The Milky Way..... 8
Rel 2/14/48
W-924 The Midnight Snack 9
Rel 3/27/48
W-925 Puss'N'Toots 7
Rel 4/24/48
W-926 The Bowling Alley Cat.. 8
Rel 6/12/48

PETE SMITH SPECIALTIES

S-951 Football Thrills No. 10... 8
Rel 9/6/47
S-952 Surfboard Rhythm..... 8
Rel 10/18/47 STR 11/22/47
S-953 What D'Ya Know?..... 9
Rel 11/18/47 STR 11/22/47
S-954 Have You Ever Wondered? 9
Rel
S-955 Bowling Tricks 10
Rel 1/10/48 STR 4/3/48
S-956 I Love My Mother-in-Law But 8
Rel 2/7/48 STR 5/1/48
S-957 Now You See It (Tech.).. 9
Rel 3/20/48
S-958 You Can't Win..... 9
Rel 5/29/48 STR 6/12/48

MUSICAL MERRY-GO-ROUND

M-981 Freddy Martin, Keenan Wynn 10
Rel 2/14/48 STR 6/5/48
M-982 Tex Beneke 10
Rel 2/13/48 STR 6/5/48
M-983 Ray Nobel-Buddy Clark.11
Rel 6/26/48

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A-901 Drunk Driving 21
Rel 3/27/48
A-902 Going to Blazes.....21
Rel 4/24/48 STR 6/12/48

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PACEMAKERS

K7-1 It Could Happen to You..11
Rel 10/3/47
K7-2 Babies, They're Wonderful.11
Rel 11/14/47 STR 11/22/47
K7-3 Bundle From Brazil.....11
Rel 1/2/48 STR 1/17/48
K7-4 Musical Miracle 11
Rel 3/12/48
K7-5 A Model Is Born..... 7
Rel 5/28/48 STR 6/26/48

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J7-1 Radar Fisherman 10
Rel 10/17/47 STR 11/22/47
J7-2 Desert Destroyers 11
Rel 12/26/47 STR 12/20/47
J7-3 Streamlined Luxury 10
Rel 2/20/48 STR 3/6/48
J7-4 Fog Fighters 10
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J7-5 The Big Eye.....10
Rel 5/21/48 STR 6/12/48

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R7-1 Riding the Waves.....10
Rel 10/3/47 STR 11/22/47
R7-2 Running the Hounds.....11
Rel 10/31/47 STR 11/22/47
R7-3 Five Fathoms of Fun.....10
Rel 11/28/47 STR 1/17/48
R7-4 Stop, Look and Guess 'Em.10
Rel 12/5/47 STR 1/17/48
R7-5 All American Swing Stars.10
Rel 1/16/48 STR 4/3/48
R7-6 Double Barrelled Sport....10
Rel 2/20/48 STR 4/3/48
R7-7 Big Game Angling.....10
Rel 3/26/48 STR 6/5/48
R7-8 Riding Habits 10
Rel 4/30/48 STR 6/5/48
R7-9 Big League Glory.....10
Rel 6/11/48

UNUSUAL OCCUPATIONS

L7-1 Hula Magic 11
Rel 11/7/47 STR 11/22/47
L7-2 Bagpipe Lassies 11
Rel 1/2/48 STR 3/6/48
L7-3 Modern Pioneers 11
Rel 2/13/48 STR 6/5/48
L7-4 Nimrod Artist 10
Rel 4/16/48 STR 6/5/48
L7-5 Feather Finery 10
Rel 5/14/48 STR 6/26/48

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Y7-1 Dog Crazy 11
Rel 10/3/47
Y7-2 Ain't Nature Grand 10
Rel 11/14/47 STR 11/22/47
Y7-3 Monkey Shines 9
Rel 12/12/47 STR 1/17/48
Y7-4 Home Sweet Home.....10
Rel 2/6/48 STR 3/6/48
Y7-5 'Tain't So and 'Tain't True 10
Rel 4/16/48 STR 6/5/48
Y7-6 As Headliners 10
Rel 6/18/48 STR 7/3/48

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Technicolor

P7-1 Santa's Surprise 9
Rel 12/5/47 STR 1/17/48
P7-2 Cat O'Nine Ails..... 8
Rel 1/9/48 STR 1/17/48
P7-3 Flip Flap 8
Rel 2/ 23/48 STR 6/5/48
P7-4 We're in the Honey..... 8
Rel 3/19/48 STR 6/5/48
P7-5 The Bored Cuckoo..... 8
Rel 4/9/48 STR 6/5/48
P7-6 There's Good Boo's Tonite. 9
Rel 4/23/48 STR 6/5/48
P7-7 Land of the Lost..... 7
Rel 5/7/48 STR 6/12/48
P7-8 Butterscotch and Soda.... 7
Rel 6/4/48 STR 6/26/48

LITTLE LULU

D6-6 Dog Show-Off 7
Rel 1/30/48 STR 5/1/48

POPEYE

E7-1 All's Fair at the Fair..... 8
Rel 12/19/47 STR 12/20/47
E7-2 Olive Oyl for President.... 7
Rel 1/30/48 STR 1/17/48
E7-3 Wigwam Whoopee 8
Rel 2/27/48 STR 6/5/48
E7-4 Pre-Hysterical Man 9
Rel 3/26/48 STR 6/5/48
E7-5 Popeye Meets Hercules.... 7
Rel 6/18/48

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X7-1 The Circus Comes to Clown 7
Rel 12/26/47 STR 1/17/48
X7-2 Base Brawl 7
Rel 1/23/48 STR 4/3/48
X7-3 Little Brown Jug..... 8
Rel 2/20/48 STR 4/3/48
X7-4 The Golden State..... 8
Rel 3/12/48 STR 6/5/48
X7-5 Winter Draws On..... 7
Rel 3/19/48 STR 6/5/48
X7-6 Sing or Swim..... 7
Rel 6/4/48 STR 6/26/48

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FF7-1 Samba-Mania 18
Rel 2/27/48 STR 4/3/48
FF7-2 Footlight Rhythm 19
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FF7-3 Gypsy Holiday 19
Rel 6/25/48 STR 7/3/48

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FLICKER FLASHBACKS

84201 No. 1 10
Rel 10/24/47 STR 12/20/47
84202 No. 2 9
Rel 12/5/47 STR 1/17/48
84203 No. 3 9
Rel 1/16/48 STR 4/3/48
84204 No. 4 9
Rel 2/27/48 STR 6/5/48
84205 No. 5 8
Rel 4/9/48 STR 6/5/48
84206 No. 6 9
Rel 5/21/48 STR 6/26/48
84207 No. 7 9
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THIS IS AMERICA

83101 Border Without Bayonets.16
Rel 11/14/47 STR 12/20/47
83102 Switzerland Today 18
Rel 12/12/47 STR 1/17/48
83103 Children's Village 19
Rel 1/9/48 STR 3/6/48
83104 Operation White Tower...18
Rel 2/6/48 STR 3/6/48
83105 Photo Frenzy 16
Rel 3/5/48 STR 5/1/48
83106 Funny Business 18
Rel 4/2/48 STR 6/5/48
83107 Democracy's Diary 20
Rel 4/30/48 STR 6/19/48
83108 Crime Lab 17
Rel 5/28/48 STR 6/26/48
83109 Letter to a Rebel.....16
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84301 Ski Holiday 8
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84302 Golf Doctor 8
Rel 10/17/47
84303 Quail Pointers 8
Rel 11/14/47 STR 12/20/47
84304 Pin Games 8
Rel 12/12/47 STR 1/17/48
84305 Racing Day 8
Rel 1/9/48 STR 3/6/48
84306 Sports Coverage 8
Rel 2/6/48 STR 3/6/48
84307 Teen Age Tars..... 9
Rel 3/5/48 STR 5/1/48
84308 Doggone Clever 8
Rel 4/2/48 STR 6/19/48
84309 Big Mouth Bass..... 8
Rel 4/30/48 STR 6/19/48
84310 Muscles and the Lady.... 9
Rel 5/28/48 STR 6/26/48
84311 Ladies in Wading..... 8
Rel 6/25/48

MUSICAL JAMBOREES (Revivals)

84401 Enric Madriguera & Orch. 8
Rel 9/5/47
84402 Tommy Tucker Time 8
Rel 10/3/47
84403 Johnny Long & Orch..... 8
Rel 10/31/47

84404 Duke Ellington 9
Rel 11/28/47
84405 Jerry Wald & Orchestra.. 9
Rel 12/26/47
84406 Ray McKinley & Orch..... 8
Rel 1/23/48
84407 Dick Stabile & Orchestra.. 8
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LEON ERROL

83701 Bet Your Life.....14
Rel 1/16/48 STR 4/3/48
83702 Don't Fool Your Wife....18
Rel 3/5/48 STR 6/5/48
83703 Secretary Trouble 17
Rel 4/9/48 STR 6/5/48

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83401 Mind Over Mouse.....17
Rel 11/21/47 STR 1/17/48
83402 Brother Knows Best.....17
Rel 1/2/48 STR 4/3/48
83403 No More Relatives.....18
Rel 2/6/48 STR 5/1/48
83404 How to Clean House.....18
Rel 5/14/48 STR 6/26/48
83405 Dig That Gold.....17
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83501 Molly Cures a Cowboy....19
Rel 9/5/47
83502 Musical Bandit 16
Rel 10/10/47
83503 Corralling a School Marm.14
Rel 11/14/47
83504 Prairie Spooners 13
Rel 12/19/47

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83601 20 Years of Academy Awards 19
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83801 Basketball Headliners of 1948 18
Rel 4/23/48 STR 6/19/48
842 Louis-Walcott Fight Picture 19
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84701 Hawaiian Holiday 8
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84702 Clock Cleaners 6
Rel 12/12/47 STR 2/14/48
84703 Little Hiawatha 9
Rel 2/20/48
84704 Alpine Climbers 10
Rel 4/2/48
84705 Woodland Cafe 7
Rel 5/14/48 STR 6/19/48
84706 Three Little Pigs .....
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791 G-Men Never Forget (12 Chapters) .....
Rel 1/31/48
792 Dangers of the Canadian Mounted .....
(12 Chapters)
Rel 4/24/48
793 Dick Tracy Returns.....
(15 Chapters)
Rel 7/17/48

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761 It's A Grand Old Nag....8 4
Rel 12/20/47 STR 12/20/47

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8201 Horizons of Tomorrow.... 8
Rel 9/12/47 STR 12/20/47
8202 The 3 R's Go Modern.... 9
Rel 11/7/47
8203 Sky Thrills 9
Rel Mar. '48 STR 5/1/48
8204 Majesty of Yellowstone... 9
Rel July '48 STR 6/19/48 .. ...
8251 Holiday in South Africa.. 8
Rel 8/22/47
8252 Home of the Danes..... 8
Rel 10/17/47
8253 Jungle Closeups 8
Rel 12/12/47 STR 5/1/48
8254 Copenhagen Pageantry (T) 8
Rel Jan. '48 STR 5/1/48
8255 Scenic Sweden (T)..... 8
Rel June '48 STR 6/19/48
8256 Riddle of Rhodesia (T)... 8
Rel July '48
8257 Bermuda (T) 8
Rel Aug. '48
8258 Desert Lights (T).....
Rel Aug. '48

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8301 Gridiron Greatness 9
Rel 8/1/47
8302 Olympic Class 10
Rel Feb. '48 STR 5/1/48
8303 Everglades Adventure 9
Rel ..... STR 5/1/48
8351 Vacation Magic 8
Rel 9/26/47
8352 Aqua Capers (T)..... 8
Rel Jan. '48 STR 5/1/48
8353 Playtime in Scandinavia (T) 8
Rel Apr. '48 STR 6/5/48

TERRYTOONS

Technicolor

8501 One Note Tony..... 7
Rel Feb. '48
8502 Talking Magpies in Flying South 7
Rel 8/15/47
8503 Mighty Mouse in a Date for Dinner 7
Rel 8/29/47
8504 Talking Magpies in Fishing by the Sea 7
Rel 9/19/47 STR 1/17/48
8505 Mighty Mouse in the First Snow 7
Rel 10/10/47 STR 1/17/48
8506 Talking Magpies in the Super Salesman 7
Rel 10/24/47 STR 1/17/48
8507 Mighty Mouse in a Fight to the Finish 7
Rel 11/14/47 STR 1/17/48
8508 The Wolf's Pardon.....
Rel 12/5/47 STR 1/17/48
8509 Mighty Mouse in Swiss Cheese Family Robinson 7
Rel 12/19/47 STR 5/1/48
8510 Talking Magpies in Hitch Hikers 7
Rel 12/12/47 STR 6/5/48
8511 Mighty Mouse in Lazy Little Beavers 7
Rel 12/26/47 STR 6/5/48
8512 Felix the Fox..... 7
Rel Jan. '48 STR 6/5/48
8513 The Talking Magpies in Taming the Cat..... 7
Rel Jan. '48 STR 6/5/48
8514 Mighty Mouse and the Magician 7
Rel Mar. '48 STR 6/19/48
8515 Gandy Goose and the Chipper Chipmunk 7
Rel Mar. '48
8516 Hounding the Hares..... 7
Rel Apr. '48 STR 6/19/48
8517 Mighty Mouse in the Feudin' Hillbillies 7
Rel Apr. '48 STR 6/19/48
8518 Mystery in the Moonlight. 7
Rel May '48 STR 6/19/48
8519 Seeing Ghosts 7
Rel June '48 STR 6/19/48
8520 The Talking Magpies in a Sleepless Night 7
Rel June '48
8521 Mighty Mouse in the Witch's Cat 7
Rel July '48
8522 The Talking Magpies in Magpie Madness 7
Rel July '48
8523 Mighty Mouse in Loves Labor Won 7
Rel Aug. '48

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Technicolor-Reissues

8531 The Butcher of Seville.... 7
Rel May '48
8352 Mighty Mouse in the Green Line 7
Rel May '48

DRIBBLE PUSS PARADE

8901 Album of Animals..... 8
Rel 11/21/47
8902 Dying to Live..... 9
Rel May '48 STR 6/19/48

FEMININE WORLD

8601 Something Old—Something New 8
Rel Feb. '48 STR 5/1/48
8602 Fashioned for Action..... 8
Rel Apr. '48 STR 6/5/48

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1 Is Everybody Listening?..19
Rel 9/5/47 STR 9/6/47
2 T-Men in Action.....18
Rel 10/3/47 STR 10/4/47
3 End of an Empire.....18
Rel 10/31/47 STR 11/1/47
4 Public Relations . . . This Means You! .....
Rel 11/28/47 STR 12/20/47
5 The Presidential Year.....
Rel 12/26/47 STR 12/20/47
6 The Cold War.....
Rel Jan. 48
7 Marriage and Divorce....
Rel 2/20/48 STR 3/6/48
8 Crisis in Italy.....
Rel Mar. '48
9 Life With Junior.....
Rel Apr. '48
10 Battle for Greece.....
Rel May '48
11 The Fight Game.....19
Rel June '48 STR 6/26/48
12 The Case of Mrs. Conrad..
Rel July '48
13 .....
Rel Aug. '48

UNITED ARTISTS

LANTZ CARTUNES

The Bandmaster 7
Rel Dec. 1947 STR 1/17/48
The Mad Hatter..... 7
Rel Feb. '48 STR 6/19/48
Pixie Picnic 7
Rel ..... STR 6/5/48
Banquet Busters 7
Rel ..... STR 6/19/48
Kiddie Koncert 7
Rel ..... STR 6/5/48

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NAME BAND MUSICALS

3301 Alvino Rey and Orchestra.15
Rel 10/22/47 STR 2/14/48
3302 Drummer Man 15
Rel 12/3/47 STR 2/14/48
3303 Carlos Molina & His Orchestra 15
Rel 12/13/47 STR 2/14/48
3304 Tex Beneke and his Orchestra 15
Rel 3/3/48 STR 6/19/48
3305 Woody Herman & His Orch. 15
Rel 3/31/48
3306 Red Ingle and His National Seven 15
Rel 6/16/48 STR 6/19/48

TECHNICOLOR CARTUNES

Reissues

3321 Knock Knock 7
Rel Mar. '48
3322 Syncopated Sioux 7
Rel May '48

THE ANSWER MAN

3391 Wind, Curves and Trapped Doors 10
Rel 12/22/47 STR 2/14/48
3392 Hall of Fame.....10
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Coca-Cola in the Heart Theatre Corporation's Crest Theatre, Bronx, N. Y.
(The A B C Vending Corporation maintains and operates the confectionery counter)

LOBBY SPACE YIELDS NEW PROFITS WHEN COCA-COLA IS SOLD IN THEATRES

IS your lobby paying its way? Chances are you have many square feet of space which could yield you good revenue—and help build additional customer good will at the same time.

Lobby sales of Coca-Cola are doing this very thing for many exhibitors. All over the country, theatres are installing counters, stands, or machines to sell ice-cold Coca-Cola.

Sales run right along with attendance. The more patrons, the more Coke you sell —and at a handsome profit, too.

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Vendo V-83—for small theatres—automatically dispenses 83 bottles of ice-cold Coca-Cola.

Let us give you ALL the facts about this new source of profits. Write National Sales Department, The Coca-Cola Company, 515 Madison Avenue, New York 22, N. Y., or get in touch with the Coca-Cola bottler.

Coke = Coca-Cola

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SHOWMEN'S TRADE REVIEW

The Service Paper of The Motion Picture Industry

PER.

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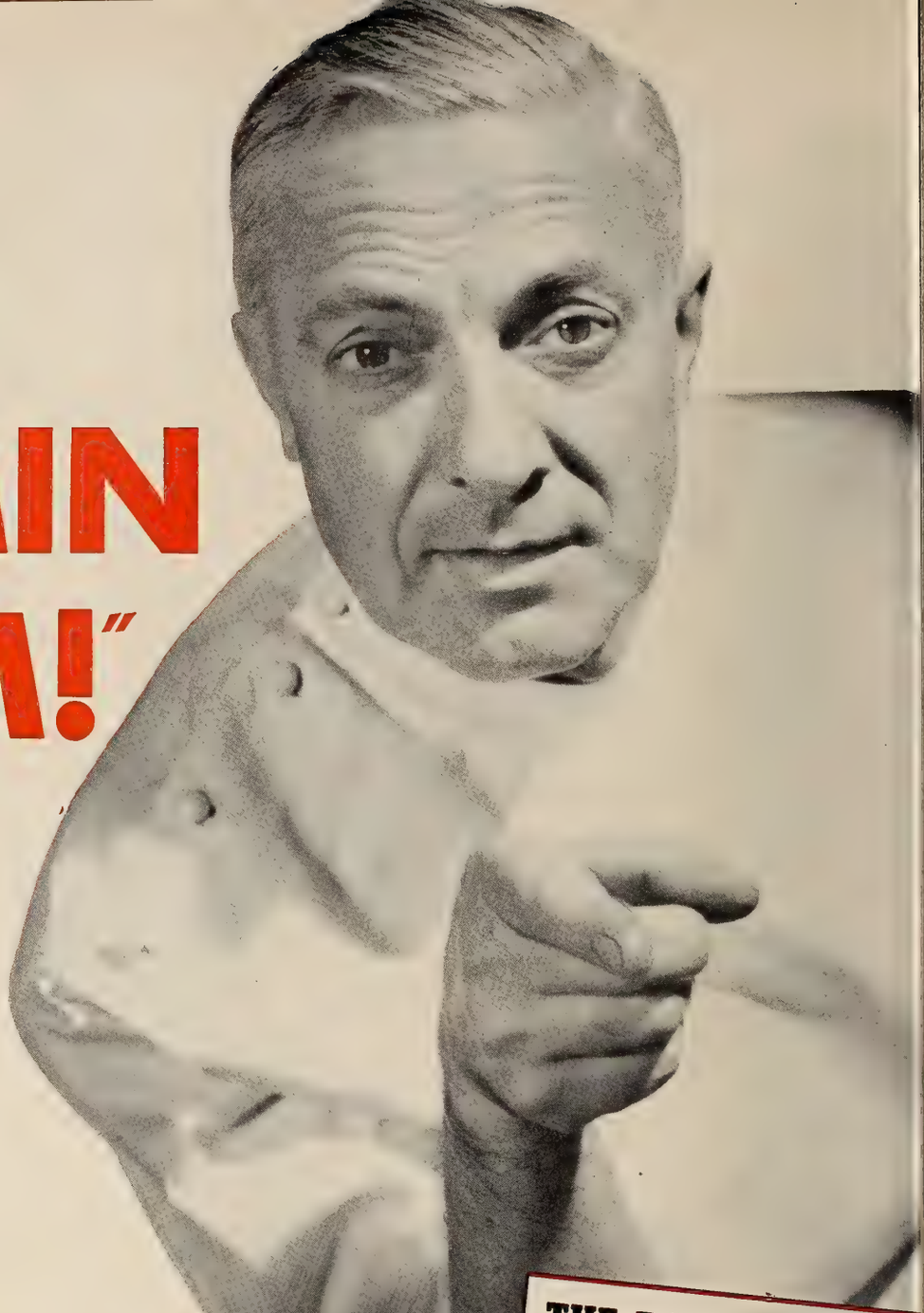
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Showmen's Silhouette	Feature Booking Guide

CHARLES E. "CHICK" LEWIS
Editor and Publisher

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JULY 13 1946
Vol. 45 No. 3

"YOU NEED VITAMIN M-G-M!"



Irving Berlin's "EASTER PARADE" is sweeping the nation! Launched by the biggest advertising campaign in years, it is a sensation at Loew's State, N. Y. and in all its first engagements nationwide. Loew's State on Broadway is outgrossing by far anything ever known in the 27-year history of this house, inaugurating a new show-window on Broadway for the industry's top attractions!

★

Isn't it wonderful! One after another all summer long! While "HOMECOMING" and Frank Capra's "STATE OF THE UNION" continue to delight the fans, Irving Berlin's "EASTER PARADE" (Technicolor) and "ON AN ISLAND WITH YOU" (Technicolor) have started off like a house afire! The trade is talking about "A DATE WITH JUDY" (Technicolor) and soon they'll see the new Garson-Pidgeon picture "JULIA MISBEHAVES." Already previewed in Hollywood to tremendous acclaim are "THREE MUSKETEERS" and "HILLS OF HOME," both Technicolor. For that happy, prosperous Technicolorific feeling, treat yourself to Vitamin M-G-M.

THE BOX-OFFICE PARADE THAT SPANS THE NATION!

M-G-M presents

IRVING BERLIN's "EASTER PARADE"

Starring

JUDY GARLAND · FRED ASTAIRE

PETER LAWFORD · ANN MILLER

Color by Technicolor

Screen Play by Sidney Sheldon, Frances Goodrich and Albert Hackett • Original Story by Frances Goodrich and Albert Hackett

Lyrics and Music by **IRVING BERLIN** • Musical Numbers Directed by **ROBERT ALTON**

Directed by **CHARLES WALTERS** • Produced by **ARTHUR FREED**

A Metro-Goldwyn-Mayer Picture

(See Page 10 for MORE!)

THE EDITORIAL PAGE

I.M.P.S.

This week we announce something new and something most important to the industry in the form of a service feature wherein this trade paper, in cooperation with theatremen who will be active in the work, will furnish a meeting point for the ideas, experiences and interchange of information on the vital matter of efficient show-selling and theatre operation.

The Institute of Motion Picture Showmanship is described in complete detail elsewhere in this issue. Its launching culminates a long period of earnest work on the development of a plan which has but one purpose: the means whereby and wherein showmen may profit one another in a mutual meeting of their minds on subjects which are the most vital concern to the entire industry: Progress in the methods and practices of efficient merchandising of shows and presentation of pictures in the most attractive manner.

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The Chicago Shambles

It will take some sort of miracle of complete reversal of judicial attitudes with respect to permissible playing time of pictures at first runs in Chicago to prevent utter deterioration of a once important and lucrative center of first-run exhibition.

It is too much to expect that every Tom, Dick and Harry would know enough about the way our business operates to really understand that a motion picture is a piece of merchandise and that, so long as there is a demand (first run) for that merchandise the public should be afforded the opportunity of buying it at the downtown houses.

By limiting the length of any picture's run in the affiliated theatres, that picture's grossing potential from the higher priced run is being severely hurt. And by the same token, if the distributor cannot get the revenue out of the first runs he simply has to get it from the run which follows and that can only add up to higher terms or rentals.

So, here again, is the old story about the little guys footing the bills. But this time it comes about because a lawsuit gave birth to a new conception, fathered by the courts, on how motion pictures can or should be sold and played.

Court decisions have a peculiar way of turning around and complicating rather than solving trade problems.

Drive-In Boom

Mushroom growth of drive-ins is not only continuing but gaining momentum according to information reaching us through our wide-spread corps of correspondents and our direct contact with the field.

This type of theatres attracts circuits and independent exhibitors because they can be built at a cost considerably lower than any kind of a regular, indoor theatre. But entirely aside from that angle is the fact that, generally, drive-ins are doing an excellent business and showing a good profit for their operators.

Drive-ins located in sections of the country where they can operate for only seven or eight months of the year, are able to show a satisfactory profit. So it stands to reason that those located where they can operate all or most of the year, ought to be doing proportionately better.

At the rate they are being constructed or announced, it won't be long before there will be one or more close to every sizable city in the country. Recent reports also indicate that some are being opened near towns of three and four thousand population. But these latter are not very elaborate and only time will tell how successful they will be.

▲ ▲ ▲

A A Steps Out

Allied Artists proves its ability to match good pictures with outstanding showmanship and judgment.

"The Babe Ruth Story," soon to be launched on its exhibition career will have the benefit of a good campaign and the support of advertising tie-ups designed to bring it to the attention of millions of movie-goers.

It is encouraging to note the manner in which this company is handling a picture of great possibilities and whatever the ultimate gross none will be able to say there was any lack of merchandising effort on the part of the company releasing it.

Steve Broidy, AA president, and Lou Lifton, his aggressive advertising manager, climbed the ladder the hard way and in gaining their knowledge and experience they also acquired a knack of getting the most out of every dollar spent.

This outfit has an army of friends among exhibitors and the goodwill created over the years, as always, may be expected to pay off handsomely when such good pictures come along.

—CHICK LEWIS

WHAT'S NEWS

In the Film Industry This Week

Exhibition

To Farmer Brown near Charlotte town, in N. C., it might have been a cow pasture or a corn field. But to Mr. Itinerant Exhibitor it's a drive-in. Latest development in the Carolinas are 35-mm. drive-ins that are set up in ungraded fields off highways in the hub of areas where small towns are located and show their major product for 30 cents. Exhibitors of regular theatres don't like it, but they don't worry because they figure what rain won't do cold weather will.

And speaking of drive-ins, Connecticut State Police Commissioner Edward J. Hickey turned down a permit for one near Milldale on the ground it would be "detrimental" to the surrounding property.

In Medford, Ore., George Mann's Redwood circuit and Robert L. Lippert's chain announced a merger. In Cincinnati and Cleveland, exhibitors pledged themselves to raise $150,000 for the Will Rogers Memorial Hospital.

Out in Minneapolis the North Central Allied held its first Smithberger grievance meet and kept mum about what took place. Way out west the Southern California Theatre Owners Association, alarmed over a 50 per cent hike in fire insurance rates, was studying the possibility of blanket policy and self-insurance. In the South, the Kentucky Association of Theatre Owners re-elected all officers, and in Columbus Prof. Gordon Hayes of Ohio State University attacked censorship as violating "one of the most sacred tenets of Anglo-American freedom—"freedom of expression."

Both Paramount and Exhibitor Connie Russell, Sr., of Bangor, Me., knew nothing about plans to bust up their operation there, but out in Cleveland Warners was dropping the Lake and trying to get court approval to take over RKO's share in the Allen Theatre. Charlotte, N. C., and environs still felt the blow of a polio epidemic; in St. Louis the sturdy roof of the Senate Theatre saved most of its audience from injury when a next-door building tumbled down on it.

Philadelphia's Fox got its first MGM picture under bidding—"A Date With Judy." Canada is offering free movies for tourists and Milwaukee's Public Library is offering free movies for children on Wednesdays during July. Out in California some of the city fathers claim marquee ads on Market Street are making it "honky-tonk street" and want regulation.

Production

Dore Schary signed with MGM as production vice-president, a post second to Louis B. Mayer's, while at RKO, where Schary recently quit, directors remained silent on plans, but discharges indicated decreased activity during the summer months. West Coast reports were that Principal Stockholder Howard Hughes would seek to lure independents along the United Artists plan, and to date no successor to Schary had been announced. Paramount raised its production between now and Jan. 1 from seven to nine or 10, and in Hollywood Cinecolor claims that a new film treatment enables it to get costs down to about 10 per cent more than black and white.

Television

Television continued to beat the newsreels on the Democratic Convention, but exhibitors didn't seem to care. Twentieth Century-Fox and the United Press closed a deal whereby Fox will furnish UP with library and news shots to form libraries for the UP's television clients. New York's Paramount was granted a license to pickup the Democratic Convention coverage of the newsreel pool.

Litigation

An anti-trust suit to determine St. Louis clearance was in the wind as the validity of the AAA tribunals was upheld in that city. Director Al Hall sued Columbia for $67,000 charging breach of contract.

General

The exhibitors gathered with a chip on their shoulder. J. Arthur Rank was going to make a speech and they—the exhibitors of Great Britain—wanted to know why a quota had been imposed upon them and whether it was true Rank had said he would check them to see that they lived up to it.

Then the suave Rank spoke. He opened with an appeal to avoid disagreements, since these disagreements sprang from the country's ills. He passed the buck on the quota back to Hollywood by claiming that the U. S. film embargo at the time of the ad valorem tax had necessitated a high quota for British product as a matter of protection. He held out a tempting piece of bait by saying that, with the quota, the best of American pictures were still available. He suggested a tribunal to discuss exhibitor grievances arising over his business methods. He even held out friendly words for the Americans.

And when he was through, the expected storm didn't break, though the Scotch exhibitors took him to task and there were some questions which exhibitors present believed had not been answered satisfactorily.

Meanwhile, in the U. S., the Jewish boycott on Rank pictures in New York was apparently keeping them off subsequent-run circuits and Rank revenue here was reported declining. But elsewhere, especially Hollywood, there appeared to be no boycott, and business was normal. And also in New York, Triangle Pictures lashed at Rank for offering low terms on "Sleep My Love."

In Washington, the Post Office Department will now allow film to be shipped air-mail. In Indianapolis, if Mayor Al Feeney has his way, movie stars won't get a police escort anymore.

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Conn. Police Chief Bars Drive-In

Would Injure Surrounding Property, He Declares

State Police Commissioner Edward J. Hickey this week turned down the application to erect a drive-in at Milldale, in Southington, Conn.

The commissioner, in rejecting the request of Fred Quatrano of Waterbury to build, declared he was turning down the application because "it would be detrimental and injurious to surrounding property."

Several weeks ago, as reported in SHOWMEN'S TRADE REVIEW, the Commissioner conducted a hearing at the State Police Office in Hartford at which property owners from the Milldale sector appeared and objected to the proposed drive-in. The protestants declared that such a construction would cause damage to their property.

Quatrano may appeal to the State Superior Court for a further hearing on the application. Connecticut's State Statutes provide that permission to operate a theatre either in an enclosure or a building, must be obtained from the State Police Commissioner.

Sturdy Theatre Roof Holds As Building Falls On It

Sturdy construction of Senate Theatre roof at St. Louis prevented greater injury and possible loss of life when the brick wall of a neighboring building collapsed upon the theatre, it was revealed in that city this week.

The wall collapsed July 9 after the building had been weakened by a storm. It tumbled onto the theatre but only broke through a 15-foot square section and injured 11 of the 150 patrons who were viewing the picture at the time. A complete investigation has been ordered by authorities, who have made it clear that Senate operators Charley Goldman and Julius Leventhal were victims of an accident. Damage to the theatre was over $5,000.

Protestant Film Council Will Seek Theatre Outlet

Entry of the Protestant Film Commission into the theatrical field with the decision to place its third production—"American Way of Life," a 45-minute full-length feature on intolerance—in theatres was reported this week from Hollywood.

Hitherto the commission, which has made two pictures, confined its activities to religious outlets, but Edward Dorman, who formerly headed J. Arthur Rank's United World Productions, declared this week that the "American Way" would seek theatre distribution. PFC Executive Secretary Paul Heard will serve as executive producer; production is scheduled for Aug. 6.

Pledge $150,000 To Rogers Memorial

Cleveland and Cincinnati agreed each to raise $75,000 for the Will Rogers Memorial Hospital this week after a plea made by 20th Century-Fox's Andy W. Smith and Paramount's Charles Reagan. The move had the individual support of Martin Smith, president of the Independent Theatre Owners of Ohio, and of Ernest Schwartz, president of the Cleveland Motion Picture Exhibitors Ass'n.

London

U. S. Film Embargo Cause of British Quota, Rank Tells Cinematographic Exhibitors Ass'n

Home Production Only 'Insurance' Against Another Shutoff, He Says

Hollywood's embargo on film shipments to Britain in retaliation for that country's *ad valorem* tax was cited by J. Arthur Rank in London Wednesday as necessitating a high quota of British screen time for British product in order to protect both producer and exhibitor.

The Rank speech in passing the buck of a quota measure which he has supported was made in an expertly contrived address before the general council of the Cinematographic Exhibitors Association. It contained a suggestion that a tribunal with exhibitor representation be set up to discuss adjustments where Rank's General Film Distributors and exhibitors failed to agree on prices and terms.

Exhibitors, many of whom were deeply resentful of the suggestions made by British producers that a detective system be set up to check exhibitors and see that they live up to the 45 per cent quota for British films, listened attentively and the lively part of the meeting was delayed until the debate at the end of Rank's speech.

50% Limit

Here Rank promised that he would not ask for more than 50 per cent of the exhibitors complete program as playing time and promised to investigate allegedly objectionable sales practices on the part of his organizations. Here also several direct questions received delayed or evasive replies.

Most bluntly frank of the exhibitors addressing him was Harry Mears, who told Rank:

"Without a healthy inflow of American product to stimulate British pictures you will be heading for bankruptcy." Then under his breath, he added: "So will I."

The Scottish exhibitors, led by Sir Alexander King, were particularly resentful of British product. King told Rank he played more British product than any Rank circuit in his area.

"Most of the disagreements in the film industry are caused by our national difficulties and our economic problem," Rank told his audience in a plea to avoid disagreements which he said were harmful to all.

Shock

He declared that the *ad valorem* tax had come as a shock to him and others of the industry who had not been consulted by the Government, and added:

"The next shock was the immediate embargo

(*Continued on Page* 8)

'Honky Tonk Street'?

Charges that some Market Street theatre marquee displays were "lewd and immoral" were made to the San Francisco Board of Supervisors this week by Supervisors George Christopher and Marvin Lewis. The officials claimed that the advertising methods of some theatres were turning the city's main thoroughfare into a "honky-tonk street." Remedial legislation is under consideration by the City Planning Commission.

U. S. Newsreels See No Olympics Trouble

Newsreels in New York Wednesday declared they had heard of no difficulties arising again over the Olympics coverage because of the exclusive rights J. Arthur Rank had obtained to film the games.

Rank and the American reels had reached an agreement earlier in the year whereby the British film tycoon agreed to provide the American reels with coverage. The report was that the financial arrangements had been left open and that this was causing some concern, though local reels appeared to know nothing of it. As it stands now the American reels are to receive coverage from their British newsreel associates who in turn will be furnished by Rank. The question of individual newsreel coverage at the games did not appear to enter the question too deeply for only News of the Day reportedly had asked the Olympics committee for the right to set up its own cameras.

Rank has given United World exclusive rights for television in the United States and that company was discussing some "20 deals" both on a network and individual station business, a spokesman said this week.

Television Beats Newsreels But Exhibitors Don't Care

Television continued to beat the collective pants off the newsreels in getting the happenings of the Democratic convention before the public but to date exhibitors in the cities affected were not worrying about the fact that their screens trailed the video sets.

The attitude of showmen in Boston, New York, Philadelphia, Washington and Los Angeles in fact seemed to be "so what!" and to look upon the newsreel as something they presented every week as a matter of habit or contract.

No Revolt

Reports published elsewhere last week of an individual exhibitor revolt against the reels in Salt Lake City proved on checking to be somewhat incorrect. The reports had said the exhibitor, sensing there was competition between video and screen and seeing the Republican convention on television sets in that city before he could get it on his screen, had canceled Movietone News. Actually the exhibitor merely did not play the reel because he apparently felt it was stale.

The main reason why exhibitors did not seem to worry about the situation in the other cities where television was available was laid to the possibility that they felt their box-offices had not been affected and that their draw as usual was in the quality of the feature picture and not the news.

Washington Exhibitors Feel No Concern

Washington, D. C., exhibitors this weekend seemed to feel little concern over the fact that television was beating the newsreels on convention coverage by several days and expressed the opinion that the newsreel did not mean much at the box-office.

Though there are about 14,000 television sets in the capitol city and three television stations are on the air, no exhibitor interviewed felt that he was getting an unfair deal by having video beat him. None were known to cancel their reels.

"Newsreels don't mean anything to us anyhow," said a spokesman for one of the largest of the independent circuits.

"We book all the reels into our houses just to keep 'em all happy," he said. "I'll bet you don't find an exhibitor in the area who will cancel his reels because they are later than television. Any who claim they are doing that are probably overcommitted, and simply seeking a way out."

"Truth of the matter is," another circuit operator said, "that I'd be perfectly happy not to have newsreels at all. I know my business is based upon the quality of the features we offer—and that's all."

UP, 20th-Fox Sign Television Pact

Twentieth Century-Fox and the United Press this week closed an agreement whereby the film company will supply UP with motion picture material to be used as a background for television broadcasts by those UP client stations which desire the service.

The agreement is to provide those stations with a library of shots which they can use to illustrate spot news stories, UP General Manager Leroy Keller declared, adding that it was an effort to solve the problem facing video stations where they are frequently faced with news events which are impossible to televise due to the inability of getting cameras to the scene, either because of distance, technical difficulties or the unexpectedness of the event. The service will not be in the nature of a newsreel, Keller said, and UP will not seek a sponsor but will

(*Continued on Page* 7)

Can Tax

Right of Decatur, Ala., to levy a theatre tax was upheld by Judge Newton B. Powell his week in the suit filed against the tax by the Crescent Amusement Company of Nashville. Crescent will appeal.

Now It's Portable Drive-Ins, A New Idea in the Carolinas

Now it's portable drive-ins.

And if you think the reporters and editors of this publication are suffering from the heat that has been hounding New York just talk to H. D. Hearn of Exhibitors Service in Charlotte, N. C.

Hearn, who keeps a level head about trends in show business and who was in New York Wednesday in connection with the drive for the Will Rogers Memorial at Saranac Lake, N. Y., finds that about 75 per cent of the drive-ins in the Charlotte area, which embraces both North Carolina and South Carolina, are of the portable or movable variety. He estimates the entire area has about 100 drive-ins, including the standard non-portable operations which represent a heavy investment.

Lease Lots

The portable units lease any open tract of land—whether it be a cow pasture, corn field not under cultivation, or even, as in two instances, small air strips. They set up their screen either by attaching it to trees, or to pipe frames. The booths are portable—sometimes not fireproof—and the equipment is 35-mm. portable, a new type which uses piping for stands and other light material and bears the trademark Holmes.

Rental fee for the spots is cheap, sometimes as low as $50 a month. Most of the drive-ins take key spots of this nature along a highway which is the hub of an area and sometimes do come into competition with the theatres which some of these smaller localities have, but to date there has been no organized exhibitor protest on the subject, Hearn said. Admission is usually 30 cents, tax included.

Product is that of the major companies but the drive-in usually plays after the nearest regular theatre in the nearest town.

Won't Last

Hearn said his personal opinion was that the portable drive-ins would not last since they had no ramps for visibility and no in-car speakers. Furthermore, the lots get muddy in wet weather and cars bogged down. He predicts that the worse weather with the coming of winter will curtail their operations.

However, for the permanent drive-in Hearn has some very definite praise.

"In my opinion," he said, "they create an audience of their own." To support this statement he said that on his travels in Texas he had checked with drive-in audiences as they came around the ticket stand or the refreshment booth and asked them:

"Do you ever go to theatres downtown?" "It was an exception," he claims, "when they said 'yes.'" The audiences for the most part were families with the grandparents and the babies, audiences which would never get down to, much less enter, a downtown theatre.

"I think," he continued, "that drive-ins definitely have a place in our business."

Conditions in the Charlotte territory are good, Hearn said, though business has been seasonally off. This in part he blames on product because "when you come out with a good picture you do a hell of a business."

Smithberger Committee Meets; No Comment

North Central Allied's Smithberger committee held its first meeting to consider exhibitor grievances against 20th Century-Fox Monday and adjourned without any official report of action other than stating that one case had been settled before the committee met.

The committee also decided, as a matter of policy, not to make public the names of complaining exhibitors or the nature of their grievances, thereby making it more difficult to judge whether the plan is successful or not.

The Smithberger plan was evolved by North Central Allied President Benjamin Berger and approved by 20th-Fox General Sales Manager Andy W. Smith. It provides for conciliation instead of litigation for grievance cases against 20th Century-Fox. The conciliation committee consists of the following North Central Allied members: Chairman E. L. Peaslee, Henry Green, Ted Mann, with Alternates Jack Wright and George Granstrom.

Deny Paramount Split In Bangor, Me.

Both Paramount and Exhibitor Connie Russell, Sr., declared this week that they knew nothing about reports that Paramount and Russell would split on their joint operation in Bangor, Maine.

The report had been that Paramount would take over the Opera House which it now operates with Russell and Russell would keep the Bijou and Park, part of the joint agreement.

Redwood Theatres, Lippert Circuit Merge

Merger of George Mann's Redwood Theatres and the Robert L. Lippert circuit into Affiliated Theatre Service with 61 theatres was announced this week by Screen Guild President Robert L. Lippert from Medford, Oregon.

Lippert also declared Screen Guild would film a series of outdoor pictures in Oregon with the first, "The Last Wild Horse" scheduled to start shooting in August.

Screen Guild associates held a conference in Medford attended by Lippert, Mann, J. Earl Henning, Charles J. Maestre, L. L. Lamb, T. F. Woods, James Chapman, Dan Pavich, Harry Spaulding, Joseph Manniachi, Dave Peterson, Harry Longman, Matt Freed.

SCTOA Studies Fire Insurance

Directors of the Southern California Theatre Owners Association this week moved to study what advantages might accrue its members from blanket policies on fire and public liability insurance. The study arose out of the fact that fire insurance rates for theatres had advanced 50 per cent in California. If a reduction cannot be obtained, the SCTOA may consider establishing an insurance setup of its own.

Conn. MPTO to Hold Golf Tourney Aug. 24

The Motion Picture Theatre Owners of Connecticut will hold their annual golf tournament at the Racebrook Country Club, Orange, Conn., Aug. 24, Committtee Chairman George H. Wilkinson, Jr., announced Wednesday.

Against It

Repeal of the Ohio censorship law was urged this week by H. Gordon Hayes, professor of Ohio State University, in a letter to the Columbus Dispatch. Wrote Hayes, "Censorship is a burden on the film industry and violates one of the most sacred tenets of Anglo-American freedom—freedom of expression. It is an example of the tyranny of thought-control against which courageous men and women have fought throughout the ages and against which the people of this generation must continue to fight."

Attack on St. Louis Clearance Likely

That an anti-trust action attacking clearances in St. Louis might be filed as an outgrowth of the recent U. S. Circuit Court of Appeals decision upholding the validity of the American Arbitration Association motion picture tribunals, was considered likely in that city this week.

Such a suit is possible because of a counter-claim which the Princess Theatre, one of the defendants in the suit with the AAA, had filed early during the trial. Furthermore, Fred Wehrenberg, principal stockholder of the Apollo Theatre, another defendant in the same suit is said to be anxious to join the Princess to push this counter-claim and suit was expected to be started shortly.

Counter-Claim Basis

The counter-claim was filed by Mortimer A. Rosecan, attorney for the Princess, a neighborhooder and is part of a long legal tangle, which started over four years ago when the Apollo, another neighborhood house, went to the AAA tribunal with a complaint against the clearances enjoyed by the Fanchon and Marco and St. Louis Amusement Company houses in St. Louis. The Apollo procured reduced clearance. Whereupon the Princess also appealed for a reduction in clearance.

Fanchon and Marco and the St. Louis Amusement Company, which are inter-connected, then attacked the validity of the AAA tribunals in a $285,000 damage action against the AAA, the Apollo, the Princess and various distributors, including RKO, 20th Century-Fox, Paramount and Warner Bros.

The Princess, instead of filing a demurrer like the other defendants, entered a counter-claim charging Fanchon and Marco and the St. Louis Amusement Company with exerting a monopoly and asking $90,000 damages.

After dragging through four years, a federal district court upheld the AAA and dismissed the F-M, St. Louis Amusement suit. The U. S. Circuit Court of Appeals upheld the lower court. This leaves Fanchon and Marco and St. Louis Amusement in the position of having their suit dismissed and facing possibility of a suit being activated on the grounds of the Princess counter-claim.

Hall Sues Columbia

Suit for $67,000 was filed in Los Angeles last week by Director Al Hall against Columbia charging breach of contract. Hall claims he had been dismissed although his contract had approximately 20 weeks to go. The suit asks $55,000 plus wages of $3,000 and $9,000 under the California labor code.

UP, 20th Fox Sign Television Pact

(*Continued from Page* 5)

offer it to its clients on a basis similar to the teletypewriter news circuits now in use in radio and television stations.

The agreement is the second such pact between newsreel makers and press associations. The first was closed in January between International News Service and Telenews Productions for a daily and weekly newsreel and for library material.

The 20th-Fox-UP deal differs in that it is strictly to build up libraries which UP feels the stations need. The background material will be sent to the stations on 16-mm. by mail, each sequence bearing a catalog number which is on file at the UP bureaus and in the stations. When the news goes on the teletypes, the copy will carry the catalog numbers of the shots which could illustrate it and the station can then take the sequences out of the library and use them to televise while the announcer reads the tele type news story.

In describing the system Keller explained that a story such as the present Berlin situation could be illustrated by shots showing planes flying in provisions to the American sector, shots of the Russian, British and American military authorities, the airdrome and other pertinent material.

Ready for Elizabeth

Twentieth-Fox is already preparing for the birth of Princess Elizabeth's baby in October by furnishing background on the Princess which can be used to provide visual accompaniment to the story when it breaks.

Background is being drawn for the libraries from 20th-Fox's Movietone library plus additions of other news matter as shot.

The deal was negotiated by 20th-Fox's Spyros P. Skouras and Hugh Baillie, president of the United Press Associations.

Paramount, Telecasters Reach Convention Deal

New York's Paramount Theatre and the Television Committee for Pooled Coverage of Major Political Conventions reached an agreement this week whereby the Paramount joined the pool and was allowed to pick up and exhibit the telecasts which the pool made of the Democratic Convention at Philadelphia.

The pool, representing leading telecasters, had previously warned Paramount that it would take action if the theatre repeated its action of the Republican National Convention where it had picked up and exhibited the Dewey acceptance speech. The agreement, in which Paramount paid an undisclosed sum, allows the Paramount to make motion picture recordings of the telecast for Paramount stations WBKB, Chicago, and KTLA, Los Angeles. The agreement provides that "exhibitions of the telecast" must be made at approximately the same times as such broadcasts occur.

What, No Sirens?

When movie stars come to Indianapolis they won't have screaming sirens telling an impressed public that they're on their way and police escorts to clear the road for their limousined approach. That is they won't if Mayor Al Feeney has his way. The Mayor sent a recommendation that such practices be discontinued to the Public Safety Board for action.

Free Kid Movies

Free motion picture programs for children every Wednesday between the hours of 10 A.M. and 2 P.M. have been instituted by the Milwaukee Public Library. The films are selected for the library's collection and the shows are supervised by Miss Norma Rathbun. First film shown was "Heidi." The auditorium can seat 300 children for each show.

Schary Signs with MGM As Production Vice-Pres.

Dore Schary and MGM Tuesday signed a long-term contract by which Schary will become vice-president in charge of production at the MGM studios in Culver City, a post second only to that of Louis B. Mayer.

The deal was reportedly negotiated to the signing stage by Loew's President Nicholas M. Schenck, who flew to the coast for that purpose and then flew back east when all details had been worked out. According to Hollywood reports, Schary will have charge, under Mayer, of all production excepting musicals.

Schary, who quit as RKO's production vice-president recently when Principal Stockholder Howard Hughes interfered with production plans, will return to a lot where he started as a writer and as a producer. The announcement of his new connection was made personally by Mayer.

Calendar

JULY

20-21, final organization meeting, Mid-Central Allied Theatre Owners, Sheraton (formerly Coronado) Hotel, St. Louis.

24, Memphis Variety Club picnic, Memphis.

26-28, midsummer meeting, Associated Theatre Owners of Indiana, French Lick Hotel, French Lick Springs, Ind.

30-Aug. 1, Film Classics world-wide sales meet, Hotel Astor, New York.

AUGUST

3, North Central Allied regional, Fargo, N. D.

4, North Central Allied Regional, Devil's Lake, N. D.

24, Motion Picture Theatre Owners of Conn., golf tourney, Racebrook Country Club, Orange, Conn.

30-Sept. 1, convention, Allied Theatres of Michigan, Inc., Book-Cadillac Hotel, Detroit.

SEPTEMBER

14, 15, convention, Independent Theatre Owners of Ohio, Deshler-Wallick Hotel, Columbus, O.

16-17, Mid-year meeting Variety Clubs International, Statler Hotel, Washington, D. C.

18, Variety Clubs International Humanitarian Award dinner and presentation to Secretary of State George C. Marshall, Statler Hotel, Washington, D. C.

24-25, convention, Theatre Owners of America, Drake Hotel, Chicago.

28-30, joint convention, Theatre Equipment Dealers Protective Ass'n and Theatre Equipment Supply Manufacturers Ass'n, Hotel Jefferson, St. Louis.

OCTOBER

17, ninth annual dinner dance, Motion Picture Bookers Club, Hotel Commodore, New York.

NOVEMBER

1-2, convention, Allied Theatre Owners of Texas, Dallas.

27-28, fall board meeting of National Allied, New Orleans.

29-Dec. 1, annual convention, National Allied, New Orleans.

Philadelphia Fox Bids— And Gets MGM's 'Judy'

Philadelphia's Fox Theatre this week got what is believed to be its first MGM picture since the use of competitive bidding in that city when it won the bid on "A Date With Judy."

RKO Directors End Coast Meet

No Policy Stated in Wake Of Curtailed Production

RKO directors closed their meetings in Hollywood this week as reports of studio economy and curtailed production until the fall persisted in the face of their official silence on future plans.

Hollywood thought the directors might be waiting for the stockholders meeting set for Aug. 31 at Wilmington, Del., to make their announcement.

Meanwhile the ax had fallen on approximately 75 per cent of the studio personnel. The publicity department dropped at least a dozen publicists. At the same time free lance writers on the RKO payroll had been ordered to finish all scripts by last Saturday or turn in summaries and then check out. Writers under contract also had to finish their scenarios or summaries at the same time and those whose contracts had layoff provisions were told they were in effect.

No Plans Revealed

Just what RKO's production plans would be were Howard Hughes' secret. The coast reported that the schedule between now and the end of the year would be held to some four top-budgeters and six or seven smaller budget films. All indications point to the fact that independent producers will be welcomed to the studio facilities and that Hughes plans to follow a system similar to that of United Artists in his operations. Whether RKO will finance the independents is unknown.

The question as to who would replace Dore Schary at the studios continued unanswered, though it seemed fairly definite late Thursday that Hal Wallis, reported as a possibility in the east, would not be Schary's successor.

Hughes reportedly engaged P. T. Lockhart, industrial analyst, to make a study of operations on the lot.

Paramount Raises Production Plans

Paramount this week increased its production schedule so that nine or 10 features will go before the cameras before Jan. 1 instead of the seven previously announced, Studio Chief Henry Ginsberg declared in Hollywood.

KATO Reelects Officers, Sets Convention Committee

Guthrie F. Crowe, was reelected president of the Kentucky Association of Theatre Owners last Friday in Louisville. Other officers reelected were Vice-President Willard Gabhart, Treasurer C. R. Buechel, Secretary (Mrs.) Nell G. Borden; General Counsel Henry J. Stites.

Newly elected Directors are: Ned Greene, Leon Pickel, Mrs. Gratia Locke, Kenneth Arnold, W. Bruce Aspley, J. Van Snook, Gene Lutes, L. O. Davis, W. T. Cain, Mrs. O. J. Minnix. Directors at large are E. L. Ornstein, Lew Kensler, who resigned immediately as he was leaving the industry. Box Cox will replace him.

A committee of five—C. Kenneth Arnold, Lutes, Ornstein, Mrs. Locke and Fred J. Dolle —was selected to work out the schedule for the October convention.

Rank Blames U. S. for Quota

(*Continued from Page* 5)

of the shipment of Hollywood films to this country. Neither you nor I—together the greatest overseas customer that Hollywood has ever had—were given any warning by Hollywood. And, at the same time, British films in the United States faced a new factor—the 'unseen quota'—which was the expression of a natural resentment against their revenues from England being cut, and on a short view was quite understandable. This 'unseen quota' placed a new restriction on the expansion of British films in the United States.

"I am sure this is a passing phase, because many of the leaders of the American industry believe that the playing of British pictures and American pictures together in this country, in the United States and throughout the world is the greatest medium for creating and maintaining international understanding. . . .

"But last year the industry had to face the facts as they then were. This was our greatest crisis. Most of us thought that, even if the number of British films was increased, some theaters would have to close. Many exhibitors were filling roughly 80 per cent of their screen time with pictures from Hollywood. They were left high and dry.

Impossible Position

"Until this time, I personally was against all quotas—and I never hesitated to say so as an individual. But I saw that, if at any time Hollywood disagrees again with our Government's actions, they might do the same thing again, and the next time it might be a complete embargo. This is an impossible position for any business to be in.

"Without pictures for our screens, our bricks and mortar are of little value. There is only one sure shield, one insurance policy for every British exhibitor, whether big or small. That is a sound British production industry, on which exhibitors can rely for a continuous flow of good pictures.

"But the producers if they are to be able to plan a continuity of pictures need their safeguard too, the knowledge that the exhibitors at home will play those pictures, the whole program of British pictures when they are made. . . .

"I believed, and I still believe, that increased production is a vital national need. And I reluctantly came to the conclusion that this need could not be filled unless a high but reasonable quota was imposed. That was the reason why I changed my view about the desirability of a quota."

Rank also held out to the exhibitor the prospect that the quota might also work out to his advantage by giving him selectivity on U. S. product.

"Of course," he said, "we all want American films. When we are playing the 45 per cent quota we shall have the best of the American pictures to choose from for the remaining 55 per cent. And magnificent the very best undoubtedly are.

"There will be room here for all the best American pictures—but few of us will complain if we do not see so many of the Hollywood lesser pictures which have brought little money to our box-offices. They have, moreover, brought little credit to their producers, and may well have done damage to the Hollywood industry as a whole."

Rank told the group that he understood the exhibitor had problems in connection with a quota and "an exhibitor who is prevented by his situation from playing as many British pictures as he would have liked should be helped to establish his claim for exemption."

"I can assure you that I only want General Film Distributors," he said, speaking of a Rank outfit, "to trade on fair terms. But, in my opinion, some exhibitors are not paying enough for their films and—I daresay—some of you feel that there are exhibitors who are paying too much. . . .

"I accept and understand the attitude of those exhibitors and because of this I propose that we should have an independent tribunal to adjudicate on any claim for adjustments where General Film Distributors and an exhibitor fail to agree."

No British Boycott On West Coast

By JAY GOLDBERG (Hollywood Bureau)

Jewish efforts to boycott British motion pictures because of the Palestine question—a move which has made itself reportedly felt in New York—apparently have not spread to the west coast, a survey of Jewish organizations together with distributors and exhibitors of British films indicated this week.

In Los Angeles, the Jewish Community Council, an organization encompassing several of the city's Jewish organizations, gave no hint that the Council was taking any steps against British product.

At the local office of the United Palestine Appeal, a spokesman declared:

"No Jewish organization is officially engaged in a boycott against English films or any English output. There is a strong feeling among some individuals, but no official action."

Summarizing the exhibitor-distributor opinion was Herman Rosener, who only last month took over the western franchises of English Films, Inc., Rosener said he has experienced no difficulties because of any boycott. The distributor, who also operates the leading chain of foreign-product theatres, said business is off, but attributed this to the "seasonal slump." He said "The Brothers" was doing "average business" in Los Angeles and there had been no complaints.

Jewish Boycott Hits 3 Rank Films in N. Y.

Jewish boycotts of British films because of the Palestine question were apparently making themselves felt in New York this week as it became known that three J. Arthur Rank features released by Universal-International were not getting playing time on the neighborhood circuits of Loew's and RKO, which share U-I product.

The three are "Dear Murderer," "Bad Sister" and "Jassy." All have had their first runs and will be booked into the Universal-controlled Park Avenue.

No official comment was available on the subject, but reliable sources said the circuits were not booking because they feared demonstrations. To date none of the other circuits, such as Skouras, seem to have bid for the films and independents also seem to be standing by.

Eagle Lion has not been affected, since it has no unplayed British product at the moment and is holding "Oliver Twist" for fall release.

Just how this newest development in the Rank situation here will be taken in England is not known. When Rank was a visitor here the question of British pictures and the claim that they were not getting enough support came up at a meeting held in the board room of the Motion Picture Association of America.

At that time the charge was made that American circuits were not giving the British an even break. This brought forth a spirited reply from Loew's Joseph Vogel who pointed to what his circuit had done in metropolitan New York, a point which was apparently conceded. Vogel intimated that the films had not done what could fairly be expected of them.

Hey, Bub

It was a big moment in the western that snorted and snarled across the screen of the Hollywood Hitching Post The time was 6 P.M. Suddenly the audience stared. A small figure had scrambled up on the stage and with clenched fists was pummelling the giant figure of the villain, who had been knocked down. The projectionist cut down the volume and through the house p.a. system told the little boy to cut it out and scram. He did. The audience didn't seem to mind.

No 'Sleep' for Rank Declares Denbow

Triangle Pictures "Sleep My Love" will be sold to independents in England away from the Rank interests because of J. Arthur Rank's refusal to grant the picture more than 50 per cent of the standard British prices, Triangle President Sam Denbow declared last Friday. Denbow accused Rank of a "perfidious policy of playing off major motion picture interests against one another in the hope of obtaining outstanding product at ridiculously low prices."

Canada Provides Free Movies for Tourists

Free motion pictures for the entertainment of tourists have been started on a national scale by the National Film Board of the Dominion of Canada, Toronto reported this week.

The screenings will be on a regular basis at selected points across the country within the next two weeks, the reports said. The programs consist of historical, travel, sport and scenic short subjects, all dealing with Canada and presented at scheduled times by regional and field representatives of the board in cooperation with local organizations, such as chambers of commerce, libraries and clubs. Where indoor facilities are not available, the shows are put on in the open air.

One of the locations now showing the films is at Niagara Falls, Ontario, which is a point of entry into Canada for thousands of tourists. In Ottawa, "Canada by Color" programs are being shown at 3 P.M. daily from Monday to Friday in the theatre of the National Museum.

Cinecolor Claims Cost Cut for New System

Through a new development of "hypersensitizing" film combined with the use of 1,000-foot magazines, Cinecolor will be able to bring the cost of its process down from 20 per cent to approximately 10 per cent, more than black and white, Board Chairman A. Pam Blumenthal declared in Hollywood this week. The new "hypersensitizing" film will also cut light costs by "at least 50 per cent" Blumenthal said. The process was not described.

Selling the Picture

News and Ideas Concerning Profitable Advertising, Publicity and Exploitation

'Northwest Stampede' Is Premiered in Canada

"Northwest Stampede," Eagle Lion's $2,000,000 Cinecolor romantic drama filmed entirely on location in Canada, was world-premiered Thursday, at the Grand Theatre in Calgary, Alberta. All the color and excitement of a "Hollywood premiere" was incorporated into the campaign, which was duplicated the following day in Edmonton when the film bowed at the Rialto Theatre in that city.

The premiere was held in Calgary at the request of Canadian Chamber of Commerce heads, government officials and businessmen, who had cooperated during the location shooting of the film in Canada and on the Duke of Windsor's famed ranch located just outside Calgary. Much of the film's action centers around the famous Calgary Stampede, which was photographed during the actual Stampede last year.

Highlight of the Calgary premiere set up by Irving Herman, International Film Distributors director of advertising and publicity, was a giant-size postcard addressed to James Craig, romantic male star of the film, who last year was named honorary grand marshal of the Stampede parade. The card was displayed in advance in front of the Grand, where thousands of Calgary citizens signed it. On the afternoon of the premiere, the postcard was mailed to Craig in Hollywood, after the Mayor of Calgary and members of the City Council had added their signatures to complete the roster.

All factory whistles and other whistles in Calgary and Edmonton blew at the time "Northwest Stampede" opened in each city, and Joan Leslie, female star of the film, was to be present in person to repeat the ceremony she performed last year, when she presented the local Indians with the treaty money they receive each year from the Dominion of Canada under perpetual treaty signed many years ago with their ancestors.

Greenthal Agency to Handle Goldwyn Film

Samuel Goldwyn has appointed Monroe Greenthal Company, Inc. as advertising agency for his Technicolor production, "A Song Is Born," starring Danny Kaye and Virginia Mayo.

Conferences on the campaign between Goldwyn, William Hebert and Lynn Farnol, culminating in the choice of the agency terminated Sunday and Farnol planed for Denver for two weeks' vacation before returning to New York and his post as eastern advertising and publicity director for the producer.

To Choose Animals

Monty Shaff has engaged Deane Dickason, now traveling on a lecture tour and showing his color films, to purchase or make renting arrangements for animals for "The Man-Eating Leopard," sequel to "Man-Eater of Kumaon." Dickason will visit the commercial animal farms to select "cat" animals for the picture.

Promote Cooperative Pages

When it comes to newspaper cooperative pages, those Schine theatremen are right in there doing a bang-up promotion job.

In Federalsburg, Md., Mrs. Pearl Bryant of the Federal Theatre got the merchants to come through for a swell page of MGM's "State of the Union." Banner head across the top was: "SHOP at these stores for the biggest values in this 'State of the Union'."

Then, in Hamilton, N. Y., Manager E. Chester Ballard of the State promoted a half-page cooperative on Paramount's "Unconquered." Keynote of the layout was "Let's all work together—keep America 'Unconquered'—buy U. S. Security Bonds." The title was also played up in the individual merchant ads.

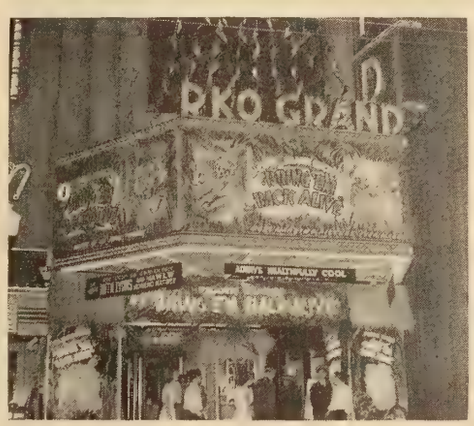
Red as Fall Color Aids Campaign on 'Carmen'

Columbia's promotional campaign on "The Loves of Carmen" received added impetus last week when "Carmen Rose" was selected as the most topical color of the fall season by a number of designers, textile and fabric houses and apparel manufacturers. The selection of the new hue, part of a nation-wide program inspired by the Technicolor picture, came following internationally famous color engineer Howard Ketcham's statement that red would definitely replace blue as the nation's favorite "mood color."

Leading manufacturers in these fields have announced they will feature the new color, which was named by Ketcham in honor of the film, in all their products this Fall. The shade is a basic Technicolor red, with purplish undertones, and is equally flattering to all complexions.

Local Personality Payoff

In Fairport, N. Y. the local newspaper each week prints a photo of an old-time Fairport resident on the front page. First three persons identifying the subject receive passes to the Temple Theatre. The tieup was put over by Leon Monroe, and has proved very popular.



OLD TIME SHOWMANSHIP. Nate Wise, manager of the RKO Grand in Cincinnati, went all out in the grand manner for the revival of Frank Buck's "Bring 'Em Back Alive," with marquee and entire front encased in jungle art—and a good job of painting it was, too. The box-office was covered with a palm tree. Note that regular marquee letter plates were hidden, thus changing appearance of marquee entirely.

Extra Stunts Score for Tom Wolf in Kansas City

There's nothing like a little extra ballyhoo and exploitation to help a picture along these days, according to Tom Wolf, manager of the Roxy Theatre of the Durwood circuit in Kansas City, Mo. And Tom puts his words to work with a rounded campaign of advertising and exploitation. It may not bowl the town over, but it keeps good steady trade coming to the house.

Recently Wolf put direct mail to work for him in connection with the showing of Paramount's "Speed to Spare." He circulated a letter, mimeographed on the theatre's letterhead paper, to all truck lines in the metropolitan area, explaining that the picture was one the men behind the wheels would want to see. Just to insure that some of the truckers came to see the picture and started word-of-mouth rolling, Wolf sent along pairs of ducats.

Frequently it's street ballyhoo Wolf decides on, as for example when he recently played Monogram's "Jiggs and Maggie in Society." He put out a street walker of the apparent size of Jiggs, made up in the standard Jiggs costume including the top hat, enough to attract attention most anywhere. The sidewalk stroller carried a sign on his back giving the details of time and place of showing. It was good for plenty of gaping from passersby, and resulted in a better than average week for the film at the theatre.

Often it's a very simple device which creates unusual interest, according to Wolf. An example was a lobby display of guinea pigs which he tied up with a showing of "Enchanted Valley" recently. Guinea pigs are spoken of often enough, but a good many people have never seen them. The small pen containing the animals was placed at the foot of a 40x60 display on the film, and thus both got attraction from patrons going through the lobby.

'Jungle Scout' Club Boosts Buck Reissue

Organizing a Frank Buck Club, with cards giving members the status of Jungle Scout "pledged to the study and conservation of rare wild animal life," capped Manager Sam Torgen's promotion for the reissue of Frank Buck's "Bring 'Em Back Alive" at the RKO Keith, Lowell, Mass.

The same stunt was used in other New England area theatres—the RKO, Boston; RKO Albee, Providence; Loew Poli Bijou, New Haven, among others.

VITAMIN M-G-M FOR THE ENTIRE FAMILY!

★

MAY

SPENCER TRACY
KATHARINE HEPBURN
VAN JOHNSON
Angela Lansbury
Adolphe Menjou, Lewis Stone
in FRANK CAPRA's
"STATE OF THE UNION."

★ ★ ★

"SUMMER HOLIDAY"
(Technicolor).
MICKEY ROONEY
GLORIA DeHAVEN
Walter Huston, Frank Morgan
Butch Jenkins, Marilyn Maxwell
Agnes Moorehead, Selena Royle.

★ ★ ★

CLARK GABLE
LANA TURNER
Anne Baxter, John Hodiak
in "HOMECOMING"
Ray Collins, Gladys Cooper,
Cameron Mitchell.

JUNE

"BIG CITY"
Starring Margaret O'Brien
Robert Preston, Danny Thomas
George Murphy, Karin Booth
Edward Arnold, Butch Jenkins
Betty Garrett, Lotte Lehmann.

★ ★ ★

JUDY GARLAND, GENE KELLY in
"THE PIRATE" *(Technicolor).*
Walter Slezak, Gladys Cooper
Reginald Owen.

★ ★ ★

ESTHER WILLIAMS, PETER LAWFORD
RICARDO MONTALBAN
JIMMY DURANTE, CYD CHARISSE
XAVIER CUGAT in "ON AN ISLAND
WITH YOU" *(Technicolor).*

JULY

IRVING BERLIN's
"EASTER PARADE"
(Technicolor). Starring
JUDY GARLAND, FRED ASTAIRE
PETER LAWFORD, ANN MILLER.

★ ★ ★

"A DATE WITH JUDY"
(Technicolor).
Starring WALLACE BEERY,
JANE POWELL, ELIZABETH TAYLOR
CARMEN MIRANDA, XAVIER CUGAT
ROBERT STACK.

AUGUST

GREER GARSON
WALTER PIDGEON in
"JULIA MISBEHAVES"
PETER LAWFORD, ELIZABETH TAYLOR
CESAR ROMERO, Lucile Watson
Nigel Bruce, Mary Boland
Reginald Owen.

★ ★ ★

MONTGOMERY CLIFT
ALINE MacMAHON
JARMILA NOVOTNA
in "THE SEARCH"

★ ★ ★

RED SKELTON, BRIAN DONLEVY
in "A SOUTHERN YANKEE"
Arlene Dahl, George Coulouris
Lloyd Gough, John Ireland
Minor Watson.

SEPTEMBER

"THE THREE MUSKETEERS"
(Technicolor).
LANA TURNER, GENE KELLY
JUNE ALLYSON, VAN HEFLIN
ANGELA LANSBURY,
Frank Morgan, Vincent Price
Keenan Wynn, John Sutton
Gig Young.

★ ★ ★

LASSIE in "HILLS OF HOME"
(Technicolor). Co-starring
EDMUND GWENN, DONALD CRISP
TOM DRAKE, JANET LEIGH.

"HURRY WITH THE THERE'S AN M-G-M



"GABLE-TURNER TONIGHT!"
The fans are flocking to see romantic "Homecoming"!

"'ON AN ISLAND WITH YOU' TONIGHT!"
Latest M-G-M Technicolor musical sensation is sweeping the nation! Esther Williams and Big Cast!

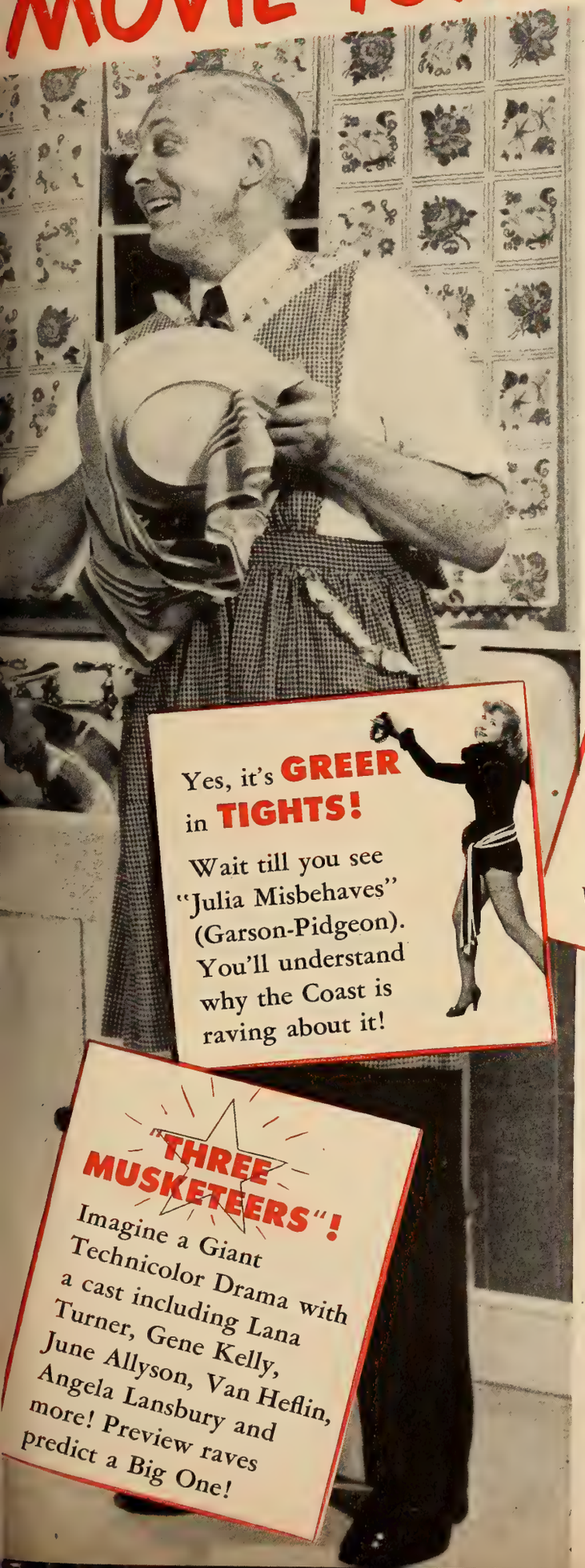
"'STATE OF THE UNION' TONIGHT!"
Yes, Frank Capra's latest hit! Spencer Tracy, Katharine Hepburn, Van Johnson!

"'A DATE WITH JUDY' TONIGHT!"
Such Technicolor musical joy! Just what the fans ordered. Big name cast!

DISHES MA! MOVIE TONIGHT!"



"They won't even bother with the dishes when 'EASTER PARADE' comes to town!"





"'EASTER PARADE' IS HOLLYWOOD'S TOP MUSICAL OF 1948" says Liberty Magazine. Irving Berlin's marvelous M-G-M Technicolor musical is setting phenomenal records at Loew's State, Broadway's new home of important pictures, and everywhere throughout America!

Yes, it's **GREER in TIGHTS!**

Wait till you see "Julia Misbehaves" (Garson-Pidgeon). You'll understand why the Coast is raving about it!

"THREE MUSKETEERS"!

Imagine a Giant Technicolor Drama with a cast including Lana Turner, Gene Kelly, June Allyson, Van Heflin, Angela Lansbury and more! Preview raves predict a Big One!

Oh, what a wonderful summer *(when you've got M-G-M Pictures!)* Are you taking your Vitamin M-G-M regularly? It's so good for what ails you! It's a pepper-upper for the entire industry!

Popularity, Not Beauty, Contests

Showmen planning a summer beauty contest are advised in a recent issue of Showmanship, National Theatres house organ, to adopt a different name for such events. The term "beauty," it is pointed out, is pretty much a one-man opinion, while "Popularity" or "Personality" are more desirable designations because they are factual and will not inspire illwill against the theatre, as many managers have learned by experience.

"The 'popularity' approach," says Showmanship, "also makes easier the choosing of a winner on votes (tickets at the box-office) cast by patrons for entrants, usually put up and sponsored by merchants of the community."

Guthrie Greets 'Return of Bad Men' With Gala Parade, Capacity Crowds

Perhaps the biggest event in the history of Guthrie, Okla., since the famous land rush of 1889, was observed in that city last week when the world premiere of RKO Radio's "Return of the Bad Men" was staged before a capacity house at the Melba Theatre. The opening featured the personal appearance of blonde Jacqueline White, one of the film's stars, and the original Jesse James, famed gunman of the West's early days.

The momentum of the premiere was such that Manager Al Powell, who directed the seat sale at advanced prices, reported that the next two performances were sold before the picture opened.

James was royally received by the premiere crowd. Originally, there had been some dispute as to whether he was the genuine Western figure, but he was positively identified by Al Jennings, who was reported to be an Oklahoma outlaw, too, in the early days, winning greater than a state-wide reputation with the law-enforcement agencies.

In a pre-premiere parade Jesse was flanked by Orvus Lee Howk, who kept the old man's secret for 15 years and who now acts as his adviser, and by Terry Turner, RKO director of exploitation, whose staff managed to lure James from retirement.

Miss White received a great ovation. The other stars of the picture, Randolph Scott, Anne Jeffreys, Robert Ryan and George "Gabby" Hayes, could not attend because of other commitments. Ray Whitley and his "Gower Gulch Boys" were on hand to "tote" the burden of the stage shows and radio broadcasts.

Round-up clubs from northern Oklahoma were represented in the pre-premiere street parade at noon and stage coaches, floats and other conveyances of the '89 period were feature attractions in the march.

Local high school bands, organized by M. D. Marshall, and the round-up clubs, under guidance of Fred Trapnell, received ovations from the thousands of Oklahoma residents who witnessed the parade spectacle.

Two radio broacasts increased local interest. The first at 12:30 p.m. described the parade and the daytime events, while an evening show, at 7 o'clock, was broadcast direct from the Melba stage with the premiere audience looking on.

The Guthrie premiere was followed by an opening in Tulsa, with Miss White and Ray Whitley and his band on hand for the festivities. Other openings were scheduled in Enid, Chickasha and Lawton (all in Oklahoma), and in Amarillo, Wichita Falls, Fort Worth and Abilene (all in Texas).

Behind the 'Curtain'

Until Manager Ansel Winston of the RKO Coliseum Theatre, New York, reported it to us, we hadn't heard of this stunt on 20th-Fox's "The Iron Curtain," and we're sure a lot of showmen will appreciate the idea Ansel is passing along.

A special display was set up in the lobby, the front of which had two peepholes with copy asking patrons to look behind the "Iron Curtain." The inside of the setpiece was illuminated with a flashing light, and the background was inscribed with "Iron Curtain" copy.

That's all the information Ansel has given us, but we're sure it will give exhibitors enough of an idea so that they can take it from here.

Schine Tells Managers How to Plug Golf Short

A recent issue of the *Schine Screening News*, a house publication of circuit advice and suggestions to its managers, devoted five pages to RKO's 10-minute golf short, "Muscles and the Lady", and ideas on how they may profitably exploit it. A page is devoted to the short itself, its filming at the famous Boca Raton golf course, and the fact that it shows golf champs, Frank Stranahan, and Louise Suggs who holds several American titles and recently copped the British women's golf title. Four pages contain promotion stunts and a newspaper publicity.

Golf promotions listed: signs on club houses, bars, pro shops, shower rooms, locker rooms, sporting goods stores, chain stores and drug stores selling golf equipment; contact with secretaries of all country clubs for bulletin mention and use of their mailing lists in a mail campaign.

The brochure advises a guessing contest at the country club house with tickets to see the short going to those guessing closest to the number of golf balls in a basket. A driving contest, special lobby display, copy for newspaper ads, cooperation of sports editor, etc., are among other ideas advanced. A prepared 500-word newspaper article on the short is included.

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Calling All Showmen!

TO UNITE IN A FELLOWSHIP FOR THEIR OWN ADVANCEMENT IN AND FOR THE IMPROVEMENT OF MOTION PICTURE SHOWMENSHIP STANDARDS

JOIN NOW

THE INSTITUTE OF MOTION PICTURE SHOWMANSHIP

Membership is *Free* . . . there are no dues to pay, no obligations. If you are associated with a theatre as owner, manager, publicity or exploitation man, assistant manager, head of any department in a motion picture theatre, you are eligible for full membership.

Join now—make sure your name is among the honored showmen who will be listed in the First Roll Call scroll to appear in the Aug. 7 issue of SHOWMEN'S TRADE REVIEW. All showmen who have filed their applications on or before July 28, will be listed on the scroll which identifies First Call members of IMPS.

Read how IMPS will help you as you help fellow showmen through the activities of this new, modern organization of theatremen. Further details are on the following page. Read them—then fill out the card below with necessary information and your membership card will be sent to you promptly.

Card of membership—a handsome memento and a visible attest that you belong among the progressive showmen of the industry—is shown below. Your card, bearing your name and encased in a protective cover will be sent immediately your application for membership is acted upon by the IMPS governors.

INSTITUTE OF MOTION PICTURE SHOWMANSHIP
I·M·P·S
PROGRESS THRU PERSEVERANCE

LIVE SHOWMEN ARE MEN OF ACTION

DON'T DELAY

GET YOUR APPLICATION IN RIGHT AWAY—

TAKE YOUR PLACE IN THE FIRST ROLL CALL

Chick Lewis
General Director
Institute of Motion Picture Showmanship:

7/17/48

Please send application blank for full membership in the Institute of Motion Picture Showmanship.

It is understood that my membership involves no obligation to pay dues or buy any article or articles.

Name .....

Theatre .....

Street .....

City ..... State .....

I·M·P·S Will Help

All Showmen To Help Themselves

THROUGH IMPS, SHOWMEN everywhere can help the film industry by giving the benefit of their efforts, ideas and suggestions to improve standards of showmanship in selling motion picture attractions.

REMEMBER THIS:
No member of IMPS pays any dues. No member will be obligated in any way, manner or form ever to spend any money for the purchase of any commodity or article by reason of his membership in IMPS.

•

No member will be obligated to perform any service or participate in any activity other than purely voluntary efforts in advising fellow showmen as to ideas, stunts, or suggestions he believes to have merit for application in selling shows and managerial duties in the theatre. The voluntary effort referred to immediately above consists merely in reporting news of successful activities in show selling or any theatre work, or ideas for use in exploitation and operation, to fellow members of IMPS through the columns of Showmen's Trade Review.

•

Send in the application blank below. Your membership card will be dispatched by return mail — along with further details of the interesting activities and valuable benefits you can derive through The Institute of Motion Picture Showmanship.

•

Remember, you are obligated in no way, either to pay any dues or spend any money for anything by reason of your membership in IMPS. It's FREE of all obligation of any kind whatsoever. The more you know about IMPS, the more you will admire its purposes and its ideals. You'll be glad you sent in your application early, when you receive the further details which will accompany your membership card.

FILL OUT MEMBERSHIP APPLICATION ON REVERSE SIDE, CLIP, ENCLOSE IN ENVELOPE AND MAIL NOW TO:

SHOWMEN'S TRADE REVIEW

1501 BROADWAY

NEW YORK 18, N. Y.

BE SURE YOU ARE LISTED AMONG THE TOP SHOWMEN WHOSE NAMES WILL APPEAR ON THE FIRST ROLL CALL OF I. M. P. S. MEMBERS

Ballyhoo, Display, Stunts Stage Comeback; Movie Showmanship Gets Down to Brass Tacks

The film industry appears to be returning in earnest to the old-time credo that you've got to give the people a show outside in order to get them sufficiently excited to buy tickets to go inside and see the pictures weave moving patterns, with sound accompaniment, of adventure, comedy and action on the screen.

Theatremen of the old school are welcoming the new order, regard it as second only to a high percentage of quality films, from the audience-satisfaction standpoint, as the right prescription for whatever ails box-office business at theatres around the country. Exploitation-minded theatremen are divided as to whether the egg (exploitation type of film) or the chicken (ballyhoo that registers increased sales at the ticket windows) came first in the current backswing to old-fashioned "picture business." But they are willing to let the credit go, so long as things continue to head in the direction of a brand of showmanship that has plenty of vim, vigor and variety of stunts to arouse public interest in movies.



FRONT TYPIFIES RETURN TO SHOWMANSHIP. With the Shaff-Rosenberg production, "Man-Eater of Kamaon" as its release, Universal-International has a "natural" for "sensational" and "circus-type" exploitation and ballyhoo, so reflective of the good old days of showmanship. And this colorful, realistic front for the film's engagement at the Winter Garden in New York—with the papier-mache lion at the right opening and closing his jaws and emitting spine-chilling snarls, not to mention the jungle foliage and other atmospheric material—made passersby stop, look, listen and buy tickets. Exhibitors throughout the land can pretty reasonably duplicate this arresting facade display.

New York Tryout for 'Tiger' Exploitation

In an exploitation effort of the "Back to Showmanship" character, Universal-International put on a ballyhoo campaign in New York for the Broadway showing of "Man-Eater of Kumaon" at the Winter Garden. The whole plan of the exploitation was to set a style applicable to theatres of the average type in all kinds of situations around the country.

Legalistic minds prevailed against the enthusiasm of the company's exploitation-minded lads and an originally-planned tour of the country for the tiger was given a switch to something promising less dangerous complications. This is the tour of Mary Ann Reeve, actress, as the "Tiger Girl"—becomingly, and alluringly costumed in a tight-fitting tiger bathing suit. In New York she made her first appearance at a special screening for members of the Explorers and Adventurers Clubs. Miss Reeve will visit several key cities in advance of openings of the picture.



SERIAL DISTINCTION. Few serials ever get first-run deluxe playdates, but that's what's happening to Columbia's chapterplay, "Superman," and even more than that, it's getting plenty of exploitation and advertising space. Note the generous plug above in the ad for the Pantages, Hollywood, and the RKO Hillstreet, Los Angeles, both first-run houses.

The Jim Corbett book, read by an estimated 20,000,000 people, naturally was the focus of some of the exploitation in New York, with book stores putting on displays. As interest started to stir up, a publicity stunt that got a good press revolved around the activities of members of the Art Student's League in painting portraits of tigers in New York zoos—prizes going to the best paintings.

Underwent Change

The Winter Garden underwent a considerable change in exterior appearance for the showing. Atmosphere of the jungle, action type, so effectively used with this style of attraction featured the figure of a tiger, animated and with sound to add the realism of purring (for a tiger) growls and snarling challenges.

Among the added factors of lobby attention, were special displays of photographs in a contest for the best camera shots of animal pets. Five different novelties, including masks, balloons, hidden-animal cartoon folds, mystic fotos and drawing sheets, were distributed each day to the first 100 youngsters attending performances of "Man-Eater of Kumaon."

Tieups Net $4 Million In Ads for 'Babe Ruth'

Setting up a campaign to work every angle of a picture built around one of the most colorful and well-loved figures in American sports, the Allied Artists exploitation department has moved from Hollywood to offices in New York well in advance of the premiere of "The Babe Ruth Story" at the Astor theatre late this month. Under the personal direction of Lou Lifton, head of Allied's advertising and publicity, the company's exploiteers are working from a basis of a pre-arranged national tie-up schedule which is said to embrace activities calling for an expenditure of $4 million by large industrial firms whose products will be publicized in connection with the Babe Ruth picture.

To Reach Every American

The campaign, Allied Artists officials claim, is destined to reach every American past the age of six. The details reveal the following big-time efforts by nationally famous companies:

Chesterfield cigarets sponsors will run 400 full-page ads in all magazines of general circulation, as well as additional space in specialty magazines; dealer cutouts and window cards; and daily representation on radio and television programs.

Royal Crown Cola will run full page in *Life;* plugs in comic-book advertising with circulation of 8,000,000; displays for half a million dealers; and Babe Ruth premium.

Tootsie Roll changes its entire advertising approach with campaign on "The Babe Ruth Story," using four-color cartoon strip in 11 magazines with 22,000,000 circulation.

2,000 Radio Spots

Benrus Watches will make minimum of 2,000 radio spot announcements in 45 cities, as well as supplying eight special scripts to all dealers.

General Electric has set full-page ads in *Life* and in newspapers in 11 television centers, with an added feature of a daily radio giveaway on General Electric House Party. Extensive merchandising directly tied up with "The Babe Ruth Story" has been scaled on similar pro-

(Continued on Next Page)

Ballyhoo, Display and Stunts Stage Comeback

(*Continued from Preceding Page*)

portions by the following: Cracker Jack, Popsicle, Ford Motor Car Co., Quaker Oats, Cigar Institute, Lux, A. G. Spalding, Personna Blades, Jantzen, Owens-Illinois Glass. More than 25 of these tieups with commercial concerns have been effected for the picture, with many of the activities extending through several weeks of the first-run engagements of "The Babe Ruth Story."

'Canon City' Proves Broadway Likes Ballyhoo

The Eagle Lion exploitation men stopped traffic on the sidewalks fronting the Criterion Theatre in New York with a simple stunt for "Canon City." In addition to the marquee display and frontal flash for this saga of a prison break, the ballyhoo included a prison cell set up out front. The occupant was a "solitary" who was good enough at acting to give a good show to the curious who peered through the narrow vertical bars of his confined as well as theoretically confining domicile during working hours.

Overlooked No Bets

The designers of the display overlooked no bets or details in pointing up the atmosphere and action of the picture. Inside the lobby were life-like cutouts of the men who participated in the melodramatic real-life event which forms the basis of "Canon City." Bars, of course, caged the likenesses, and prison walls were suggested in realistic facade decoration of the front of the Criterion. Space was used for selling purposes, and such stirring wordage as "raw . . . naked . . . terrifyingly true, etc." dotted the facade, along with reproductions of plugs from the press—such as the "picture of the week" prominence in *Life*.

Publicity Angles

The publicity angles also were worked to full advantage. Among the stunts was a visit to the city of two women residents of Canon City, Colorado, who are credited with the capture of the desperadoes who made a spectacular break from Colorado Prison last December. They were received at City Hall by acting-Mayor Impelliteri, who received from them gifts of articles manufactured by convicts of the Colorado State Pentitentiary.



'CANON CITY' STUNT DRAWS CROWDS. **Few front-of-theatre ballyhoo stunts have attracted such large crowds and provoked such comment as that dreamed up for engagement of Eagle Lion's "Canon City" at Loew's Criterion in New York. The prison-like front, in itself, was enough to catch the public eye, but the stunt above really blocked traffic. As can be seen, a person dressed as a convict was placed in the replica of a solitary confinement cell. No prisoner ever had so many curious on-lookers.**

'Superman' Turns Serial Into Feature Attraction

Exploitation potentialities of the subject have been responsible for a serial film ranging forth into new fields with bookings at theatres in which the chapter films previously have been conspicuous by their absence. But Columbia had the full weight of the immense popularity of "Superman" of the comic strips to throw into old-fashioned showmanship for the episodic screen presentation, and that made a difference which took the form of feature prominence in a number of engagements throughout the nation.

Two of the most important situations in the Minneapolis-St. Paul territory, the Orpheum theatre in each of those cities, shattered precedent by booking the Columbia serial and then gave the picture prime importance by playing each chapter for a full week. Similar steps were taken by many other theatres; the Fox, Brooklyn, and the Hill Street and Pantages in Los Angeles, included.

The high-powered exploitation for "Superman" in its several "feature booking" playdates leaned heavily on merchandise tieups and window displays, with newspaper space relied upon to reach the followers of the astonishing adventures of "Superman" in his comic strip manifestation.

A Perfect Natural

Since the character reached its tremendous audiences and extraordinary popularity as a newspaper feature, the motion picture based on "Superman" became a perfect natural for space in feature stories with art in the pages of big daily papers carrying the cartoon. This feature alone gave added impetus to the ballyhoo that was turned loose in localities where "Superman" is playing.

Merchants appear equally as eager to ride along with the movie version of "Superman" by offering prizes of merchandise for coloring contests, etc., and display of window cards and stills. Newsstands, likewise, take plenty of interest in tying up with the showings, and so the ballyhoo for "Superman" has been made to snow-ball up into a spectacular bulk of exploitation that reaches all eyes in the locality and brings home the fact that the movie theatre is very much in business as a resort for entertainment and excitement.



REALLY A SWELL LOBBY DISPLAY. **Frank Henson of Loew's Theatre, Akron, Ohio, declares that the lobby setpiece shown above is "one of the most effective we've ever had," and smart showmen will undoubtedly agree with him. Designed to boost two attractions—Paramount's "Emperor Waltz" and MGM's "Easter Parade," the display was 34 feet long, and flasher buttons behind the cutout letters gave it animation. A really swell display—one that renews faith in showmanship.**



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National Comics
Publications, Inc.

THE ONE AND ONLY

SUPERMAN

COLUMBIA'S SERIAL
SCOOP OF SCOOPS
FOR ANY THEATRE . . . ANYWHERE!

FIRST TIME FOR ANY SERIAL!

Already BOOKED IN THESE IMPORTANT FIRST RUNS:

(the great majority for FULL-WEEK SHOWINGS!)

ALBANY—Grand
ALLENTOWN—Fabian State
ATLANTA—Tower
BALTIMORE—Hippodrome
BOSTON—RKO Boston
BROOKLYN—Fabian Fox
CEDAR RAPIDS—RKO Iowa
CHAMPAIGN, ILL.—RKO Orpheum
CHICAGO—RKO Palace
CINCINNATI—RKO Grand
CLEVELAND—RKO Palace
CLEVELAND—RKO 105th St.
COLUMBUS—RKO Palace
DAVENPORT—RKO Orpheum
DAYTON—RKO Keith's
DENVER—RKO Orpheum
DES MOINES—RKO Orpheum
DETROIT—Downtown
DUBUQUE—RKO Orpheum
GRAND RAPIDS—RKO Keith's
HARRISBURG—Fabian Rio
KANSAS CITY—RKO Orpheum
LOS ANGELES—RKO Hillstreet
LOS ANGELES—RKO Pantages
LOWELL—RKO Keith's
MANCHESTER—Palace
MARSHALLTOWN, IA.—RKO Strand
MINNEAPOLIS—RKO Orpheum
NEW ORLEANS—RKO Orpheum
OMAHA—RKO Brandeis
PORTLAND, ME.—Empire
PROVIDENCE—Strand
READING—Fabian Ritz
ROCHESTER, N. Y.—RKO Palace
ROCKFORD—State
SAN DIEGO—Tower
SAN FRANCISCO—RKO Golden Gate
SIOUX CITY—RKO Orpheum
ST. PAUL—RKO Orpheum
SYRACUSE—RKO Keith's
WATERLOO—RKO Orpheum
WOONSOCKET—Bijou

Already SET IN NEW YORK CITY—RKO CIRCUIT (35 Houses) DAY AND DATE, LONG HALF OF WEEK; SKOURAS CIRCUIT (50 Houses); CENTURY CIRCUIT; ALSO, NEW JERSEY WARNER CIRCUIT; PHILADELPHIA WARNER CIRCUIT (42 Houses)!

(with more top bookings coming in every day!)

COLUMBIA PICTURES

Get on the bandwagon n-o-w... while the kids are home on vacation!

Theatre Management

Guide to Modern Methods in the Administrative and Executive Phases of Theatre Operation



The Brass Tacks of Efficient Picture Theatre Management*

SHOWMANSHIP vs. HAREBRAINED IDEAS

By Jack Jackson

This is a funny sorta business in which, ordinarily, one man's guess is as good as another's as to what kind of activity will pay off at the box-office. Some of the screwiest endeavors imaginable have banged the customer meter to record levels and some of the most carefully conceived and cautiously maneuvered brain children have failed to score even a small part of their money weight in the ticket selling arena.

Admitting this to be true we must, in the same breath, acknowledge the fact that, despite the erratic clutter of the ticket machines, experience has proved that it's just plain silly to use the grab-bag plan in picking a combination to open the public purse. All selling plans, either institutional or for individual features, should be meticulously studied to make sure of their possibilities for attracting coin to the cash-box and winning favor for the theatre. After all, you have real money invested in those seats, machines, etc. and when you thoughtlessly engage in activity that threatens the very roof that covers them you're evidencing symptoms that lead direct to the psychopathic ward.

I've spent the past couple of weeks in East Texas and Louisiana and, while the trip has been generally enjoyable, I've encountered some instances of seat selling and good will building that range the Alpha-Omega gamut of from smart to silly effort. Without mentioning theatre names or towns (they'll recognize themselves and that's all that matters) let me give you a bit of gossip about what a couple of fellows are doing to destroy not only their own theatre but to tear the very foundations from under the business generally.

In a big city in Texas there is a neighborhood theatre whose owner recently found himself pretty thoroughly surrounded with rather severe competition. He had other interests that would keep that big bad wolf from eating below his outer breeches and, despite long theatre experience, decided that he'd go at a method of price cutting and exhibition that none of his competitors could possibly better. I have in my possession a handbill—circus size—which was liberally circulated advertising that every night a feature attraction, a comedy and cartoon would be exhibited ABSOLUTELY FREE and that matinees would be given on the same basis every Saturday and Sunday. In addition he had torn out the front rows of seats and leveled the floor for dancing to juke box music to entertain the crowds before and after every performance.

He bulged the candy and popcorn bins and was—I am told—contemplating the placement of a few pin-ball machines in anticipation of garnering the loose coin of patrons into these devices. Of course he had shut down his 35-mm. machines to eliminate operator salaries and reduce the cost of film.

Clean Healthy Form of Amusement to Keep Kids Off the Street

The circular stated that this entertainment gesture was being made in the interest of reducing juvenile delinquency by giving the adolescents a form of clean healthy amusement where they would be off the streets and out of contact with temptation. Elders were invited to participate and sort of supervise the acts of the youngsters.

I missed all three days of this silly approach to the favor of the public but was reliably informed that the folks applied that age-old measuring device: "If it don't cost nothin' it ain't worth nothin'" and stayed away in droves. In three days the new activity dissolved into the useless ashes that is the destiny of most all harebrained effort and the owner is left with a vacant building that he will have one heck of a time reopening either as a 16- or 35-mm. playhouse. However, he did accomplish one thing. He sure gave the moving picture business a terrific kick in the pants and the folks who came in contact with his circulars are undoubtedly looking askance at the admission signs on other theatres.

In another situation I encountered another candidate for the silly selling trophy. This chap is practically without opposition in a fine healthy customer community. Recently business at his operation fell into the same lower brackets that most all theatres are currently experiencing. To bolster things he decided to give away $50.00 in cash and 50 tickets—using the frowned-upon method of lucky number drawing—once each week. None of us has any notion about the giving of cash as predicating other than increased business for any theatre that can get away with it. The thing wrong with this fellow's scheme is that he selects Saturday night for the event. Could be that this night is only to inaugurate the idea and get monster crowds around the

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Bklyn Paramount Holds Vacation Contest

To bolster the early summer business slack, the Brooklyn Paramount Theatre played along with the season and offered 28 free summer vacations to members of the audiences attending the "Hazard"-"Sainted Sisters" show which ran for two weeks.

With the Paramount located in Brooklyn, surrounded by ocean beaches and resorts to which that part of the populace staying home from the nearby mountains flock at the first sign of the sun, Manager Gene Pleshette and Publicity Director Henry Spiegel, with the nod of Managing Director Bob Weitman, tied up with a local resort agency and promoted the cooperation of seven of the better mountain hostelries to ride along with the plan by each contributing four single weeks of expense-free vacations—a total of 28 vacations.

The build-up on screen, in the lobby and in newspaper publicity started three weeks ahead of the date set for the contest, with the barrage of publicity and advertising growing heavier as the show started, climaxing with an ad in the daily newspapers in addition to boxes in the regular display and directory ads.

Entry blanks and "complete details" of the letter-writing contest were available only in the inner lobby of the theatre and an attendant made certain patrons did not take more than one. In the two weeks of the show—and contest—more than 15,000 blanks were distributed to patrons of which in excess of 6,000 entries were mailed to the theatre before closing.

Long Theatres Names Hit Parade Winners

Winners of the Hit Parade Contest of the Long Theatres of Texas were announced last week by E. B. Buffington from the circuit's home office in Weatherford. Campaign was based on quotas achieved by smart showmanship.

Winning managers and their prizes are:

Opening day, June 6—L. G. Yoxheimer, Queen Theatre, Wharton, $50; Charles Lautem, Tower, Bastrop, $25. Highest one day—R. G. Frankenburger, Rita, Victoria, $50; T. B. Miller, Rio, Dayton, $25. Highest total percentage over the entire period and the manager who made his quota every day—Fred Smith, North Houston Theatre, $100 plus a lifetime watch; Jimmie Nagel, Long's Pasadena, $50. Highest percentage over the entire circuit but failed to reach his daily quota each day—Bill Rose, Texas, Bay City, $100; Theo Duke, Sweeny, Sweeny, $50; Exploitation campaigns—E. B. Buffington, Palace, Weatherford, $50; Eddie Durham, Coleman (Howell), $25. Closing day—B. N. Alsbrook, Floyds El Campo, $50; Taft Larza, Plaza, Wharton, $25.

Theatreman Named

Len Utecht, manager of the Essaness Lake Theatre, Oak Park, Ill., has been named general west suburban chairman of a drive for a new 100-bed polio hospital for the Chicago area by the Sister Elizabeth Kenny Foundation of Illinois, Inc.

NEW YORK'S CELEBRATED CRITICS DELIVER

STRAIGHT-FROM-THE-SHOULDER PRAISE

For Paramount's

STRAIGHT-FROM-THE-SHOULDER PICTURE

"CRONIN'S MOST HONEST AND SAVAGE NOVEL. Talent of excellent screen performers is evident . . . the acting compelling. The sequence in which Newton discovers his assistant in his mistress's flat and learns that the blackguard has got his daughter with child is a terrifying bit of motion picture melodrama. Miss Kerr is always right as the unfortunate victim; Mason fine as an understanding but thwarted suitor and Emlyn Williams particularly villainous." *—Howard Barnes, Herald Tribune*

• • •

"VIOLENT ENTERTAINMENT . . . WELL PLAYED. 'Hatter's Castle' is graphic . . . and it follows Mr. Cronin's book. Newton is probably one of the frankest villains the screen has ever shown. Miss Kerr is most touching. Beatrice Varley is extremely affecting. The production is picturesque."
—Bosley Crowther, N. Y. Times

• • •

"WE RECOMMEND IT. Colder than Scrooge, evil as Hitler, cunning as Machiavelli is the middle-class tradesman whose volcanic life is unfolded in 'Hatter's Castle.' This movie adaptation of A. J. Cronin's best-seller has an excellent cast. Newton portrays the megalomaniac hatter with force, at times injecting a note of pure horror into his characterization. The picture is more or less a one-man performance since every scene is dominated by either the hatter's presence or fear of it. This in no way, however, belittles the other performers. The picture 'comes off'."
—Justin Gilbert, N. Y. Mirror

• • •

"VIGOROUS EMOTION. EVERYTHING IS THERE. The cast is capable. The settings are interesting, and the atmosphere." *—Eileen Creelman, The Sun*

• • •

"STRONGLY FASHIONED . . . the performances good. Newton dedicated to portrayal of hypocritical tyrant, lets go with both barrels of the bravura actor's spirit that is his."
—Archer Winsten, Post

• • •

"BURSTING WITH VOLCANIC PERFORMANCES by James Mason, Robert Newton and Emlyn Williams."
—Alton Cook, World-Telegram



BOOK
"THE MAGIC CIT
—FREE!

Jackson . . .

(*Continued from Page* 18)

theatre and that he will swing to one of his poorer business days later on. At least let's hope so.

Just one more of the silly customer sallies and we'll get into what's being done that's smart in the Texas-Louisiana area. This last is not as silly as the rest but it serves to illustrate a lack of calculated spotting of what may be excellently conceived effort. This is a grind operation in another big city where the grosses have been dropping in recent months. To bolster business a merchants co-op ticket campaign was planned. This is an extremely profitable form of endeavor when carried out carefully and the cooperating merchants carefully selected. In this campaign no care was used in the selection of cooperators with the result that practically all placards are displayed in windows of merchants who reflect no credit to theatre cooperation of any kind and whose merchandise is such as to offer a minimum prospect of their realizing any sales boost from the tie in with the show shop. This scheme would have worked to the better advantage of theatre and merchants alike if it were confined to establishments enjoying a modicum of public favor and located in areas of potential patronage or thickly traversed districts. As it is I'll wager that response is so low that the printing costs for the cards have not yet been liquidated.

Silly Doings

I'm glad to get away from those silly doings that cost lots in time and money and accomplish little or nothing in the way of ticket sales. Now let's get on to the smart showmanship I encountered. And here's where I can mention names:

From Sam Landrum, booker and buyer for the Jefferson Amusement Company of East Texas, comes this super swell idea that should be copied by just about every theatre everywhere. This not only promises to do a mighty fine job of keeping the ticket machine busy but should accomplish marvels in the good-will department and increase the good citizen stature of every manager whose house is privileged to participate.

The Jefferson circuit is composed, for the most part, of small town theatres located fairly close together and Sam's idea is to use two or three towns as a group for individual units of an activity directed toward bettering the economic status of the poorly recompensed and almost forgotten school teacher. That in itself guarantees excellent newspaper, radio and word-of-mouth publicity and presages great success for the scheme. It is planned to set up a sizable cash sum immediately after the start of the fall school terms for distribution to the best liked, most efficient, etc. school teacher in the selected territories. The bulk sum is to be broken down to make sure that winners occur in all the participating towns and all teachers, grade and high, public and parochial, are eligible for entry. Any youngster can enter his teacher and voting proxies will be placed in theatre lobbies to receive printed votes that will be issued with all tickets, adult and children. The results will be posted periodically to keep interest high and the cash prizes awarded prior to the Christmas vacation period.

What makes this so swell is the fact that school teachers are tailored to measure as walking examples to ilustrate Mark Twain's classic remark: "Everybody talks about the weather but nobody seems to do anything about it." Newspapers, radio and newsreels have all carried the message of the poorly paid teacher but, so far, little or nothing has been done about it. What more appropriate than that the local theatre take up the axe and swing it lustily in the interest of fattening the stipend of the underpaid educators?

This kind of an axe has two edges and cuts two ways. It will, of course, help the teacher with the board bill, but more important, it will help the kids with the teachers. The latter will be as anxious as June brides to better their standing with the youngsters who go to make up their classes so the kids will get other kids and their parents to favor them at the polls. No teacher will pass up a chance to acquire a couple of hundred smacks to help out with the Santa Claus errands and they're certain to extend themselves to build favor with the kids. That means better teachers, better students and a better future for America.

As mentioned earlier everybody ought to get aboard this one. Maybe you're not able to hit into the high cash category but if you take it on a basis of a ¼ cent per ticket you'll be surprised what a big pile it will amount to in a three-month period. In addition look what it will do for you in getting the inside track to those school bulletin boards and the favor of the harassed school boards who are scratching their heads for ideas that will keep the teachers at their desks.

Underpaid School Teachers

I was telling Norman L. (Turk) Carter, vice president of Paramount-Richards in New Orleans, about Sam's idea and he banged me with another one along the same line. It appears that some time ago the Paramount-Richards organization felt the need of doing something about the underpaid school teachers and figured a way that they could kill two birds with one stone—help themselves as well as the teachers. It was during the war boom when help was scarce and particularly so in Mobile, Alabama, where the ship yards and war industries were payrolling everybody between 17 and 77. With crowds battering at theatre doors from morning till night the regular staff was totally unable to cope with the week-end crowds and that's where the teachers came in. The manager of the Paramount in Mobile was the kind of a fellow who could sell the idea and he secured the cooperation of the school board and superintendent to enlist teachers to act as hostesses on the rush days and nights. As Carter tells it there was considerable confusion as to who was working on what shifts but the theatre was graced with competent and efficient hostesses who kept the crowds from becoming boisterous and created a swell impression with the public that reacted to the favor of future business and civic standing.

To quote Carter: "This is not an activity that you can write a letter about and expect to have it duplicated in all situations. It takes a particular theatre and a particular manager to put it over. If you have that kind of a setup it's a cinch because the teachers appreciate the extra money and the public appreciate the courteous service."

Maybe you can do it in your town. At least it's well worth a try. I want to tell you all about the swell guys I met and talked with all the way from Shreveport to New Orleans but that old devil Space has caught up with me so it will have to wait until the future.

Up They Went

Just 15 years ago three men now prominent in the industry were doormen at the Majestic Theatre, Bridgeport, Conn. They are Ernie Grecula, now assistant general manager, the Hartford Theatre Circuit; Norman Sullivan, now gag man for Comic Bob Hope, Hollywood; and Robert Carney, newly-appointed manager, Loew's Poli Theatre, Waterbury, Conn.

Kriner Sets Precedent; Advertises For Bride for Wedding at Theatre

Stage weddings, particularly a Leap Year ceremony, are a big attraction for the women, especially when valuable prizes for the bride have been promoted from merchants.

Recently Manager Stan Kriner of the Tower, Compton, Calif., wanted a stage wedding, but had no couple for the event, so he placed the following ad in the Compton *Herald*:

"Wanted—a girl who wants to get married."

Of course, the girl had to furnish the man. Kriner did not attempt to pick a bridegroom. The girl either already had one picked out or scurried about to find one. Kriner effected a theatre-merchant-newspaper tieup aimed at eligible girls with marriage in their minds. A deadline was set for entries, which could be made at the theatre or the newspaper office. The first one responding was elected. The gifts donated by the cooperating merchants were part of the bait to lure a girl and her fiance (present or to-be) into having the public ceremony on the stage. The donated gifts included such things as a three-day bus trip to Sun Valley, a gas range, a bridal going-away wardrobe, a wedding ring and other things, while the bridegroom received a traveling suit.

The participating merchants had a complete altar erected on the stage where the formal ceremony was conducted, with bridal attendants, organ prelude and postlude. A sponsored wedding supper preceded the ceremony.

Advance build-up for the wedding included distribution, with merchants participating, of a two-fold announcement program and printed formal announcements to friends and members of the bride and bridegroom's families; a foyer display of the promoted wedding gifts, with credit to the donating merchants.

The affair paid off well for Kriner, whose advice to other theatremen contemplating a June stage wedding is to hold it in the afternoon or early evening, and not as a midnight event.

Maybe It'll Work

A British theatreman, according to Kinematograph Weekly, is the victim of a "revival of a pernicious form of intimidation, once very popular among certain types of patrons." It seems that that manager has received several letters from alleged regular patrons, one signed by several, threatening to boycott his theatre if a specified film is booked for exhibition. The showman has been advised by "The Manager," one of Kinematograph's editors, to retain the letters and, in the event the picture is booked, to contemplate using them in his advertising campaign.

Regional Newsreel

News of Events and Personalities Reported by Correspondents Throughout the Nation

COLUMBUS

George Perkas is giving a face-lifting to his Ritz, west-side neighborhooder by installing a new front and soundproofing the ceiling. Bernard Ginely, who manages the Southern, is a proud father of a daughter, named Patricia Kathleen. Charles P. Alcorn, assistant manager of the State at Galion has returned from a two-week vacation in the North Bay and French River territory of Canada. Alcorn, who was accompanied by his wife and daughter, Jamie, liked it so well, that he plans his next vacation there. Carol Bryer, daughter of Milton H. Bryer, former manager of Schine's Bucyrus at that city, has announced her engagement to Richard Chessin of Cleveland.

ST. LOUIS

Representatives of the International Alliance of Theatrical Stage Employes met here last week to discuss preliminary plans on the coming national convention to be held in Cleveland during August.

Construction has been resumed on the 700-seat Ken Theatre which was damaged during a wind storm on June 5 when a section of the concrete walls collapsed. The New Freeburg Theatre at Freeburg, Ill., is offering special terms for benefits with school, social, civic, church and veterans' organizations. Fox Midwest's 1250-seat Broadway at Cape Girardeau has installed a new cooling plant designed by the circuit's engineering staff. Ways to combat juvenile delinquency were discussed by civic leaders in St. Louis following showing of "Call to Action" at a private screening.

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TORONTO

Odeon's ace Carlton Theatre is scheduled to open Sept. 9. The house will be managed by W. C. Tyers and will seat 2,400. Odeon is also scheduled to open theatres in Pt. Arthur, Ft. William and Sturgeon Falls this month.

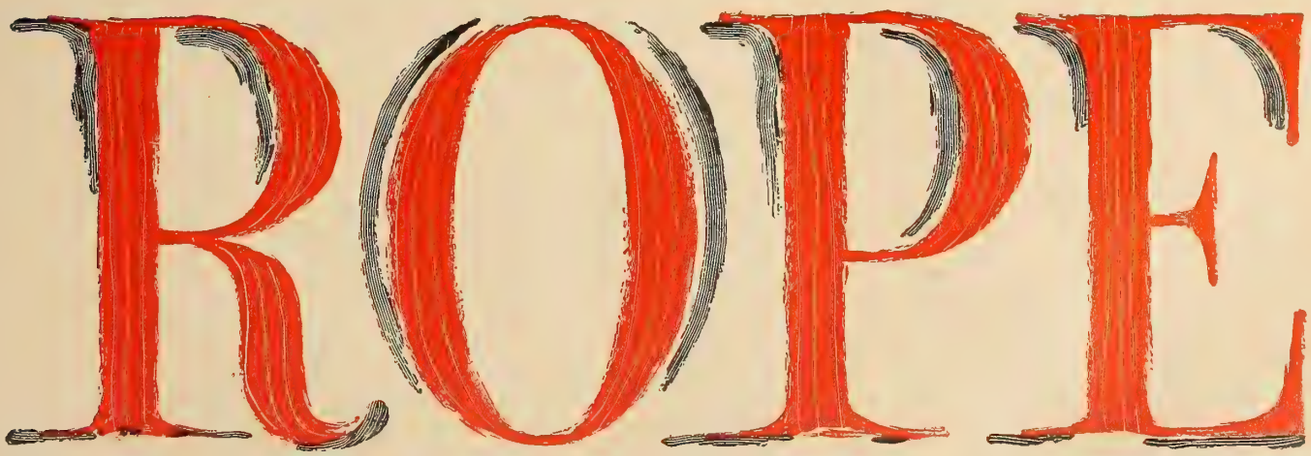
The Famous Players Imperial got taken for $200 by a bandit this week. Morris Applebaum, formerly with Warner Bros., has been appointed business agent for the Toronto Film Exchange Employees Union (AFL).

Best news about the new 20 per cent theatre tax is that Mayor Hiram McCallum of Toronto says it will eliminate need of civic grants for hospital deficits in Ontario. Meanwhile the public pays. Canadian Odeon President J. Earl Lawson, KC., has become a director of National General Insurance Company. The Department of Health and Welfare of Canada has branched into the theatrical field by appointing Michael Meikeljohn as drama director for its National Fitness Division. He will organize community theatrical companies in various areas.

HARTFORD

Jim Hughes of Loew's Poli, Hartford, plans to take a vacation the last week in July. He's slated to visit Philadelphia. Popeye Kiddie

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REGIONAL NEWSREEL

LONDON OBSERVATIONS

Pessimistic on Product Outlook, 2,600 Exhibitors Ask Quota Exemption; Hersholt Awards Six Oscars

By JOCK MacGREGOR

Fear of insufficient good pictures is spurring the independent exhibitor to demand a showdown on the 45 per cent quota and British rental terms. They are not unpatriotic but there's not sufficient good domestic product for all to fulfill quota obligations and cover costs. The Board of Trade report that no less than 2,600 of the country's 4,500 cinemas have applied for exemption. Since the circuits number approximately 1,100, few showmen apparently feel they can see the law through.



Jock MacGregor

J. Arthur Rank, speaking as president of the BFPA at its annual meeting, estimated that 1,500 independent houses as well as the circuits could meet the full quota and hoped for "a more understanding attitude among our exhibitor friends toward the filmmakers' point of view."

His speech augurs well for a desire for better relations with the independents, for it in no way reflected the strong criticism which he has recently aimed at fellow showmen.

Outside of the Rank organization, there is precious little news of new production activity. There is much talk about the independents' difficulties, but who are these people? Only Herbert Wilcox has a really consistent record. Marcel Hellman turns out one a year. Anthony Havelock-Allan should make the grade. Edward Dryhurst did not impress with his first, and Alliance has no great reputation.

Nat Bronsen and Mario Zampi have to prove themselves as have John Blakeley's Manchester studios. Of Filippo Del Giudice there is no news of early activity, though it is understood the Boulting Brothers are seeking a new outlet. George King starts soon, but there is no date for Gabriel Pascal.

Alexander Korda has only one picture on the floor. ABPC also have one. MGM and 20th-Fox are making "Edward My Son" and "Britannia Mews," respectively. It is not surprising that the smaller exhibitor is worried over the rental problem, for he realizes how dependent he is on JARO which has sixteen pictures actually starting and fourteen in the cutting room.

* * *

"There is nothing wrong with the motion picture industry, in any country, that a good film will not cure." This has been said before and was repeated by Jean Hersholt as president of the Academy of Motion Picture Arts and Sciences at a dinner tendered in his honor by the British Film Producers Association. This was an auspicious occasion for the British technicians as six "Oscars" went to their members.

In these days of strained relations between British and American film interests it was good to see so representative a body present, despite a total of less than eighty. The hosts obviously restricted their own members to make room for others. There were artists, union leaders and a few technicians. William Scully and Maurice Bergman, in town on U-I business, were present. Howard Strickling and Jock Lawrence were other Americans and that Anglophile, Sam Eckman, represented the renters with Sir Arthur Jarratt. CEA president Dennis Walls, Teddy Carr and BFA's Roger Manvell were conspicuous, while speeches were made by J. Arthur Rank, George Archibald and Sir Michael Balcon.

After the dinner Hersholt told me how much he deplored the commercialization of the awards by certain parties and would like one year to be able to disqualify any company whose advertising was calculated to influence voting.

* * *

Living up to STR's slogan, "The Service Paper of the Motion Picture Industry," this column has provided new titles for two pictures in recent weeks. The latest is the first of Betty E. Box's Huggett family series which was previously known as "Wedding Bells." This will now go out as "Here Come the Huggetts."

* * *

Anticipate an announcement regarding the British release of "Hamlet." Within the next month or so it will open concurrently in a number of key centres at the most suitable theatre, whether it is an Odeon, Gaumont or independent, for an extended run of set performances.

* * *

For the record: Sol Sheckman has added five Stockport cinemas to his rapidly growing Essoldo circuit. . . . Arthur S. Abeles, Jr., named British chief of Warners in succession to Max Milder ,announces they will only release sixteen pictures next season. . . . No longer will pictures playing the Gaumont Odeon London show houses automatically go out for release on the same circuit. . . . Two second features have had a rough handling in the London area recently and were withdrawn from some cinemas. . . . The critics have lavished high praise on "Naked City" but have taken a slice out of "Amber," not that the picture will be anything but a box-office hit. . . . "Iron Curtain" has got them slightly baffled. . . . Visiting a house for the first time the other night the door bell chimed; "That will be blank" said my hostess, "Not the publicist?" queried I. "No, the actor," I was told. In bounced our friend, who at the first appropriate moment quietly remarked, "Don't let me down, old boy. She doesn't realize I'm only a publicist. She thinks I'm an actor."

Added to 'Mews' Cast

Dame Sybil Thorndyke, A. E. Matthews and Fay Compton, English character players, have been added to the cast of "Brittania Mews," which 20th-Fox is preparing to film in England. "The Affair of Adelaide" will be the picture's title for American distribution.

(*Continued from Page* 21)

Shows, booked by Tom Carey of Carey Theatrical Promotions, Hartford, were set for the Capitol, Providence, R. I.; Olympia, Woonsocket, R. I.; and the Academy of Music, Northampton, Mass., with tentative dates set as of last week. Back from a trip through northern New England, Carey reported meeting two old pals in the trade—Larry O'Neill, former manager of the Cameo, Hartford; Suffolk, Holyoke, Mass.; and Don Barhydt, former manager, Court Square, Springfield, Mass., now managing the Strand, Gloucester, Mass. O'Neill is now living in Marblehead, Mass., handling a laundry business.

Walter Murphy, manager, M. & P. Capitol, New London, leaves on vacation soon. A new air circulator has been installed at the New Colony, Sound View, by the two partners running the house, Tom Grasso and Herb Jaffee.

Russ Newton, M. & P. Capitol, New London, returned from vacation. Pete Tomczak, projectionist, Webb, Wethersfield, has resigned. Tom Harris, son of Bucky Harris, formerly exploiteer for RKO-Radio in this area, went to work for U-I's Albany exchange as apprentice booker. Bucky is now with the U-I Exploitation Division. John King, Navy veteran with 28 years service, has been named projectionist, Glackin & LeWitt's Strand, Sound View. Strand, Hartford, installed new air conditioning unit. Sam Horwitz, Loew-Poli, Hartford, got back from a New York vacation. Harry Matarese, State, Hartford, was vacationing along the shoreline. Webb, Wethersfield, which has dropped foreign film policy for summer, will resume Tuesday-Wednesday screenings in September, according to Doug Amos, manager.

PHILADELPHIA

Film Classics exchange here was robbed last week, Manager Mort Magill reported. Mrs. Penny Kaufman of Columbia is back working after her honeymoon. Twentieth-Fox Percentage Clerk Joyce Rosenberg and Claire Steinhouse, booker's stenographer are vacationing at Miami Beach. Adele Plechner, secretary to the Stanley Warner sound department is flying to Portugal. Patty Young, daughter of Columbia Publicist Milt Young, celebrated her 12th birthday last week. Jack Jaslow, who sells foreign films, rounded out the first 25 years of married life. Columbia Cashier Betty Schultz is wearing a diamond ring on the right finger of the left hand. Francis Weinfeld gave it to her. Screen Guild's Jack Engel is back from a Chicago sales meeting. Those boys of Warner Bros., who do such a job on selling and handling film came back last week from a fishing trip with red faces. Ten of them caught four fish.

PHOENIX

H. S. McClusky, Arizona Industrial Accident Commissioner, returned from brief Hollywood visit with assurances that western pictures will continue to be filmed in Arizona. While in the movie city, McClusky addressed a meeting of studio lawyers, business managers, and local insurance men, and explained to them the new Arizona insurance rules under the workmen's compensation law. Although some studios had considered changing their western locale from Arizona to California, they changed

REGIONAL NEWSREEL

their collective minds when McClusky pointed out to them the difference in compensation benefits paid to injured actors by the two states. Whereas the maximum monthly payment in California is $120, the monthly benefits in Arizona go as high as $1,950.

Harry L. Nace opened his new theatre, the Royal, in Morenci. House, a 602-seater, was built at a cost of $175,000 and is being managed by Leo F. Wilson, who has been connected with Nace theatres since 1945.

The Fox scheduled a beauty contest for its July 14 stage attraction, with the winner to be crowned "Miss Phoenix." The lucky gal may eventually wind up as "Miss Arizona" and then go on to the finals in Atlantic City, where a "Miss America" will be chosen in September.

NEW YORK

Film row was gasping this week but the majority of exchanges reported few personnel absences and struggled through on regular hours. MGM Monday knocked off earlier when the thermometer shot up.

George Blank has resigned as booker for the Prudential circuit. Henry Goldstone, reissue specialist, has moved into his new offices in the Film Center Building. National Film Service has appointed Bonded Film Storage Company, Inc., as its Greater New York representative, Executive Vice-President William J. Clark announced.

Dorothea Lutjens, personnel director for the Motion Picture Association of America was married last Saturday to Robert W. Little, engineer for the Lomis Company at Kruger's on the Hudson. United Artists' Gertrude Levine is honeymooning in the Adirondacks. Don Hickey, MPAA community relations division chief is in Boston addressing educational, civic and business associations.

Paramount Home Office Attorney Morton Lane is the father of a son—Richard Paul—born last Saturday.

Lucille Benjamin, wife of National Screen Executive Paul Benjamin, died July 7 at Miami Shores, Fla., from coronary thrombosis. Surviving are the husband and a son, Paul.

DENVER

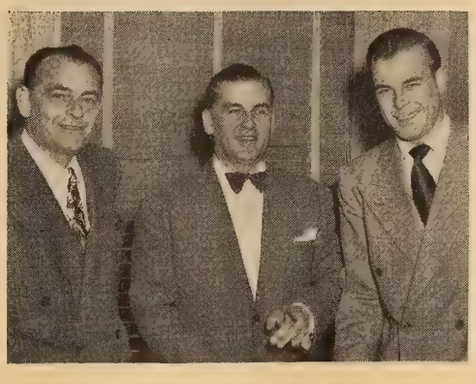
Fred Brown, film buyer and booker for the Black Hills Amusement Co., took a three-weeks 5,000-mile vacation trip east. While in Chicago he and Mrs. Brown saw their daughter, Sally H. Brown, receive a master's degree in speech reeducation at Northwestern University.

Robert Patrick opens his new theatre at 26th and Humboldt late this month. Walter Jancke, former theatre manager here, now with Westland, Lincoln, Neb., is seriously ill. Clarence Kelland has bought back the Iris, Edgemont, S. D., which he sold some time ago to L. T. Rademacher. MGM Booker Claude Newell got his notice for two weeks active duty from the air corps reserve where he is a pilot. Dave Samuels will manage the new Motorino, drive-in, to be opened soon on North Federal. Herman Everhart is opening Granada, Colo., to films with the 300-seat Granada. Walter M. Houser has taken the LaFa, Lafayette, Colo., back from Inland Amusement Corporation, which had disbanded.

Ralph Hamilton, Jewell manager, and Sue McCracken have married. Robert T. Martin has sold the Liberty, Pagosa Springs, Colo., to Albert Petry. Ralph H. Olson, Universal salesman of Kansas City, has been transferred here, succeeding Emmett Warner, who operates the Coronado, Albuquerque, N. M. The Rialto is closed for remodeling.

Service Plus

The East Drive-in at Louisville has added, as an extra service to patrons, bottle warmers available to heat the baby's milk.



AT PREMIERE. Attending the recent world premiere of Eagle Lion's "Canon City" at Canon City, Colo., were (l-r): Bryan Foy, producer of the film; Rick Ricketson, of Fox Intermountain Theatres, and Scott Brady, the picture's star.

MILWAUKEE

Joe Murray of Leeds, N. D., has taken over the Grand at Grantsburg, Wis., from Arthur Luscome. Gunnar Nelsen and Orville Jesse of Washington Island, Wis., have moved their operation over into the 35-mm. class from the 16-mm. they were showing. Bennie Benjamin of Screen Guild is vacationing in California. Joe Covellie, formerly office manager for 20th-Fox, here and now in the same spot in Chicago, married Rosemary Ward, another Foxite.

Bill Brimmer, one of Universal's first managers in this territory and recently with Warner Bros. in Des Moines was a recent visitor. Clara Langmach, wife of one of Milwaukee's pioneer exhibitors and a part owner in the Colonial Theatre, passed away. Twentieth Century-Fox Manager Joe Neger is on vacation. A new theatre equipped with television, is to be opened by Standard Theatres at Waukesha, Wis.

OMAHA

Walter Yancke, city manager of Dent Theatres at Lincoln, is in Lincoln General Hospital and showing improvement after a mild attack of polio.

Ray Brown, Harlan (Ia.) exhibitor, has a new canopy on the Harlan Theatre. H. O. Qualsett, owner of the Lyric, Tekumah, Neb., plans a new canopy, front and inside remodeling for his house.

Harold Smith, Carson (Ia.) exhibitor, is back after three weeks on the West Coast. Joe Warnock, Battle Creek, Ia., returned from fishing in Montana. MGM shipper, Charles Lorenz, injured an ankle when a film can fell and struck it. Infection set in, forcing him into the hospital. MGM contract clerk, Lucille Hahne, resigned and moved to Denver where she and her husband have purchased a grocery.

Herbert Anderson, Lind, Minn., has bought the Rio, Wall Lake, Ia.

Talk of a successor chairman, Robert P. Samardick, as a member of the three-man Police Civil Service Commission has centered on William Miskell, Tri-States district manager. Miskell has been interested in police work for years.

Vacationists include: Mona Hanson, Universal-International; Minnie Nixon, Paramount; and Helen Newman, Eagle-Lion. Omahan Beverly Warren, who has minor Hollywood roles, has signed with Alexander Film Company, Colorado Springs. Ak-Sar-Ben will finance a 30-minute color film on soil conservation and irrigation. The Bureau of Audio-Visual Instruction at the University of Nebraska will produce the film.

SALT LAKE CITY

W6SIX brought this city televised happenings at the Democratic convention through film recordings made at the convention and flown here.

Intermountain Theatres Vice-President and General Manager Tracy Barham married Margy Harris and is honeymooning on the Pacific coast. John Ramsey, assistant manager of the Uptown is vacationing in Portland and Harry Ashton, the Uptown's manager, will go to Denver for a combined vacation and business trip when John gets back. Warner Bros. Booker Katherine Walton is off for her two weeks. C. R. (Buck) Wade, Universal Manager, went to Giddings, Idaho, to attend the opening of Norland Bamer's new house there this week. Exhibitors Alma Jackson of Plentywood, Montana, and John Moran of Laurel, Montana, were film row visitors.

The University of Utah is presenting "Show Boat" at its Stadium as part of a series of light operas. The Capitol, which is playing name stage shows has booked the King Cole trio this week. Fredric March presented certificates of honor to Marilyn Ackridge and Bill Hoover here for their work in the Salt Lake Theatre productions.

INDIANAPOLIS

Andy Smith, general sales manager, 20th-Fox, will be the guest speaker at the three day summer meeting of the ATO-of Indiana, Inc., at the French Lick Hotel, French Lick, Ind., July 26 through 28th.

The Avenue for colored has installed a new deep well cooling system. The Lido for colored owned and operated by the Williston Circuit

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For the Kids

Camp O'Connell in Warrendale, Pa., a summer camp for underprivileged children in Pittsburgh and vicinity, opened last Sunday with a gala celebration attended by several hundred. The camp is co-sponsored by Father O'Connell and the local Variety Club.

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of Indianapolis, has been closed for extensive alterations.

The Hippodrome at Terre Haute, Ind., dark for years, is being remodeled at a cost of $250,000 by the Fourth Avenue Amusement Co., Louisville, Ky. It will take the place of the Grand, which will be taken over by the Gregory Circuit of Chicago, when the present lease expires.

Warner Bros. District Manager Charles Rich, was in the city Monday holding a sales meeting with branch salesmen. Before leaving, he and Claude McKean, local manager, went to Ft. Wayne, Ind., where they called on the officials of Quimby Theatres. Joe R. Neger, branch manager for 20th-Fox at Milwaukee, is visiting his old friends here while on vacation. 20th-Fox Salesman Kenneth Dotterer and family are spending their vacation at Yellowstone National Park.

Kenneth Collins, general manager, Greater Indianapolis Amusement Co., will represent the motion picture industry for the week long Citizens Rededication week July 25.

CINCINNATI

RKO Branch Manager S. C. Jacques attended a regional sales meeting in Buffalo. Bill Burns has been appointed branch manager for the Roshon 16-mm. Exchange, Cincinnati. Mike Spanagel, of the White Libson Circuit, has left on a fishing trip.

The local Foxites had a picnic Friday afternoon, at the Summit Hills Country Club. Bert Stearn, president of Co-Operatives Theatres Service, Pittsburgh, spent several days in Cincinnati with the local manager, Wm. Borack. The company will now book and buy for the Roxy and Westmor Theatres, Huntington. Charles Midelburg plans to improve his Capitol Theatre, Charleston, W. Va.

Abe Hyman and associates are building a drive-in theatre at Ceredo, W. Va. Jerry Marks, former West Virginia salesman for Universal-International, resigned, to devote his entire time to his new drive-in at Ceredo, W. Va. Al Kolkmeyer, booker for U-I, is taking Marks' place; and Heywood Mitchison, former Paramount booker, is replacing Kolkmeyer.

Funeral services were held in Louisville, Ky. for the mother of Exhibitor Max Matz, Bluefield, W. Va. Bill Thalheimer, Logan, W. Va. brought his young son to the city for a vacation.

Wendell Holt, Richwood, W. Va. and Miss Viola Dillon, were married recently. The couple are honeymooning at the Greenbrier Hotel, White Sulphur Springs, Va.

KANSAS CITY

Julian King Enterprises back after a trip to Atlanta, Ga., to attend the funeral of his stepfather.

MGM exchange chief, Al Adler, is back after a vacation.

Paramount Exploitation man, Jim Castle, has been moved to St. Louis, Mo.

Roxy, the Durwood circuits, last week, celebrated its 30th anniversary.

Ernie Block is back on film row as salesman for the Selznick Releasing Organization. He formerly was a film salesman with Columbia, but has been off the row for several months while he and the Mrs. got their new theatre, the New Civic, going in Sabetha, Kans. Block will work with Tommy Thompson, local SRO chief, in handling the K.C. territory.

Gene Snitz is the new exchange manager at Eagle-Lion, stepping up from his former job of city salesman to replace M. G. Shackleford. Shackleford has gone to Minneapolis where he has set up an office to handle a theatre clock advertising business for the states of North Dakota, South Dakota and Minnesota.

Dan Bodney has reopened the Admiral Theatre, northeast subsequent run, following extensive rebuilding and refurnishing of the house. The theatre burned last December, and most of it has had to be replaced. The theatre is owned by the Devins-Bodney Company which also has the Baltis and Murray theatres, also subsequent runs.

Variety Fight

A heavyweight fight which the National Boxing Association says will be recognized as the first heavyweight elimination series to find a successor to Joe Louis will be held Aug. 2 at the Griffith Stadium in Washington when Ezzard Charles of Cincinnati and Jimmy Bivins of Cleveland trade punches for the benefit of the Washington Variety Club Welfare fund. Charles Ford and Charles Walker are co-chairmen.

MINNEAPOLIS

Property has been optioned in Robbinsdale, Minneapolis suburb, for the possible location of a drive-in, Ralph Green, head of J. & M. Enterprises, has announced. The proposal still has not been submitted to the village council. The firm also is building a drive-in at Rochester, Minn., which is slated to open the end of this month, and another drive-in at Madison, Wis., which is scheduled for an August opening.

Fire confined to the booth caused damage at the Gem, Ivanhoe, Minn., estimated at $1,000. Patrons left orderly when the lights went out. John Wallace Hiller, son of W. R. Hiller and manager of the Hiller theatres at Marshall, Minn., has married Jo Anne Yeager. Mrs. Fay Karrigan has been shifted from the home office of Berger circuit to manager of the Riviera, Hastings, Minn., replacing Roy McPherson. Irene Efshen, head bookkeeper at National Screen Service, is vacationing in Illinois and Kentucky. Joe Rosen, booker at Paramount, is vacationing in New York City. Mary Parker, prevue shipper at National Screen Service, is spending two weeks in Iowa. Jake Flemmer and J. W. Hovey have purchased the Clark, Canistota, S. D. Raymond H. Isaak has purchased the Valley, Golden Valley, N. D., from H. C. Miller.

New Theatres

Los Angeles—Lee Theatres (Jules Seder, Howard Goldenson), 1,000-seat Encino at Ventura and Noelene; construction in August, Architect William Pereira. Helix, 850 seats, at La Mesa, Burton Jones owner; opening August. Mason Shaw will build a 475-seater at Saratoga, Calif., costing $70,000.

Salt Lake City—The Hyland drive-in, 700 cars, costing $100,000, ready within 16 days for operating by Hyland Drive-in Corporation. Geneva drive-in, 600 cars, Superior Amusement Corp., operators.

Louisville, Ky.—A. V. Luttrell, 460-seater at Russell Springs, Ky., to be named Russell and to replace present Strand.

Boston—George Grimsah, Joseph Morgan, drive-in at Rutland, Vt.; a $38,000 house at Waterbury, Conn.

Atlanta—Talgar Theatres, $75,000 drive-in at Ft. Pierce, Fla. A new colored thatre at St. Petersburg.

Gresham, Oregon—H. H. Mowyer to build a $100,000 house.

St. Louis—Waring Auto Theatre, 530 cars, near Murphysboro, Ill.

Milwaukee—A 336-seater at Turtle Lake, Wis. Miner Amusement Company, an 803-seater at Menomonie, Wis.

Houston, Tex.—Construction of a $130,000 theatre and broadcasting studio has been announced for Texas City.

LOS ANGELES

July, August and September have been set aside by the Realart exchange for a sales drive to honor Sam Decker, local franchise holder.

Ted Cunningham and Charlie Kranz have joined Cinema Distributors, headed by Ed Barison, in selling foreign and exploitation pictures.

Jack Jacobs, resigned from Filmack Trailers, has joined National Screen Service's special service department. William Z. Porter, head of Monogram and Allied Artists contract department in the West, left Los Angeles last week for a two-month tour of company exchanges, starting with Denver.

Max Rothafel, 63, son of Fox West Coast District Manager Bob Rothafel, passed away in Chicago July 6.

Condolences are being extended family of J. Frank Mednick, owner of La Tosca and Trojan Theatres here. Mednick, 57, died July 5. Mrs. Mednick and a son survive.

Ground will be broken July 25 for Los Angeles new $600,000 Saint Sophia Greek Orthodox Church, a movement in which Charles Skouras is actively interested. The Most Reverend Archbishop Athenagors, head of the Greek Orthodox Church in the Western Hemisphere is scheduled to be present.

LOUISVILLE

The Louisville Park Theatrical Association went into its 10th season this year with "Music in the Air" as film houses continued to buck heat with fair attendance and a program of holdovers, reissues and three new films—"On Our Merry Way," "Violence" and "Furia."

Frank Riffle, engineer of the Falls City Theatre Equipment Company is back from a visit to his home town, Jackson, Kentucky. The Kentucky, operated by Switow Amusements, last stand in the no popcorn houses other than first runs, has capitulated and the popper is now in.

Out of town exhibitors seen on the row: D. B. Allen, Mary Jane Theatre, Caneyville, Ky.; Robert Enoch, Elizabethtown Amusement Co., Elizabethtown, Ky.; George Lindsey, Lindsey Theatre, Brownsville, Ky.; J. T. Flowers, Sunset Drive-In Theatre, Bowling Green, Ky.; Joseph W. Barr, Williston Theatres, Indianapolis, Ind.; Reach McAllister, Theatair Drive-In Theatre, Jeffersonville, Ind.; Bob Harned, Empire Theatre, Sellersburg, Ind.; W. P. McGary, Lyric Theatre, Hardinsburg, Ky.; J. V. Snook, Griffeth Theatre, LaGrange, Ky.; C. O. Humston, Lyric Theatre, Lawrenceburg, Ky.

PITTSBURGH

Members of Film Row who attended the wedding of RKO Salesman Al Glaubinger to Miss June Goldfarb, of Dayton, Ohio, last week were Morris Lefko, newly appointed district manager for that company, Dave Silverman, branch man-

REGIONAL NEWSREEL

ager; Irving Frankel, salesman, and William Serraos. The ceremony took place in Columbus, Ohio. The marriage of Nancy Carlson, of Warners' Theatres, to James Duffy, medical student at the University of Pittsburgh, has just been announced.

John D. Walsh, Shea's Fulton manager, has returned from his vacation in Newport, R. I., and after a few days back on the job will depart for Zanesville, Ohio, for several weeks on company business. Assistant Frank Wallace will carry on during his absence. Ed Wheeler, film salesman for many years in the Pittsburgh area, has joined Monogram in a similar capacity. Anthony Latella has sold the Atlas Theatre, Pittsburgh, to Aaron Rosensweig, Eagle-Lion salesman. Burton Swartz, assistant manager of Warners' Kenyon, has been promoted to treasurer of that company's Stanley. John Burnes, assistant at the Cameraphone Theatre, succeeds Swartz at the Kenyon. Ernest Stern, manager of the South Park Drive-In, is the father of a daughter.

VANCOUVER

Jimmy Patterson's Vancouver branch won in the Canadian Division of the 20th Century-Fox spring drive—the staff getting three weeks' salary as bonus. Reggie Doddridge, former RKO Manager at Calgary, has been appointed booker for the Calgary office of Eagle-Lion Monogram, replacing Frank Soltice resigned. United Artists Booker Eddie Weisberg has jumped from amateur to semipro baseball this year pitching left-handed for the New Westminister Royals. International Distributors Manager Willard Adamson is back in the hospital for another operation on his leg. Eagle Lion Manager Harry Page's father, 73, underwent a major operation and is doing nicely.

A $50,000 theatre and dance hall is to be opened by a group of Carlyle businessmen. John Booth of Calgary has bought the theatre at Okotos, Alberta, from Adam Kaminski.

Exhibitors are dropping benefit plans now that the flood emergency in British Columbia has been declared over. Cool weather and rain raised grosses in this area this week; they had been estimated off at 30 per cent.

ATLANTA

Distributors Group, Inc., has signed a deal with United World for their 16-mm. Martin Theatres has made the following managerial changes: Olin Athinson, formerly in Piedmont, Ala., transferred to Tifton, Ga.; Clare E. Moses, the Gem, Cuthbert, Ga., to the Pix, Evergreen, Ala.; E. M. Jennings from the Evergreen to the Piedmont. Wometco circuit Film Buyer Herman Silverman is vacationing in Scotland. Curtis Miller, General Manager of Claughton's theatres in Tampa, is vacationing at Miami Beach with his wife. A. H. Baker of the Waters at Leeds, Ala., is back from vacation. Roy Stegall, formerly manager of the Strand, Birmingham, has been appointed manager of the East Lake.

The southern projectionists held their annual meeting at the Henry Grady Hotel last week. Lionel Keene, former district manager of Loew's, is taking his Kiddie Review to Philadelphia for an airing there. John Howard of Kay Exchanges is visiting New York. Blake Cohen, for the past two years manager of Monogram Southern has quit to join Ernest Laindaiche as a partner in New Orleans Screen Guild, a franchise formerly held with Joy Houck.

Astor Pictures' Jimmy Bello is passing out cigars. It's a boy. Ditto Red Barron of Benton Bros. The Middletown at Oak Ridge, Tenn., has closed—no business to speak of politely. Mildred Castleberry, booker for the Martin circuit, is back after vacationing in Miami.

Film row visitors: H. E. Greene and Col. T. E. Orr; R. J. Ingram; J. C. Cox; P. L. Taylor; Frank Merritt; N. H. Waters, Sr.; Billy King; Harry Whitestone of the Whitestone tent show; Ralph Johnson, the Georgia movie tent showman; Ed Duncan; A. L. Swett; Clyde Sampler; Sidney Laird.

Office Theatres

Two theatres as part of an office building project were announced this week for Boston's newest and highest skyscraper—the 32-story John Hancock building. One will seat 1,000 and another 1,600. The company will also build a 1,000-seater in a new housing development.

SAN FRANCISCO

Award of the Fredric March Certificate of Achievement to drama students Arthur P. Hedberg and Betty Jane Wells of San Francisco State College was made at the Universal Film Exchange preview theatre by Hulda McGinn, director of public relations for the California Theatres Association. Gene Paplock, manager, United Artists Theatre, made a tie-in with the ceremony by arranging preview of "Another Part of the Forest," starring March, for the college drama group. Picture was opening at his house.

Harry Rice, manager and public relations agent at Embassy Theatre, slipped Dan McLean, co-owner of Embassy, into man-of-distinction class by arranging for McLean's picture to appear in local publications' brew advertisements. McLean is shown reading trade paper and sipping the product.

Edgar J. Mannix, general manager of MGM studios, here on business visit.

Tommy Tucker, the 70-year-old vocal sound effects man who, by lung power, has simulated everything from hurricanes to cows for the films, is being booked into two Golden State houses for Saturday morning kiddie shows.

Eddie Sutro newly named manager of Del Mar, Golden State house. Connie Clement, booker at Vert Levey Booking Agency, is under doctor's care in Sacramento hospital. Paramount press agent, John Ettlinger, is vacationing. Stanley R. Lefcourt, San Francisco Theatre, Inc., booker, is on vacation leave.

Sam Sobel has been named manager of Film Classics' branch here, replacing Fred Abelson, deceased.

BOSTON

Twentieth Century-Fox's new offices are getting the latest in everything with the television for its screening room as well as facilities for showing video films, Manager Edward X. Callahan says.

July is outbidding June as the month for marriages with Rosalie Analist and Ernest Israel of the Yamins circuit saying "I do" and then honeymooning in Canada. MGM Salesman William Madden also took the long step with Millicent Bolves of New York and honeymooned in Mexico City, while Mack Roberts, brother of Rifkin Circuit George Roberts stepped off with Doris Shallem.

Among the week's renovations is the Beacon whose owner Ben William closed the house to improve it and the Rialto at Brockton where the E. M. Loew circuit plans complete alterations before reopening in Fall.

Thieves tried to hold up the box-office at the Brookline Village Theatre but a quick-thinking cashier and a patrolman scared them away. E. M. Loew was host to members of Cinema Club at his Newton home; they made him a gold-card-carrying life member. Richard Oberman, son of MGM Head Booker Nathan Oberman, has been added to the staff of Jack Myers' Hub Film Company. Sam Torgan, manager of the RKO house at Lowell has organized a Frank Buck Club. The Olympia in Cambridge has gone vaudefilm for Mondays. Lawrence J. Burke has been made assistant manager at the Olympia in Chelsea; Norman C. Stoddard is now assistant manager of the Paramount at Lowell and new to the Capitol staff are Francis Dupont, James Cunehy and Antone Mattos. Joan Mansfield of the Warners' publicity staff is vacationing on the Atlantic shore.

HARRISBURG

Two more Chertcoff theatres in the Harrisburg suburban area have added hearing aids to certain sections and seats. They are the Elton, Steelton, and the Hill, Camp Hill. The Lemoyne, in the same chain, was previously equipped with the RCA devices.

Local exhibitors are following the bill of the last session of Legislature which permits school districts to tax amusements for new sources of revenue, and were interested to note that many of the State's 2549 school districts are tapping the levy. The State Chamber of Commerce in a recent report stated that amusement taxes are "top preferences" with 131 various subjects under that heading to be levied upon.

Two big exploitation campaigns are expected within a few days, as the Senate prepares for the world premiere of "Tap Roots," and Loew's Regent plans to bring in "Easter Parade" July 21. The latter, scheduled for July 14, was set back to permit a test revival of the Marx Brothers in "A Night At the Opera." That

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New Mirrophonic Sound
JOE HORNSTEIN has it!

The Box-Office Slant

Current and Forthcoming Feature Product Reviewed from the Theatreman's Standpoint

A Friend Will Come Tonight

(French Dialog—English Titles)

Lopert Films Drama 92 mins.

AUDIENCE SLANT (Adult): This French film about the wartime Maquis, with a sanitarium for the insane in the French Alps as its background, may likely prove too confusing for American audiences, despite the presence of English titles.

BOX-OFFICE SLANT: Should get by in so-called art and foreign-language houses, especially where there are French-speaking populations.

Cast: Michel Simon, Madeleine Solonge, Louis Salou, Saturin Fabre, Paul Bernard, Marcel Andre, Jacques Clancy, Daniel Gelin, Claude Lehmann, Lily Mounet, Yvette Andreyor, Cecilia Parolli. Credits: Produced by Constantin Geftman for A.C.G.C. Films. Scenario by Jacques Companeez. Adaptation and dialog by Raymond Bernard and Jacques Companeez. Directed by Raymond Bernard. Music by Arthur Honegger. Released in the United States by Lopert Films, Inc.

Plot: The leader of a group of French Maquis, along with some associates, poses as an inmate in a sanitarium for the insane in the French Alps while covertly directing resistance against the occupying enemy forces.

Comment: While the idea behind this French picture was undoubtedly worthwhile, the finished product may likely prove too confusing for the average American moviegoer, despite the presence of English titles. Furthermore, screen dramas of the World War II undergrounds have had their day with most moviegoers, so that this latest disquisition is not apt to arouse more than passing interest. Performances are satisfactory, but there is a lack of excitement and clarity in the proceedings. The picture should get by in so-called art and foreign-language theatres, especially where there are French-speaking populations.

Night Has a Thousand Eyes

Paramount Drama 81 mins.

AUDIENCE SLANT: (Adult) One of the most terrific thrillers of this year, with suspense that is almost unbearable as the story builds to its climax.

BOX-OFFICE SLANT: Can't miss being a top draw, unless everybody stops coming to see pictures entirely. Excellent name draws plus certain great word-of-mouth are bound to make it a winner.

Cast: Edward G. Robinson, Gail Russell, John Lund, Virginia Bruce, William Demarest, Richard Webb, Jerome Cowan, Onslow Stevens, John Alexander, Roman Bohnen, Luis Van Rooten. Credits: Producer, Endre Bohem. Director, John Farrow. Screenplay, Barre Lyndon and Jonathan Latimer. Based on the novel by Cornell Woolrich. Photography, John Seitz.

Plot: A mind-reader travels the vaudeville circuit with his fiancee and best pal, doing a fake act, until one day a real vision comes to him. From then on, his sudden visions produce tragedy, over which he has no control. He finally makes a sacrifice of his own life to save that of the daughter of his one-time fiancee, who had married another man.

Comment: Here is one of the most terrific thrillers of this year. That much overused word, "terrific," actually applies to this film. The suspense is almost unbearable as the story builds to its climax. Better advise weak-hearted patrons to stay away. It's a toss-up as to who deserves the major credit —divide up the laurels between Woolrich's suspenseful novel, Lydon and Latimer's fine scenario from that novel, and Edward G. Robinson's magnificent acting. The great actor again proves his versatility by bringing to life one of the most unforgettable characters of the screen in his portrayal of the man whose visions never fail. The rest of the cast is topnotch, especially beautiful Gail Russell in an exacting role, and Bill Demarest, who comes into the film midway and still manages to score solidly. John Lund is the only drawback, being too stiff and unbending; but his part is relatively unimportant, although he gets star billing. This picture can't miss being a top draw, unless everybody stops coming to see pictures entirely. Excellent name draws plus certain great word-of-mouth will make it a winner.

National Reviewing Committees Audience Classifications

SO EVIL MY LOVE (Para.)
MATURE—National Board of Review.
CLASS A—SEC. 2—National Legion of Decency.

THE SPIRITUALIST (E.L.)
FAMILY—National Board of Review.
CLASS A—SEC. 1—National Legion of Decency.

THE STREET WITH NO NAME (20th-Fox)
FAMILY—National Board of Review.
CLASS A—SEC. 2—National Legion of Decency.

Train to Alcatraz

Republic Drama 60 mins.

AUDIENCE SLANT (Adult): Fast-moving action-drama taking place almost entirely aboard a train en route to Alcatraz. Not for children because of some scenes packed with violence.

BOX-OFFICE SLANT: Will get by nicely as supporting fare.

Cast: Donald Barry, Janet Martin, William Phipps, Roy Barcroft, June Storey, Jane Darwell, Milburn Stone, Chester Clute. Credits: Associate producer, Lou Brock. Director, Philip Ford. Original screenplay, Gerald Geraghty. Photography, Reggie Lanning.

Plot: A young fellow is framed by an older man and his moll in a murder rap and is on his way to Alcatraz aboard a prison train. When the convicts try to escape after killing several guards, the leader of the men allows the young fellow to remain behind. The escaping convicts are mowed down, and the young man is freed when evidence is simultaneously uncovered pointing to his innocence.

Comment: Here is a fast-moving action-drama taking place almost entirely aboard a train en route to Alcatraz. Because of some scenes packed with violence, this picture is not for children. The prison-train story has been done before, but Director Phil Ford manages to keep enough gimmicks going in this version to insure 60 minutes of excitement. Outstanding in the cast is William Phipps, who did such a fine job in "Crossfire." Production values are up to par. The film will get by nicely as supporting fare.

Red River

United Artists Western Drama 125 mins.

AUDIENCE SLANT: (Family) A real blood-and-guts western, typical of the best in such epics of the American frontier as "Covered Wagon," "Cimarron" and "Stage Coach." Cameras never used to more dramatic purpose than those which captured the action, the atmosphere, reaching plains and vaulting skies that frame the man-to-man drama and gigantic adventure of the first drive of a cattle herd over the famous Chisholm Trail from Texas to Kansas.

BOX-OFFICE SLANT: Has the makings of a very big draw at theatres of all types and classes.

Cast: John Wayne, Montgomery Clift, Walter Brennan, Joanne Dru, Harry Carey, Sr., Harry Carey, Jr., Noah Beery, Jr., John Ireland, Paul Fix, Coleen Gray. Credits: Produced and directed by Howark Hawks, presented by Monterey Pictures. From the Saturday Evening Post story, "The Chisholm Trail," by Borden Chase. Screenplay by Borden Chase and Charles Schnee. Photographed by Russell Harlan. Music composed and directed by Dimitri Tiomkin.

Plot: John Wayne is a courageous but stubbornly determined pioneer who builds an empire as a cattle man on land he usurps in Texas. His determination to drive a herd of 9,000 cattle from Texas to Missouri to realize a sale for his beef becomes a historic saga of hardship, danger and, eventually, mutiny in which his adopted son takes the side of hard-driven men under Wayne's employ. The younger man takes command, switches the destination to Abilene, Kansas, a new railroad center, where Wayne overtakes them and tries to force his adopted son into a gunfight. There is a vicious fist fight, but eventual reconciliation. Period of the story is just prior to and immediately following the Civil War.

Comment: It's a long while since movie fans have had spread before ever-eager eyes such an expansive canvas of pioneer western dramatics as Howard Hawks has brought to the screen in the stirring blend of spectacle, action, suspense and romance offered in "Red River." The hard, embittered, stout-hearted pioneer who knows what he wants, and gets it—with fatal gunfire, if necessary —created by John Wayne as Thomas Dunson, is one of the most potent characterizations of which Hollywood can boast. Outstanding performances are the rule here, and Montgomery Clift, Walter Brennan, Joanne Dru, and others live up to their rich and rewarding opportunities. The cameras have been used to tremendous effect in recording the assembly of the enormous herd of cattle and in the teaming, headlong stampede that costs dearly in lives of men and beasts. The same may be said of the closeups and other shots of the man-to-man, and man-with-a-maid scenes which furnish the thumping drama taking place before this sweeping spectacle of a vast American frontier.

That Lady in Ermine

(Color by Technicolor)

20th-Fox Comedy With Music 89 mins.

AUDIENCE SLANT: (Adult) This witty

and delightful comedy with music bears marked evidences of the famed Lubitsch "touch" and should prove frothy summertime fun for sophisticated adult audiences.

BOX-OFFICE SLANT: It should take no house to fall on an exhibitor to make him realize that in its various elements (Technicolor, the topnotch cast names and the name of Producer-Director Ernst Lubitsch), this is attractive box-office fare.

Cast: Betty Grable, Douglas Fairbanks, Jr., Cesar Romero, Walter Abel, Reginald Gardiner, Harry Davenport, Virginia Campbell, Whit Bissell, Edmund MacDonald, David Bond, Harry Cording, Belle Mitchell, Mary Bear, Jack George, John Parrish, Mayo Newhall, Lester Allen. Credits: Produced and directed by Ernst Lubitsch. Screenplay by Samson Raphaelson. Photography, Leon Shamroy. Special photographic effects, Fred Sersen. Art direction, Lyle Wheeler, J. Russell Spencer. Musical direction and incidental music by Alfred Newman. Lyrics and music by Leo Robin and Frederick Hollander. Technicolor color director, Natalie Kalmus. Associate, Leonard Doss.

Plot: When a Hungarian officer captures an Italian town in 1861, it parallels a situation of 300 years before. The countess gets the officer to leave by entering his dreams, but her husband doesn't believe her—just as the countess' ancestor's husband didn't believe *her*. The husband annuls the marriage, leaving the countess free to go to the officer, with whom she is really in love.

Comment: The untimely death of Producer-Director Ernst Lubitsch last December temporarily halted production on this film, with Otto Preminger subsequently taking over the reins and completing the assignment. In tribute to the late famous producer-director, Preminger asked that Lubitsch receive credit for production and direction. The finished product bears strong evidences of the famed Lubitsch "touch," which make this Technicolor offering a witty and delightful comedy with music for adult audiences—especially sophisticated adult audiences, since the unpredictable and slightly mad situations may prove too baffling for the rank-and-file patron. With most of the action taking place in the Italian castle of Bergamo in 1861, Producer-Director Lubitsch has thrown over the customary formula for the period adventure-romance and, with his tongue in cheek, has made a sly, whimsical, chucklesome comedy marked by 1948 lyrics and music and surprise gag effects. Betty Grable is as attractive as ever and handles her assignment with assurance, while Douglas Fairbanks, Jr., as handsome and dashing as ever, also has caught the Lubitsch flair for comedy in his excellent performance. As a matter of fact, the entire cast, which also includes Cesar Romero, Walter Abel, Reginald Gardiner and Harry Davenport, seem to have "lost" themselves in the spirit of the occasion. The Technicolor photography is a feast for the eye, and the settings are lavish. Credit should also go to Samson Raphaelson for the fine screenplay. All in all, "That Lady in Ermine" is frothy, summertime fun for sophisticated adult audiences. And it should take no house to fall on an exhibitor to make him realize that, in its various elements, this is attractive box-office fare.

Texas, Brooklyn and Heaven

United Artists Comedy Drama 76 mins.

AUDIENCE SLANT: (Family) Enjoyable entertainment that may prove just a little too whimsical for some moviegoers but should be pleasantly diverting for those who are not too discriminating and like to be entertained. Chuckles and laughs, romance, and an assortment of odd characters who steal the show from the principals.

BOX-OFFICE SLANT: The title has box-office appeal ,and the cast should pull lots of customers through the turnstiles. Furthermore, the picture appears to have good exploitation possibilities.

Cast: Guy Madison, Diana Lynn, James Dunn, Lionel Stander, Florence Bates, Michael Chekhov, Margaret Hamilton, Moyna Magill, Irene Ryan, Colin Campbell, Clem Bevans, Roscoe Karns, William Frawley, Alvin Hammer, Erskin Sanford, John Gallaudet, James Burke, Guy Wilkerson, Audie Murphy, Tom Dugan. Credits: Presented by Golden Productions. Produced by Robert S. Golden. Directed by William Castle. Associate producer, Lewis J. Rachmil. Screenplay by Lewis Meltzer from the Saturday Evening Post story by Barry Benefield. Photography, William Mellor. Musical director, Emil Newman. Song, "Texas, Brooklyn and Heaven," by Ervin Drake and Jimmy Shirl.

Plot: A Texas newspaperman encounters many adventures when he sets out, armed with an inheritance of $2,000 and two old-fashioned pistols, to seek a playwrighting career in New York. He doesn't make the grade, but through the help of a genial bartender he and his girl friend are enabled to make enough money to go back to a Texas ranch, happily married.

Comment: It's an imaginative and whimsical yarn Bartender James Dunn spins to one of his customers, but it's appealing and enjoyable and should win aproval from most average patrons. Dunn tells about the adventures of Guy Madison, a Texas newspaperman who inherits $6,000 and goes to New York to seek a playwrighting career. Mistaken for a bank robber by a girl he meets, Madison's adventures start, and in New York he becomes involved with some strange characters, including a pickpocket (Florence Bates), three sour-faced spinsters (Margaret Hamilton, Moyna Magill and Irene Ryan), Gaboolian (Michael Chekhov), operator of a "riding academy" which is a gymnasium with mechanical animals, and others. The events that take place in connection with these characters provide the chuckles and laughs that make this picture pleasant and enjoyable entertainment. Guy Madison and Diana Lynn are appealing in the leading romantic roles, but it is the supporting characterizations that steal the show—Florence Bates' pickpocket, Michael Chekhov's "riding academy" proprietor, James Dunn's bartender, Lionel Stander's bellhop, the three sisters mentioned above, and the odd patrons of the riding academy—Clem Bevans and Colin Campbell. All perform excellently under William Castle's direction. It's possible that this yarn may prove just a little too whimsical for some moviegoers, but for those who are not too discriminating and just like to be entertained, it should be pleasantly diverting. There's box-office appeal in the title, and the cast should pull lots of customers through the turnstiles. Furthermore, the picture, produced by Robert S. Golden for Golden Productions, appears to have good exploitation possibilities.

Regional News

(*Continued from Page* 25)

film, incidentally, will put the Regent on Wednesday openings temporarily. Manager Sam Gilman reports an extensive campaign for the revival.

Fabian City Manager Gerry Wollaston, recuperating from an appendectomy, is sojourning with his family at Stone Harbor, N. J. In his absence Assistant Manager Spike Todorov is subbing.

Among the other vacationers among theatre personnel are: Amanda King, Colonial; Mrs. Elizabeth Zimmerman, Foster Napper, Jim Leone, and Mrs. Alice Evanoff, State. Ike Davis, Colonial maintenance man, returned from the Elks Convention, claimed he was perfectly recovered from the activities, but the following day appeared at work with mis-matched shoes. Recent visitors were George Trilling, booker, and Lou Golding, area manager, Fabian.

CLEVELAND

Shea Ohio theatre managers held a monthly meeting this week at the Carter Hotel with Ralph Lawler presiding. Paramount General Sales Manager Charles Reagan and 20th-Fox General Sales Manager Andy W. Smith met here Tuesday with the industry to consider a fund raising program for the Will Rogers Memorial Hospital at Saranac Lake. The Variety Club will be host to members who enter its golf tournament at a dinner July 26. General Chairman Nat Wolf incidentally is promising a long list of prizes. Associated Circuit's Abe Kramer and Mrs. Kramer have returned from a trip to Los Angeles where they also maintain a home. Frank Greenwald, who was out of exhibition for a while while he ran a bowling alley, is back managing the Knickerbocker. Paul Bader, who runs the Ace, an art neighborhooder, bought the Memphis. Dan Gooding is the new manager of the Plaza, succeeding Phil Arbeit, resigned. Marshal Fine, son of Meyer Fine of Associated Circuit, and a graduate of the Babson Business School in Boston, has joined Associated to learn theatre management.

Shipper Herbert Kole, 32-year old war II veteran of the Berlo Vending Company was found dead in his office Monday, an apparent suicide.

Robert Havelice, assistant manager at Loew's State went to Loew's at Louisville to help out during vacations. RKO Allen Manager, Howard Higley is back from a three-week vacation tour of the south during which he covered 16 states and traveled 4,400 miles. Harry Urbansky of Reel Film is vacationing at Indian Lake with his family. Before leaving he set a deal to distribute Monogram reissues in 16-mm. Bernie Rubin's Imperial Pictures announced they will distribute PRC reissues in this territory. Harry Brenner is in charge of the Embassy while Manager Bill Cobella gets over an operation.

WASHINGTON

Loew's Eastern Division Manager Carter T. Barron is in Doctor's Hospital for operation on a knee injured years ago when he played football. Warners' Ad and Publicity Director Frank LaFalce is back from a visit to the Burbank Studios. Fairlawn Amusement Company has a new house, the Coral, on Malboro Pike. Lovely Anne DeMello, secretary to Wade Skinner of Warner Bros., celebrated her eighth year with the company recently.

The Variety Club held open house July 10. MGM Inspectress Sadie Beckert spent her vacation in Maine. Sam Richer of the cashier's department took his in Atlantic City and Booker Bob Ellsworth was in New York seeing papa who is the Brooklyn salesman for Leo. Warners' William C. Ewing is vacationing in Miami. George Warner of the Warner Booking Department is a lieutenant commander in the Navy. George Payette, one-time winner of the Pan American Essay contest, won honorable mention this year. He managers the Maryland at Hagerstown. Rose Frank, MGM bookers' secretary, is chesty about her son Sidney, who was valedictorian for his class at Powell Junior High.

Hollywood Newsreel

West Coast Offices—6777 Hollywood Blvd., Hollywood 28, Calif.—Ann Lewis, Manager

PRODUCTION PARADE

By Ann Lewis

Chester Erskine's first production since "All My Sons" will be "One False Step," an original novel by Irwin Shaw. Erskine will produce and direct, and Shaw will write the screenplay. It's a modern adventure melodrama with present-day Los Angeles and New Mexico as locales. Production is scheduled to get underway late in September.

* * *

Those fabulous King Bros., Frank and Maurice, are in Sacramento setting up locations in and around the city for "Gun Crazy," their next Allied Artists production. Barry Sullivan will be starred and MacKinlay Kantor, author of the story, will act as associate producer.

* * *

John Ford and Merian C. Cooper last week marked their second anniversary, which sees them as the sole surviving director-producer team among the independents, by announcing Argosy's expansion plans. Highlight will be the start of "The Quiet Man" in Dublin, Eire, March 6. Ford and Cooper's financing for the Irish film includes funds built up in the sterling area by "The Fugitive" and "Fort Apache." Also on the schedule are "The Family," Atlantic prize novel; "Mission Without Orders," a U. S. Cavalry yarn and "Stingaree," another overseas production to follow "Quiet Man."

* * *

Ruby Rosenberg planed out last week for London to scout locations on "Lorna Doone," which Edward Small will produce independently. Rosenberg expects to be in England several months.

* * *

"Forgotten Women," a story based on the current campaign to keep women out of bars, has been set as Jeffrey Bernerd's next production at Monogram. Kane Richmond gets the male lead. Another Monogram producer, Lindsley Parsons, returned to town after scouting the harbor at San Diego for tuna boats and backgrounds for his next picture, "Tuna Clipper." Roddy McDowall will star, with shooting to start in August.

* * *

Newest independent company on the horizon has been formed by Russell Wade, Ralph McCutcheon and Harry Reid, Jr. Their initial effort, "Justin Morgan Had a Horse," is a tale of a steed and a man. Wade is an actor who is now in the real estate business with Reid, and McCutcheon is a noted horse trainer.

* * *

In line with his plans to build Farley Granger and Cathy O'Donnell into one of the screen's top romantic teams, Samuel Goldwyn will star them in the Robert W. Chambers adventure novel, "Cardigan." This will follow "Roseanna McCoy," which goes into production next month under the direction of Irving Reis.

* * *

Robert Buckner will not only produce "The Night Watch" for Universal-International but will also handle the screenplay, to be taken from his own novel to be published in the fall. It's a modern action-drama, set against a Palestinian background, and filled with actual incidents. It unfolds within 48 hours, the two central figures being an American sea captain and a fascinating mystery woman of the Hebrew underground.

* * *

June Havoc was signed by Paramount to play one of the two feminine starring roles with Alan Ladd in "One Woman," which rolls late this month in Chicago. Also cast was Marine war hero Paul Lees as a prize fighter.

* * *

Producer Paul Short postponed the start of his Allied Artists production, "Bad Boy," until September. A new starting date will be set upon the return to America of Audie Murphy, who is scheduled to play the title role. Murphy is in Europe, receiving England's and France's highest military decorations for his exploits in World War II.

Choosing Best Start

Production made history last week at Enterprise when Producer Bob Roberts photographed two opening sequences for "The Numbers Racket," with patrons at six sectional previews to decide which opening they like best. In the past producers have turned to the public for choices among a number of possible endings, but this is the first time they've sought public aid on the most desirable opening.

Stephens to Produce 12 for Screen Guild

A deal was concluded this week whereby William Stephens will produce 12 pictures for Screen Guild release during the next year. The first, "Green Gold," with the Wisconsin lumber camps as its locale, goes into production Aug. 15 with George Reeves and Ralph Byrd in top roles. SG President Robert L. Lippert set the deal.

Studio Roundup

Production continued to increase this week, with more than 10 new pictures starting and only a half-dozen being completed. Warner Bros. put "The Fountainhead" to work, as well as a crew that sweated in the California sun to build a road a quarter-mile long to get equipment to the top of a granite quarry. This occurred 55 miles from Fresno, being used for location sequences for the new film. It was the largest road-building operation a studio undertook since the war. Also, set to roll next week is "Happy Times," Danny Kaye's first for Warners, with Jerry Wald producing and Danny's wife, Sylvia Fine, serving as associate producer.

The Universal-International troupe of "Black Velvet" returned to the home lot after three weeks marred by mishaps, the latest being a fire on July 4 that endangered the $100,000 wardrobe and 6,000 feet of Technicolor film. Loss was held to a minimum.

"Inner Sanctum" got going at the Hal Roach lot, with MRS producing for Film Classics release. The "M" is Dick Morros, who is executive producer; and the "R" and "S" are Sam Rheiner and Walter Shenson, who co-produce. This is the first of three the trio will make for FC.

Volunteer Firemen

Victor Mature and Sonny Tufts turned volunteer firemen last week along with members of the Los Angeles Rams football team, all of whom were working in RKO Radio's "Interference" at Wrigley Field in L.A. A blaze broke out in a building across the street from the baseball field, temporarily revamped to double for the Polo Grounds in New York. Smoke from the fire halted filming for a spell, but no damage was done. The Nat Holt production unit started things going on "Canadian Pacific," Randolph Scott starrer, at General Service Studios. The company begins two weeks' locationing July 15 at Calgary, Canada.

Heinz Roemheld, winner of 1942 Academy Award for his musical scoring of "Yankee Doodle Dandy," began composing and conduct-

Parsons Urges Elimination of Waste in Films



Lindsley Parsons

"Elimination of waste behind the cameras in order to produce important pictures on moderate budgets has been our constant aim," Lindsley Parsons, Monogram independent producer, told SHOWMEN'S TRADE REVIEW in an exclusive interview.

"We accomplish this," Parsons explained, "by laying out the work of the production crew as carefully as the script itself is prepared. In our recent film, 'Kidnapped,' we saved the salaries of 25 persons, plus the reduced cost of meals, housing and transportation. We did it by using a crew of 10 where most units would have used 35 workers."

Parsons, a youthful veteran of the industry, told STR that "Kidnapped" was made on a 21-day shooting schedule for a figure that compares with the average 12-day production! He pointed out that in all of his pictures mechanical operation costs are sliced at least one-third, with the savings thus effected being used to provide better sets, better actors and longer shooting schedules.

"All of our departments practice economy," Parsons explained, and pointed to another money-saving procedure: scenes are prepared that can be photographed without sound for second-unit production, with skeleton crews. This saves sound truck rental, "boom" expenses and salaries of a four-man crew.—JAY GOLDBERG.

PICTURES STARTED LAST WEEK

ALLIED ARTISTS. Strike It Rich—Principals: Rod Cameron, Bonita Granville, Don Castle, Stuart Erwin. Director, Les Selander.

COLUMBIA. Triple Threat—Principals: Sammy Baugh, Charles Trippi, Sid Luckman, Bob Waterfield. Director, Jean Yarbrough.

FILM CASSICS. Inner Sanctum—Principals: Mary Beth Hughes, Charles Russell. Director, Lew Landers.

MONOGRAM. Sheriff From Medicine Bow—Principals: Johnny Mack Brown, Raymond Hatton, Evelyn Finley. Director, Lambert Hillyer.

PARAMOUNT. Streets of Laredo (Technicolor)—Principals: William Holden, Macdonald Carey, William Bendix, Mona Freeman. Director, Leslie Fenton.

20th CENTURY-FOX. The Fan—Principals: Jeanne Crain, George Sanders, Madeleine Carroll, Richard Greene. Director, Otto Preminger.

REPUBLIC. Wake of the Red Witch—Principals: John Wayne, Gail Russell. Director, Edward Ludwig.

SELZNICK RELEASING ORGANIZATION. If This Be My Harvest—Principals: Vclli, Robert Mitchum, Louis Jourdan. Director, Irving Rapper.

UNITED ARTISTS. Lucky Stiff—Principals: Dorothy Lamour, Brian Donlevy, Claire Trevor. Director, Lewis R. Foster.

WARNER BROS. The Fountainhead—Principals: Gary Cooper, Patricia Neal, Kent Smith. Director, King Vidor.

TITLE CHANGES

"Inside the Wall" (EL) now **BEHIND LOCKED DOORS**

"Let's Fall in Love" (Col.) now **SLIGHTLY FRENCH**

"Some Rain Must Fall" (UA) now **COVER-UP**

"Bungalow 13" (20th-Fox) now **BUNGALOW**

ing the score for "My Dear Secretary," first of Harry Popkin's 10-picture program for United Artists.

A saga of the sea that has been in preparation over a year finally went before the cameras July 14 at Republic. It's "Wake of the Red Witch," which brings back John Wayne and Gail Russell, who co-starred in the studio's "Angel and the Badman." Adele Mara also gets a top role in the film, which is being made by Edmund Grainger. The picture has the lengthiest shooting schedule ever given a Republic picture: a week of pre-production background lensing, 33 days of actual shooting, and three weeks of post-production underwater shots.

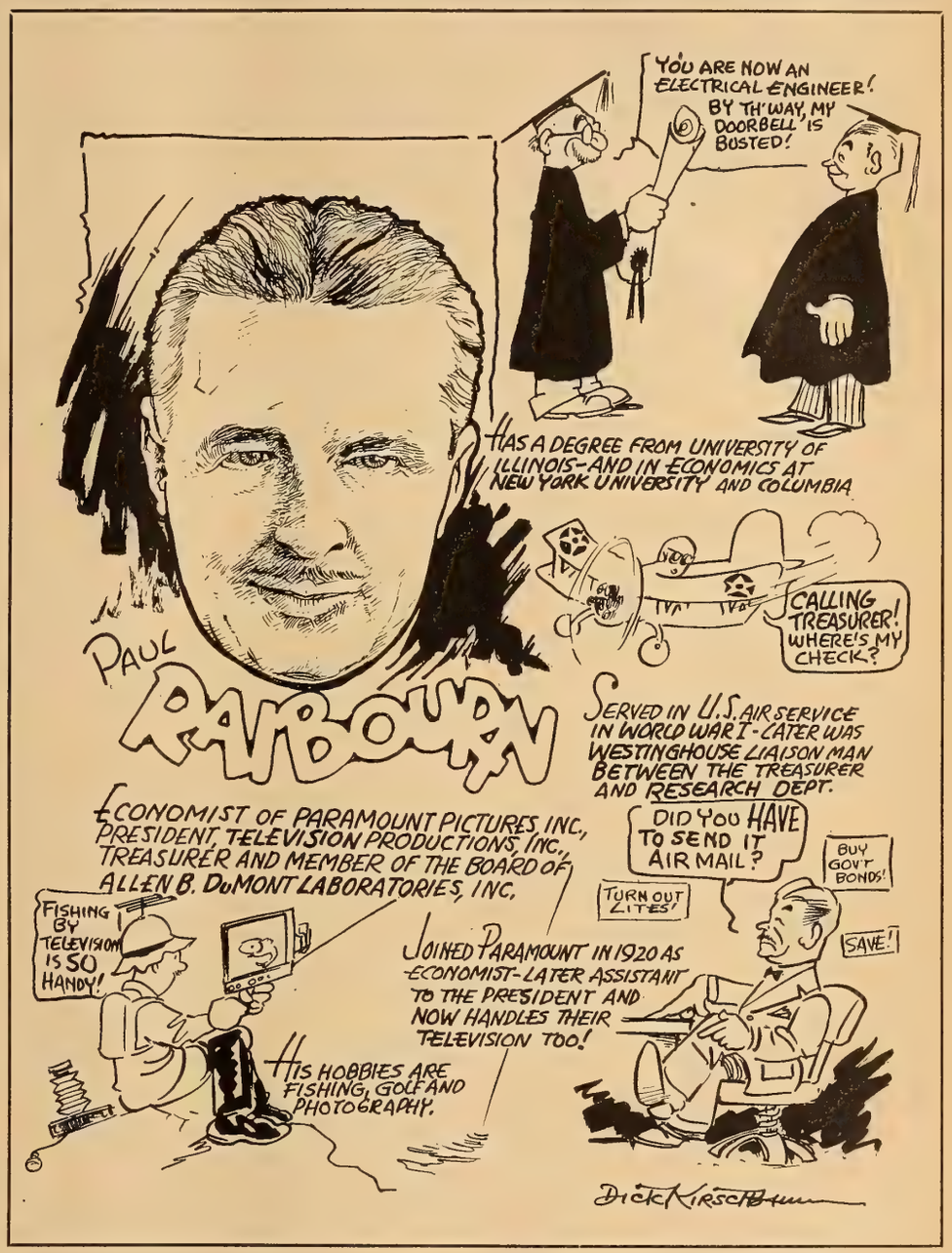
Director John Berry took over at the last minute for Max Opuls on Enterprise's "The Luckiest Girl in the World." Opuls, who worked on the screenplay with Arthur Laurents, left the production under doctor's orders.

Twentieth Century-Fox gave the green light to "The Fan," which Otto Preminger is producing and directing, a week earlier than anticipated. Head start was occasioned by earlier-than-scheduled availability of Richard Greene, who gets billing with Jeanne Crain, George Sanders and Madeleine Carroll. The picture is a new version of the famous stage success, "Lady Windermere's Fan."

The townspeople of Tyler, Texas, think that Allied Artists producer Jack Wrather is one swell guy. More than 100 bit parts in "Strike It Rich," recently started on location there, are being enacted by local citizens; and several hundred additional residents will be used as extras.

The cast of "Red Stallion in the Rockies," Eagle Lion's Cinecolor special, was filled out with the placement of James Davis for a leading role. This "male cinderella" zoomed to stardom in one film, Warners' "Winter Meeting," and then passed out of view just as quickly. EL found him working as a cement mixer with a construction crew and put him back on the more substantial payroll of a ranking actor.

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



Churchman Forms Independent Company

Father E. J. Edwards last week announced the formation of a new independent film company to bring to the screen the priest's own novel, "These Two Hands." Father Edwards and his agent, George Landy, have bought back the screen rights from 20th Century-Fox.

The churchman said he would give his share of the profits to the University of Santa Maria at Cebu in the Philippines, and that Landy and himself would co-produce the picture, with no release set as yet.

Teamed Again

Humphrey Bogart and Edward G. Robinson, as a result of their dramatic teaming in Warner Bros.' "Key Largo," are to be reunited in "Bureau of Missing Persons," a bold action screenplay being written by Novelist David Goodis.

Disney Studio Works At a Record Peak

With many of the studios in Hollywood suffering the production blues and increasing number of studio workers joining unemployment lines, a bright spot came into the picture this week with the revelation that Walt Disney's lot has actually added new employees and is working at a record peak.

In production at this time are three features, 20 shorts, and six half-hour color subjects called "True Adventures." In addition, three features are in the planning stage.

The three full-length Technicolor films in work are "So Dear to My Heart," which is expected to be released before the Christmas holidays; "Fabulous Characters," starring the four Crosby children and Bing as narrator-singer; and a "mystery" feature, so-called because no one at Disney will talk about it other than to say it has been in production for two months on a $2,000,000 budget.

NEWSREEL SYNOPSES

(Released Wednesday, July 14)

MOVIETONE (Vol. 31, No. 55)—Japanese city wiped out by earthquake; U. S. planes ease food shortage in Berlin crisis; Eisenhower greets summer students at Columbia University; Sports: Falkenburg beats Bromwich in Wimbledon finals—Tight rope daredevil in Bavaria—Dirt track auto race in Georgia; Chinese-American bathing beauties parade for title in San Francisco.

NEWS OF THE DAY (Vol. 19, No. 289)—Earthquake disaster in Japan; Truman, Gallegos unveil Bolivar statue in Missouri; Eisenhower greets summer students at Columbia University; Justice Douglas on vacation in Oregon; U. S. flyers defy Russian blockade of Berlin; Chinese-American girls in beauty parade (except Milwaukee); Lake Placid iced for mid-summer skiing; Tight rope walk over the Alps; Pre-Olympic track test in Milwaukee (Milwaukee only).

PARAMOUNT (No. 92)—Japanese earthquake destroys Fukui; Tight rope walk over Alps in Bavaria; Eisenhower greets summer students at Columbia University; California Democrats work up "Draft Eisenhower" boom; Truman, Gallegos unveil Bolivar statue in Missouri; Midsummer skiing at Lake Placid.

UNIVERSAL (Vol. 21, No. 159)—Allied aerial shuttle answer to Red blockade; Earthquake rips Japanese city; Truman honors Bolivar; Sports: Dirt track outo race—Summer ski meet at Lake Placid.

WARNER PATHE (Vol. 19, No. 94)—Earthquake destroys Fukui in Japan; Sports: Falkenburg defeats Bromwich in Wimbledon finals—Olympic crew test at Carnegie Lake, N. J.—Midsummer skiing at Lake Placid; Truman, Gallegos unveil Bolivar statue in Missouri; Chinese-American beauties on parade in San Francisco.

ALL-AMERICAN (Vol. 6, No. 299)—Bathers jam beaches; Parent-Teachers national congress meets in Washington; First Negro elected to Richmond, Va., city council; Prairie View A & M College presents radio series; Golf stars compete at Norfolk, Va.; Track champions compete in A.A.U. meet at Milwaukee.

TELENEWS (Vol. 2, No. 28)—Democratic National Convention opens; Eisehower accepts child aid post; Allied occupation of Germany faces new problems; "Chain strikes" hit Italian industry; 14-day Czechoslovakian festival; Haganah soldiers tell of Israel warfare; UN truce succeeds in Indonesia; Olympic basketball test in Kentucky; Cross-country bicycle race in France.

(Released Saturday, July 17)

MOVIETONE (Vol. 31, No. 56)—Democratic National Convention opens in Philadelphia; United Nations, Palestine issue; Parade salutes Gen. MacArthur in Tokyo; Track, swimming and diving tests for Olympics.

NEWS OF THE DAY (Vol. 19, No. 290)—Democratic National Convention opens in Philadelphia; Israel defies foes as truce ends; Track, swimming and diving tests for Olympics.

PARAMOUNT (No. 93)—Democratic National Convention opens in Philadelphia; Track, swimming and diving tests for Olympics.

UNIVERSAL (Vol. 21, No. 160)—Democratic National Convention opens in Philadelphia; Track, swimming and diving tests for Olympics.

WARNER PATHE (Vol. 19, No. 95)—Democratic National Convention opens in Philadelphia; United Nations, Palestine issue; French seashore fashions; Track, swimming and diving tests for Olympics.

ADVANCE DATA
On Forthcoming Product

Homicide for Three (Republic) Principals: Warren Douglas, Audrey Long, Lloyd Corrigan. Director, George Blair. A murder-mystery about a young Navy lieutenant who, almost framed when two murders are committed and another about to be, uncovers the culprits.

Angel in Exile (Republic) Principals: John Carroll, Adele Mara, Thomas Gomez. Director, Allan Dwan. A gangster-drama involving a convict who gets out of prison and goes to an Arizona town to get a million dollars in gold there, but ends up by reforming because of the efforts of a saintly man in the village nearby.

Music Man (Monogram) Principals: Phil Brito, Freddie Stewart, June Preisser, Jimmy Dorsey and his Orchestra. Director, Will Jason. A musical comedy about two brothers who break up as a successful music writing team but are reunited by their mother.

Yellow Sky (20th-Fox) Technicolor. Principals: Gregory Peck, Anne Baxter, Richard Widmark. Director, William Wellman. A drama of 1867 in Arizona about an ex-Civil War veteran who leads a gang of veterans in a bank robbery but gives the money back eventually after falling in love with a girl and having to kill several of the gang.

Three Wives (20th Century-Fox) Principals: Jeanne Crain, Linda Darnell, Jeffrey Lynn, Ann Sothern. Director, Joseph Mankiewicz. A drama utilizing flashback technique to show how three wives become insecure when each receives a letter from a mutually hated one-time rival for their husbands, and how it is resolved.

Photo Finish (Columbia) Stanley Clements, Gloria Henry. Director, William Berke. A racehorse story involving a girl, her brother and two horses left them when their parents die. The horses have to run together to win, but are separated, only to come back together in time for the big race.

Mexican Hayride (U-I) Principals: Abbott & Costello, Luba Malina. Director, Charles Barton. Comedy about troubles of Costello, a good Iowa citizen, who is bilked by Abbott and later, Luba Malina, and gets all involved in a Mexican shoddy deal.

Boston Blackie's Honor (Columbia) Principals: Chester Morris, George E. Stone. Director, Seymour Friedman. Comedy-mystery about the detective and his pal, Runt, in Chinatown, and how they unearth a murderer.

Chicken Every Sunday (20th-Fox) Principals: Dan Dailey, Alan Young, Celeste Holm. Director, George Seaton. A comedy-drama in the early 1900s in Tucson, Arizona, about a husband who is a ne'er-do-well, always making rash investments, and his persevering wife who runs a boarding house to defray expenses.

Sand (20th-Fox) Technicolor. Principals: Mark Stevens, Coleen Gray, Rory Calhoun. Director, Louis King. A drama about a show horse that escapes into desert country and becomes wild until its owner, with the help of a girl whom he grows to love, and a champion cowboy, tames the stallion again.

Tucson (20th-Fox) Principals: Jimmy Lydon, Penny Edwards, Charles Russell. Director, William Claxton. An outdoor drama about a playboy student who spends all his time training his horse for a rodeo, only to be changed by a serious accident to his friend; the student helps his pal and at the last minute succeeds in winning with his horse.

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- ★ Projection Advisory Council
- ★ Theatre Advisory Council
- ★ Maintenance Guide
- ★ Projectionists' Check List
- ★ Literature Bureau

A Section Published Every Fourth Week by Showmen's Trade Review

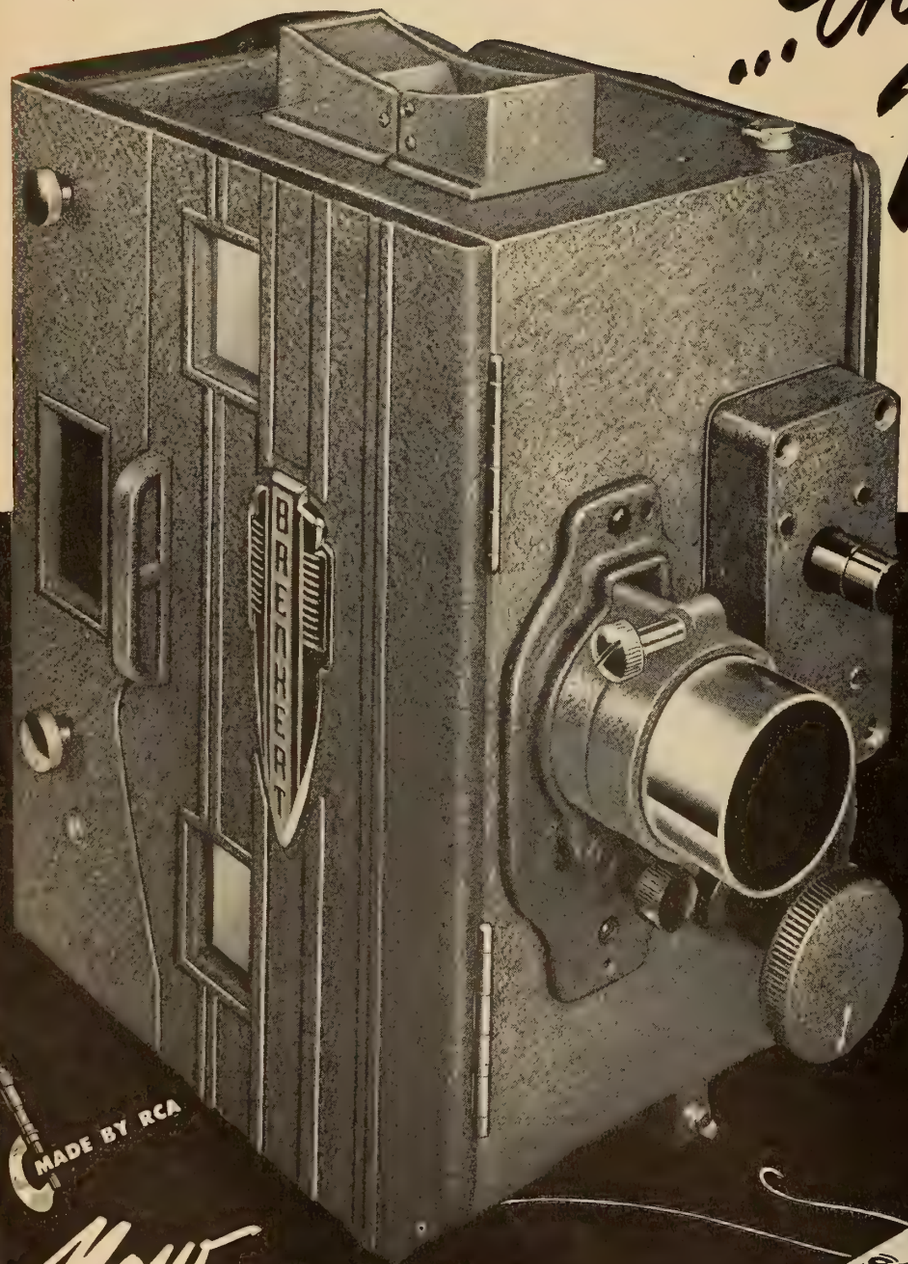
STR

July 17, 1948

AARON NADELL
Technical Editor

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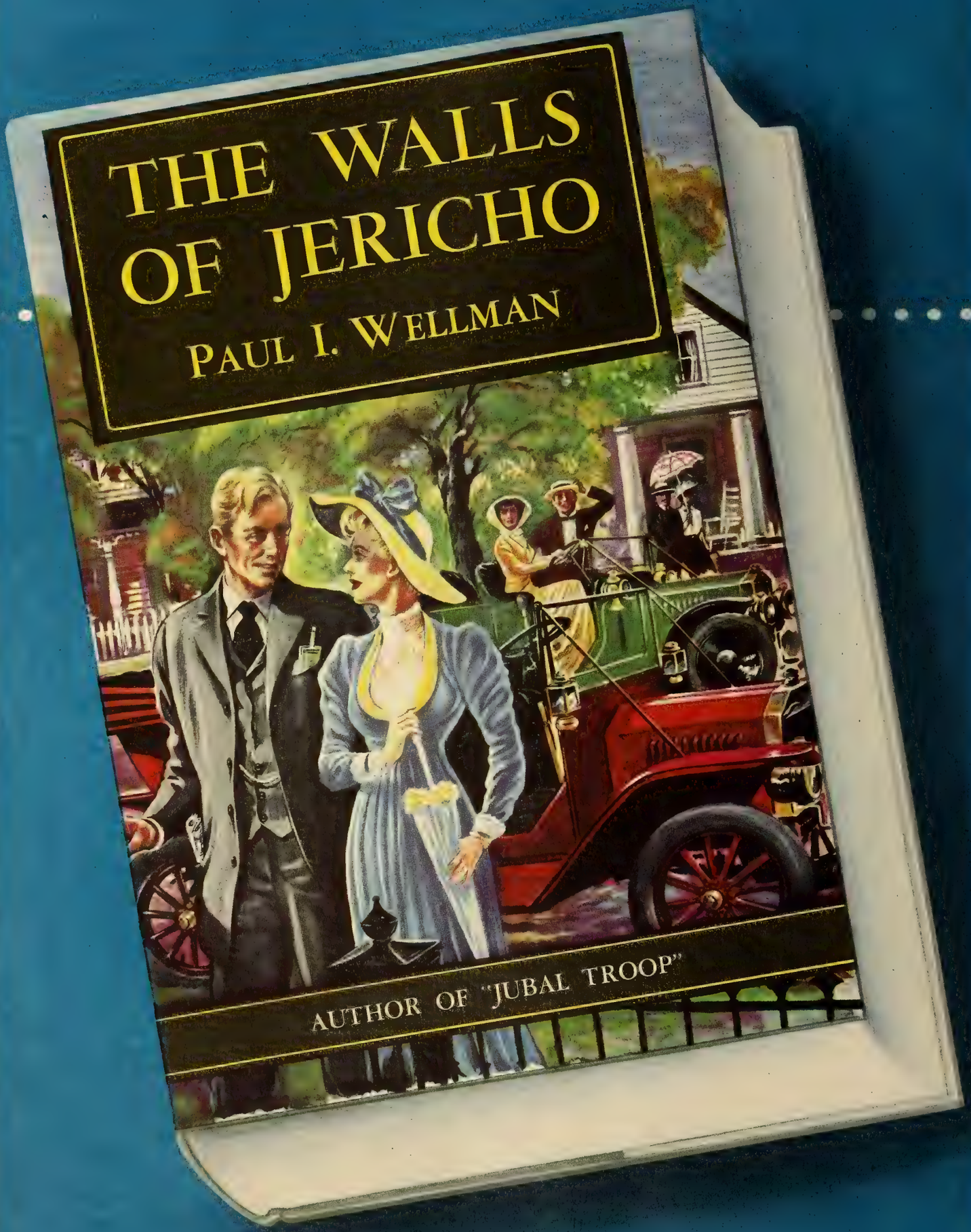


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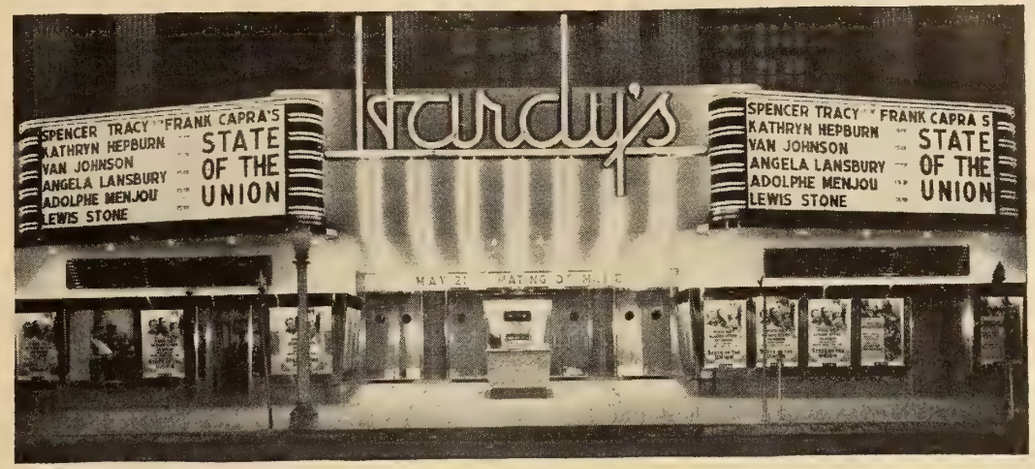
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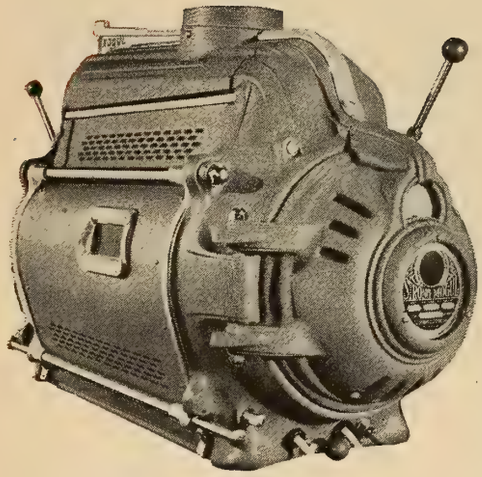
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Row-Spacing Widens as Seating Comfort Trend Continues

Improved Spring and Cushion Construction and Materials Win Favor of Technical Experts as Added Attraction for Patrons

Report on:

SEATING

The trend in the largest and most successful theatre chains is still running in favor of ever more comfort in theatre seating. This is shown by the opinions offered at their current meeting by the members of the Theatre Advisory Council—who are the executives in charge of such matters for the largest and most successful theatre chains—as compared with the views voiced by the same gentlemen two years ago.

Recommendations of the Council in matters of theatre seating were reported in detail in STR for October 12, 1946, on Page E-11.

The identical questions were taken up by the same Council this month; their attitude toward the prime importance of seating comfort is now even more emphatic than on the previous occasion. Members participating this month voted, with only one dissenting voice, that patron comfort is the first of all considerations in seating plans.

Comfort Comes First

"Comfort is paramount."

"Audience comfort is without question of prior importance in seating."

"Patron's comfort plus the best show means everything."

"Audience comfort is definitely the most important factor."

"Comfort is more important than anything else."

And so on.

But the single dissenter commented:

"In planning new theatres, we check as follows: First, safety. Second, arrangement of handling crowds. Comfort third. Fourth, beauty. And many factors affect comfort—sight lines are important to comfort, as well as the chair."

In their previous discussion of the subject, the Councilors specified a minimum of 32 inches space between rows, and a maximum (for loges) of 40 inches. The minimum spacing mentioned at this month's meeting is 33 inches, and the maximum, for loges, has gone up to 42 inches. The following spacings were suggested this month: 33 inches; 33-34 inches; 33-35 inches; 33-36 inches; 34 inches; 34-36 inches; 35-36 inches—and for loges, as noted, a maximum of 42 inches. Although there is no absolute majority for any one distance between rows, 34 inches has the plurality vote.

A considerable number of the Councilors use sliding-seat chairs out of considerations of audience comfort—not one uses them to increase the number of seats per floor area. To the contrary, they space rows of sliding-seat chairs as far apart as rows of conventional seating; in some cases, even further.

One Councilor varies the back-to-back spacing according to location:

"In a new job, the floor can be so designed that the rear half spacing is 35 inches while that fifty per cent which is closer to the screen is spaced 33 inches."

And a number of other members vary the spacing of rows two inches or more according to floor slope.

Chair Width and Slip Covers

There has been no significant change in preferred seat width since the Council considered this matter nearly two years ago. Now, as then, the members use chairs from 19 to 22 inches wide, with 20-21 inches favored by a strong majority. The maximum width, for loge seats, is still 24 inches.

The majority is still overwhelmingly opposed to the use of slip covers for theatre chairs. One member, however, notes that "for expensive rocker loge chairs having high backs with pillow head rests, slip covers may not be a bad idea as protection against hair oil."

And another member of the minority comments:

"Generally, we don't use slip covers, except in some loge areas. But occasionally they are useful in creating special effects or segregating seating regions. We believe they can be used to good advantage in these respects."

But the majority feels very differently.

"We don't like slip covers and don't use them."

"No. They are expensive if kept properly. And they also give the impression of covering up defective or dirty chairs."

"They are not practical."

"We do not approve of slip covers."

"No slip covers."

"Decidedly not."

With respect to the exposed surface of the upholstering, the majority still, as they did two years ago, prefer seats covered in leatherette and backs in fabric. Among the minority, one member believes that fabric for both seats and backs gives maximum comfort; while another finds that "fabricoid is the most practical covering for regular chairs; loge chairs can be covered with fabric but it should not be rough or scratchy."

The Council still favors medium-heavy upholstering; they do not want the chairs too soft, or too hard either. But there is a growing trend, since the question was

(*Continued on Page E-17*)

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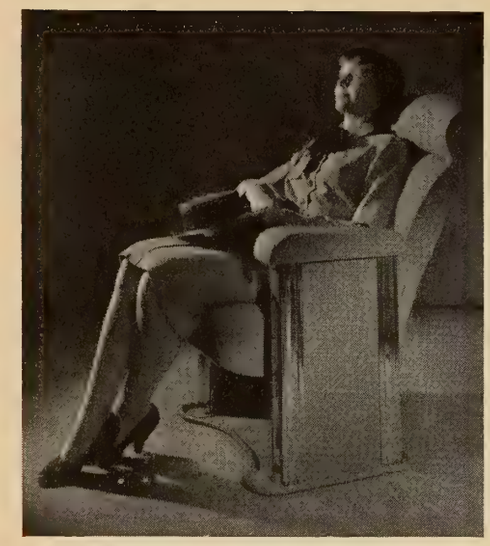
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Heywood-Wakefield 1948 de luxe loge chair changes tilt automatically as the occupant shifts weight or position, to provide the utmost in comfort.

New 1948 Theatre Chairs Most Comfortable Ever Known

Technical Progress This Year Continues to Improve Design, Contour, Springing and Upholstery

It has become an axiom of modern showmanship that patron comfort is as important as the entertainment itself, and that nothing about the theatre is more important to comfort than the chair—the one object with which the patron is in the most intimate and prolonged contact. Hence theatre owners for years have demanded progressively more enjoyable seating, and chair manufacturers have been steadily improving that factor of their product. Some day, no doubt, the ultimate will be reached and a chair will be produced that cannot be improved much further. But that ultimate was not attained last year, for the 1948 models reveal very distinct improvements over their predecessors.

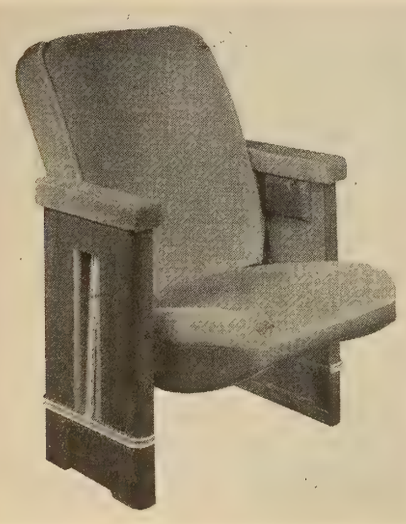
Shown on this page, for example, is a 1948 Heywood-Wakefield loge chair, with high pillow head rest, that tilts automatically with any sitting position the patron chooses to assume. There are no buttons or levers, no adjustments whatever. The chair "flows" according to the weight and sitting position of the occupant. It remains motionless when the patron does.

Ideal Seating Company claims improved comfort not in seating alone but also in entry and exit, wherever the Slide-Back chair pictured here is installed. The 1948 seat retracts effortlessly more than six inches, to save patrons the trouble of rising when others want to pass. Additionally, when the chair is not occupied, the seat automatically slides back and then tilts upward affording maximum clearance for patrons who pass in front of empty chairs. Upholstery is deep, and spring-cushioned. A variety of models is available.

A theatre chair must not only be comfortable when new, but remain so after a long period of hard usage—usage that chairs in the home never experience. RCA Theatre Equipment Section claims much longer life for the spring steel band construction of the new International Model #1000. The construction is shown here, resting in the seat pan, which is wider and deeper than in earlier models to permit extended flexing of the steel bands. The spring structure illustrated is cushioned with either fibre padding, full depth molded sponge rubber, or one-inch foam rubber, as desired. Other comfort features include form-fitting inner contour of the back and a minimum overhang to provide greater passing space between rows.

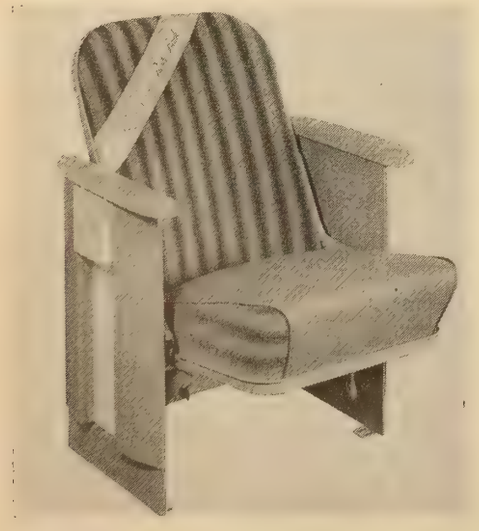
American Seating Company's Bodiform chairs have long been tailored to human contours. The 1948 Model #12-870 here

(*Continued on Page E-21*)

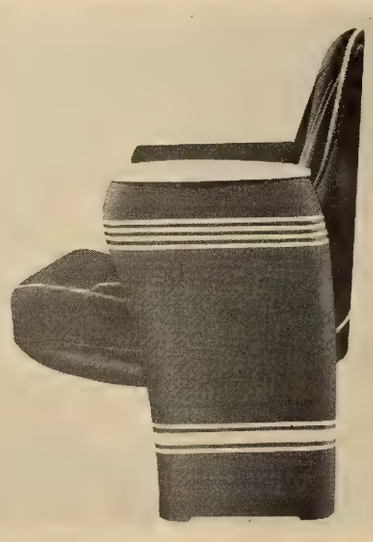


American Seating Company's 1948 Bodiform chair, carefully tailored to human contours, has foam rubber seat topper and arm rests, spring-cushioned back.

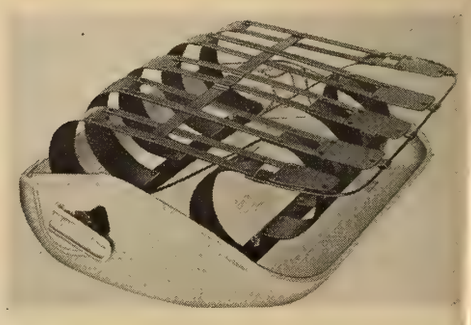




Kroehler's 1948 Push Back chair will have two new brothers very soon; a new luxurious spring-back model and an ultra de luxe high back loge seat.



Ideal Slide-Back chair provides comfort for passing as well as in seating. Effortless 6-inch retraction let others pass while user remains relaxed.



International's new Model #1000, and its spring steel band seat construction which is designed to keep the chair comfortable even after long years of use.

The Most Efficient Methods of Maintaining Theatre Chairs

Presenting a Compilation of Data Supplied by Leading Manufacturers On the Inspection, Cleaning and Repair of Modern Seating

If all motion pictures were so utterly enthralling that patrons would endure physical inconvenience for the sake of watching them, the theatre would not have to worry about making the customers comfortable. But few pictures are as good as all that—hence the theatreman has no choice but to sell comfort in addition to entertainment, and no element in comfort is more important than the chair the customer occupies during almost the whole of her stay in the theatre.

The chair takes a bad beating. Heavyweights throw themselves into it bodily; restless children squirm and twist and dig their fingernails into it and sometimes their pocket knives; ice cream and popcorn and candy get smeared over it; people in the row behind wipe their shoes on the chair in front. Yet these same patrons, who abuse the theatre's furniture, and let their children abuse it, in ways that would horrify them if their own furniture at home were treated the same fashion, insist that when they come back the theatre's chairs shall again be clean, comfortable and in perfect condition.

The only answer is endless maintenance. Leading chair manufacturers are perfectly aware of the problem. They build their products as sturdily as possible, but they know that strength of construction or materials is not a complete answer; and they have devoted themselves to working out efficient maintenance methods for the guidance of theatremen. Through the courtesy of a number of these manufacturers, STR is enabled to present here a compendium of the most effective and economical methods of maintenance which those manufacturers have found in their extensive experience and exhaustive trials.

Three Aspects of Maintenance

There are three aspects to the problem of maintenance: inspection, cleaning and repair.

Recommendations as to inspection vary somewhat, according to the nature and quality of the chairs, and the type of audience. One maker suggests: "a quick visual inspection once a week to see if any loose bolts, nuts or screws are evident; also whether there are any small tears or cuts which should have immediate repair. Once a month we recommend a complete check, carefully done, of all nuts, bolts and screws." But inspection is, of course, an obvious procedure; recommendations vary only with respect to how often it is needed.

Cleaning is a more complex matter, in which the requirements vary from simple brushing and dusting to the removal of obstinate stains.

Following are some recommendations for routine cleaning.

"To remove dust, a whisk broom, carpet beater or vacuum cleaner may be used effectively. Use of a carpet beater on the cushions, followed by the vacuum cleaner, is recommended for best results."

For cleaning wood surfaces only: "If the surface is slightly soiled use a good combination furniture cleaner and polish. Select one which will dry hard and not rub off." For more thorough cleaning of wood surfaces: "Wash with suds of a mild soap such as Ivory or Lux. Rinse thoroughly with clear water, wipe with a damp cloth and allow to dry. Polish with a good furniture polish or wax which is free from harmful ingredients.

"Do not allow furniture polish or wax to come in contact with upholstering material. Never place polishing cloths or container on upholstered parts of chairs."

For thorough cleaning of fabric upholstery American Seating Company recommends L. C. Chase and Company's "Bubble Cleaner."

"Be sure it is at room temperature. Shake well, as this turns the solution into bubble form and it is these tiny globules that penetrate and cleanse the fabric.

"Pour a quantity into a dish or open receptacle, agitating the liquid with a sponge, cloth or brush until thick, creamy suds appear. Apply these suds to the fabric, rubbing vigorously against the nap while cleaning—with the nap, with a clean, damp cloth, until foam disappears. Apply more of the foam as may be desired.

"Apply cleaner suds in moderate quantities with a dampened cloth, sponge or

(*Continued on Page E-17*)

Method of Repairing One Make of Seat Cushion



1.—Cushion is compressed.



2.—Wire loop is unhooked.



3.—Cover is slipped off.



4.—New cover is put on.



5.—Wire loop is re-hooked.



6.—Cushion is put back.

Pictured here is the process of repairing one make of theatre chair—the Heywood-Wakefield—by replacing the seat cushion. The same process does not apply to other makes because of differences in construction. The cushion is compressed by means of a wooden jig. Note in the second picture that the upright post nearest the operator is notched, so the handle will stay down. With the cushion compressed, the sewn-in wire loop that holds the cover in place can be released by unhooking its ends. The cover can then be drawn off. The fourth step shows a new covering being slipped over the spring and upholstery materials—which do not need to be changed. The fifth step is a reversal of the second—the wire loop is hooked back into place while the springs are compressed. In the sixth picture, the cushion is slipped back into the seat pan, where it locks itself into place. The wooden press is the only tool used or needed in the whole recovering process.

Request for Literature

Showmen's Trade Review 7/17/48
1501 Broadway, New York 18, N. Y.

Please send, free and without obligation, the literature checked below.

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EQUIPMENT LITERATURE

July 17, 1948

HELPFUL and informative literature is yours for the asking—without cost or any kind of obligation. All that is necessary is to fill out and return to us the coupon in the adjoining column. Please be careful to print your name, name of theatre and street address legibly and clearly. Your request for this useful material will receive prompt attention.

AIR CONDITIONING EQUIPMENT. A large amount of detailed information about air conditioning equipment is contained in a very attractive, two-color, illustrated, 24-page book issued by U. S. Air Conditioning Corp. It describes component items of equipment, tells what questions to ask in selecting an air conditioning system, and illustrates both apparatus and installation of duct-work. A booklet well worth having. (#1)

ARCHITECTURAL MATERIALS. A series of bulletins by the Kawneer Company describe their latest materials for surfacing of fronts, lobbies, box-offices and so on; prefabricated and custom-built frames for doors, windows, poster cases; and ornamental trimming material. Among the material for exterior and interior surfacing is Zourite, a ribbed aluminum paneling with semi-lustrous finish, supplied with edging trim, corner trim, furring channels and anchor and furring clips. All the details are fully illustrated in the booklet devoted to this material, and dimensions are given. Trimming materials both structural and ornamental are described in a second booklet. Some of these trims are designed for use with glass and eliminate projecting metal frames—the edge of the glass seems to "disappear" into walls and ceilings. These trims can be used for combination sash-and-sill, as bulkheads, for the face of a canopy, as shadow box frame, and for an almost infinite variety of other purposes. A third booklet describes and pictures prefabricated and custom-built metal-frame entrances; while a fourth illustrates application of these materials to the design of retail establishments, including the theatre. All four booklets will be sent free upon checking the No. 2 square in the accompanying coupon. (#2)

BOOKLETS. A series of ten small booklets, each of six pages, each printed in two colors, conveys a wealth of information about RCA sound systems, RCA tube rectifiers, the Brenkert 1 kw. arc (now made by RCA), and RCA drive-in sound equipment. The series covers seven different models of RCA theatre sound systems, not counting the booklet devoted to drive-ins. There is also a pamphlet illustrating and describing briefly the RCA deluxe soundhead. All yours for the asking. (#3)

CHAIRS. Griggs Equipment Company has brought out a detailed, four-page, two-color folder describing six different models of theatre chairs, showing how they are constructed, and setting forth in full the different spring-cushion arrangements, upholstery and designs in which they can be supplied. Although this little folder can be read in a few minutes, it contains a wealth of information about theatre chairs that makes it well worth the attention of anyone who contemplates buying chairs at this time. (#4)

FLOOR TILE. A new, synthetic plastic flooring, available in standard-size tiles and in a variety of plain and marbleized colors, is described and illustrated in two multi-color pamphlets issued by U. S. Stoneware Company. The material is supplied in 8½" squares, each 3/16" thick. The top half of the thickness comprises the surface of "Tygon" plastic; the underlying 3/32" consists of a layer of synthetic-impregnated cork. The tile thus constructed is said to be unaffected either in strength or in appearance by days of immersion in water, and to be resistant to acids, alkalis, alcohols and cleaning solutions. It is said to be slip-proof whether wet or dry, easy and silent to walk on and readily cleaned because of a non-porous surface that does not absorb dirt. The surface can be waxed if desired. Installation involves providing any smooth, hard surface, such as concrete, wood, metal or tile, cleaning the surface thoroughly, coating it either with linoleum cement or with a special plastic cement, and laying the tiles in position and pressing down firmly. After one hour's time the tiles thus laid are rolled, and cement that has worked up between the joints is removed with a cloth dipped in gasoline. (#5).

METAL MOULDINGS. The Eighth Edition of Ames Metal Moulding Company's catalog pictures quite literally hundreds of mouldings, some metal-covered wood; some extruded aluminum or stainless steel. They present every type of flat, round, grooved, ribbed, fluted, stepped, angular and curved surface and combination of surfaces imaginable, fitting them to every decorative scheme and every style of architecture. Snap-on devices for easier installation are pictured and described, as are caps, channels, angles and miscellaneous shapes. Accessories such as poster frames, kick-plates, push plates, door saddles, prefinished metal in coils, and nickeled nails and brads are listed, and some of them illustrated. (#6)

PLASTIC structural and ornamental material, Plexiglas, the same that was used for bomber blisters during the war, is now available for theatre applications in a vast variety of forms, including huge clear sheets. Some of the many forms, corrugations and colors in which this highly versatile plastic can now be had, and some of its innumerable potential uses about the theatre, are illustrated and described in an 8-page booklet issued by Rohm & Haas Company. (#7).

PROJECTION LAMP. High intensity projection lamps drawing up to 70 amperes at the arc are described in a folder issued by Strong Electric Corp. Four models are discussed in detail, together with rectifiers for supplying them with current and reflectors for utilizing their light at the maximum efficiency. (#8).

PROJECTION LENSES. The Kollmorgen Super-Snaplight and Snaplite lenses (f/1.9 and f/2.0, respectively) are described in detail in a two-color, six-page brochure issued by Kollmorgen Optical Corporation. These lenses are coated for greater efficiency and hermetically sealed in one-piece mounts. Also illustrated and described is the Kollmorgen Series 1 Snaplite, designed for good projection at low cost. Included in the brochure is a list of fittings for use of any Kollmorgen lens with any of twenty-three models of American-made projectors; and a two-color lens table for determining the focal length necessary for every theatre. (#9).

PROJECTOR MECHANISM. Complete information on installing, operating and maintaining the Century Model CC mechanism is given in a 32-page illustrated booklet. Four line drawings show the details of the projector's innards, and in these drawings component parts are all numbered. Instructions are written accordingly—for example: "Loosen retaining screw Fig. 1, #15"—and are thus absolutely explicit and unmistakable. A useful book, not alone for those who have Century CCs, but for anyone interested in studying the details of a modern projector. (#10)

REFRESHMENT FOUNTAIN SERVICE. Most of the literature listed in this Bureau describes products—the Liquid Carbonic Corporation's booklet entitled "Planning Your Fountain for Maximum Profit" describes a service. The booklet notes that efficient planning of a fountain requires careful consideration of the nature of refreshments to be sold, type of patronage, type of competition, and—in the case of theatres—the peak load, as well as many other factors. The service offered (absolutely free and without obligation, the booklet says) is the expert assistance of a consultant specialist who will plan the fountain completely to meet the needs of every type of operation. (#11).

RUNNER ENDS. Metal runner ends for the protection of every type of rubber, carpet or fabric runners have been brought out in new form by Lorraine Manufacturing Corp. They are rust-proof, and attach to the runner very simply, without riveting or sewing, no mechanical skill at all being needed. An illustrated bulletin describes these new runner ends. (#12).

SOUND EQUIPMENT. In careful buying of sound equipment it is necessary for the purchaser to inform himself as to which component items, of what power and quality, go to make up each of the systems he has under consideration. Motiograph-Mirrophonic sound apparatus is described in a well-printed booklet, which first presents each component unit in detail; then lists different systems and explains fully just which of the previously-described units go into each. Power output and distortion of all systems are stated in figures. Systems are also rated according to the number of seats they are able to serve. (#13).

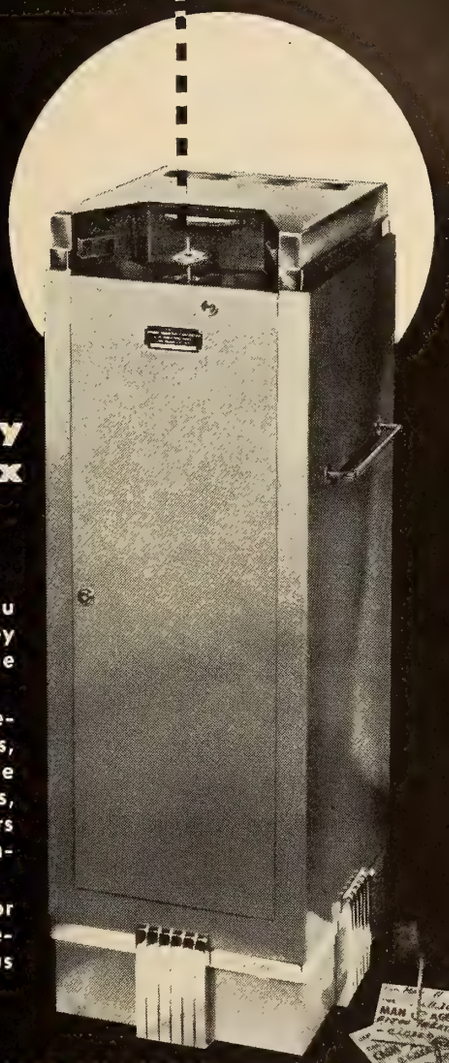
THEATRE SPEAKERS. The relatively inexpensive Altec Lansing "800" speaker system, designed to bring high quality reproduction to theatres of less than 1,000 seats, is fully explained in a well-written, two-color, four-page leaflet. The system itself, and each of its component parts, are all separately pictured and described. The bulletin offers every bit of information the average theatremen will want concerning this low cost, high quality speaker assembly. (#14).

TICKET MACHINE. A well-illustrated, three-color, four-page folder of General Register Corporation sets forth functional and structural details of that company's hand-operated "Automaticket." Since this device is just as fast as the electrical ticket issuers of earlier design, but costs less and is less expensive to service, its makers expect that in time it may replace electrical machines entirely. The folder is therefore of interest to all who contemplate present or future purchase of ticket-issuing equipment. (#15)

VACUUM CLEANING. Effective cleaning of theatre screens, drapes, ornamental surfaces and stairways, and in-place shampooing of theatre carpets, are illustrated and explained in a four-page folder by National Super Service, Inc. The bulletin describes the best methods of using the Super vacuum cleaner, and the technical details of the cleaner itself. It will prove definitely helpful to any one concerned with the practical problems of theatre housekeeping. (#16)

The History of Progress in Motion Picture Ticket Control Leads to This Point.....

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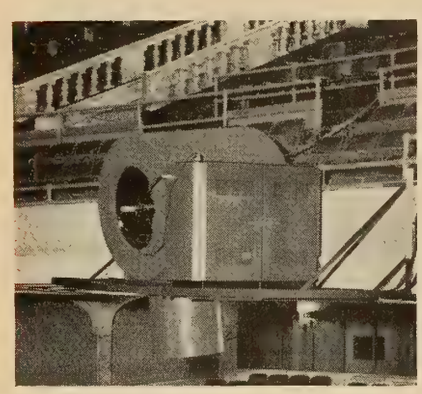
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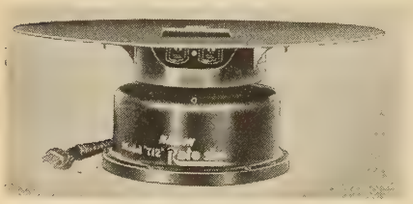
NEWS AND DATA ABOUT NEW PRODUCTS NOW AVAILABLE FROM MANUFACTURERS

Television Projector



RCA television projector, here shown, was installed in the Fox Theatre, Philadelphia, to put the Louis-Walcott fight on a 15x20-foot screen. The program was picked out of the air from NBC network. Quality was reported excellent and the audience enthusiastic. Twentieth Century-Fox President Spyros Skouras termed the showing "a milestone in the progress of both television and theatre programming."

To Animate Displays



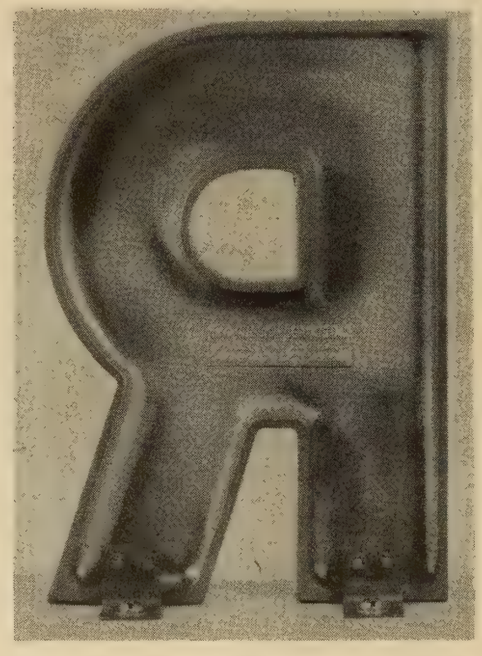
New display turntable by General Die and Stamping Co., here shown, is rated at up to 200 lbs. balanced load or 150 lbs. centered load, and therefore can carry a live model if desired. Moreover, the model could hold an electric lamp or any power-driven device in her hands, since the turntable is equipped with two electrical outlets that rotate with it. Because of these rotating outlets the turntable can also be used to carry animated displays.

Cashier Protection



Cashier and patron are here seen talking through a new plastic box-office window offered by National Theatre Supply. "Talking window" consists of a circular disc of transparent, flexible, acetate plastic, which transmits speech readily but keeps out drafts. The disc is mounted in a circular, weather-proof, aluminum frame. The cashier can hinge it open instantly whenever desired. A solid metal cover, not shown in the picture, is locked in place over the window when the theatre is closed.

New Letter Mounting



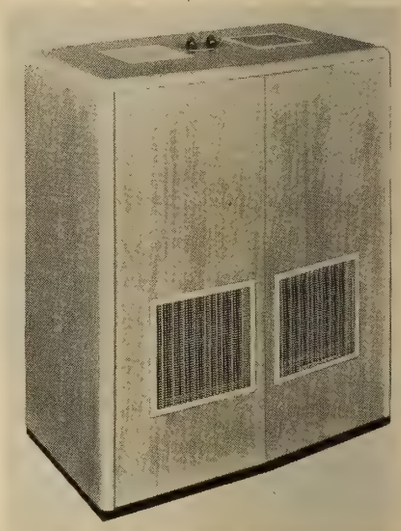
Wagner Sign Service, Inc., announce a new mounting, illustrated here, for their Railock permanent and changeable letters. The mounting consists of angle iron brackets installed at the base of the letter in the course of manufacture. There is no change in the price of the letter. The Railock letters are made of cast aluminum with baked crackle finish; they are available in seven sizes from 6" to 30" and in a wide variety of colors.

220-V., 1-Phase Rectifier

For drive-ins and other theatres compelled to use 220-volt single phase power, Strong Electric Corporation has brought out this new rectifier, designed to meet the requirements of any carbon trim up to and including 80 amperes. Transformer taps accommodate any line voltages from 200 to 250 volts; a rotary switch permits adjustment of current output even when the arc is burning. The unit is of the tube type, utilizing four diodes.



For Manager's Office



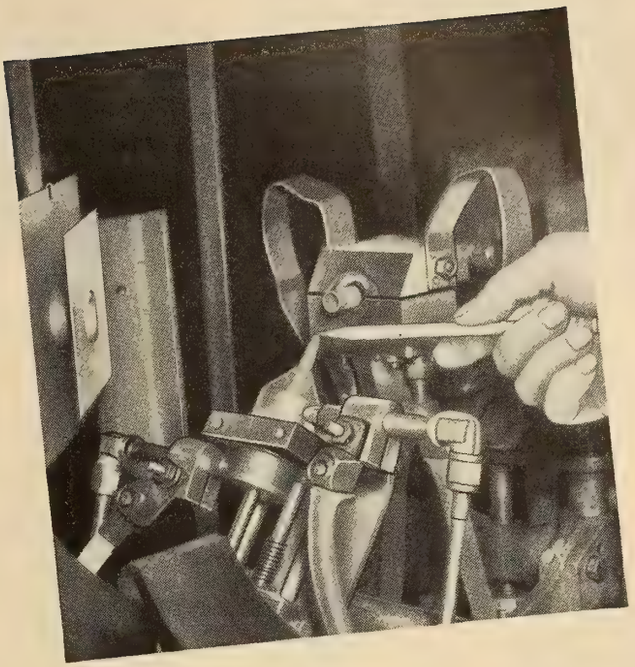
Designed to cool the manager's office, the projection room, or any other small location about the theatre that is not reached by the central ventilating system, the U. S. Air Conditioning Corporation's new room-size conditioner, shown above, will cool, dehumidify, filter and circulate air. It is available in ¾-ton and one-ton models, and needs only electrical and water connections, no window location or duct work. The discharge grilles at the top are readily adjusted to circulate air in four directions.

Serves Popcorn Fast



The coin-in-slot popcorn vendor pictured above was designed to meet the theatre's demands for rush-period dispensing. It can deliver three servings every five seconds. There are three serving positions, each with its own coin slot, dispenser and paper bag holder. The customer deposits a coin, takes a paper bag, holds the bag under the spout, and lifts the lid of the spout. The waste chute just below the spout catches spillage. Manufacturer is Auto-Vend, Inc.

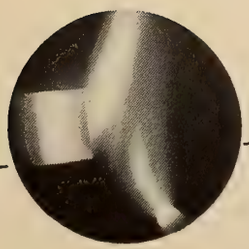
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SEASONING SPECIALISTS TO THE NATION

Old Gives Way to New Look

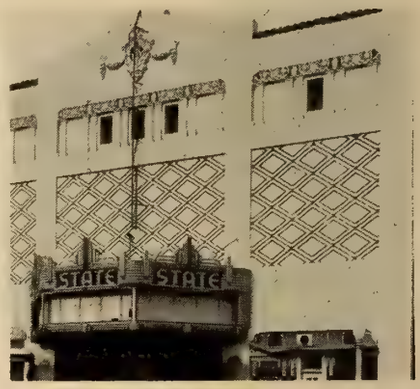
Renovation Turns Table on Time for Fresno Theatre





THEN and NOW. The auditorium of Esquire (right), a model of sweeping simplicity, contrasts sharply with its former appearance as shown above.





NOW and THEN. The old front of the former State Theatre (above) sparkles as the renovated Esquire (left).

In 1928, Fox West Coast Theatres built a new, up-to-the-minute show house in Fresno, California—the finest, the latest, the most modern. Only twenty years later that theatre was so thoroughly obsolete in appearance that its present owners, Robert L. Lippert Theatres, Inc., have just spent $140,000 in remodeling it so thoroughly as to leave no trace nor memory of its 1928 appearance. Even the name was changed—it was formerly the State, it is now the Esquire. An additional $50,000 was spent on new furnishings and equipment.

The new facade is faced in stucco. It has a new, vertical-type name sign and wide new attraction board with Wagner translucent letters. Illumination is by green and gold neon, with downlighting under the soffit. Entrance doors are full-length glass panels, and poster frames are stainless steel. The box office has been moved to one side from its former position in the middle of the entrance way.

The lobby is decorated in green and gold, repeating the color scheme of the exterior lighting. It is floored in terrazzo, and indirectly illuminated. Carpet, red with a large floral design, begins in the foyer and continues through the auditorium, where the wall color scheme is chartreuse and purple with red and tan upholstery on the chairs, and blue upholstery on the lounge chairs. All lighting throughout the house is indirect—in the auditorium it originates principally in a ceiling fixture eighty feet long. There are 1158 Heywood-Wakefield chairs on one floor, and 157 rocking chairs by the same maker in the loges. Only the rear wall of the auditorium is acoustically treated. The new screen is 22′ wide.

The new air conditioning system has ten tons of York refrigeration. Projectors are Motiograph. Projection lamps are Ashcraft, burning 65 amperes. The Mirrophonic sound system has a maximum output of 250 watts.

Manager of the rebuilt theatre is Robert P. Corbin, who has had twenty years of experience with Paramount and Pantages.

Six More Manufacturers Join TESMA Organization

Roy Boomer, Secretary-Treasurer of Theatre Equipment and Supply Manufacturers' Association, announces that six additional manufacturers have been accepted for membership. They are: C. Cretors and Company, Chicago, makers of corn poppers; Heywood-Wakefield Company, Gardner, Mass., theatre chair manufacturers; Radiant Lamp Corp. of Newark, N. J., producers of incandescent and exciter lamps and of rectifier tubes; Superior Electric Co., Bristol, Conn., makers of voltage regulators, dimmers and stage switchboard components; Superdisplay, Inc., Milwaukee, merchandising equipment and accessories, and Tol-Pak Company, St. Louis, package beverage dispensers.

Unit Heating-Conditioning Cuts Building Cost 5%, Architects Say

Analysis Breaks Down Current Relative Costs of Building Components; Interior Finish Leads in Percentage to Total

Last month the Architects Advisory Council and the Theatre Advisory Council jointly considered the effect of current high construction costs as a deterrent to theatre building, and came to the conclusion that they are a very serious deterrent at present. (STR for June 19, Page E-15.)

This month, the Architects Council carries on the discussion alone, analyzing those costs according to the separate responsibility of foundation, walls, roofing, finishing, etc., for the overall high figures that are keeping so many theatremen from going ahead with their building plans.

A high level of agreement was found, although the members stress emphatically that their estimates are averages only, and that variations in any individual case may prove large. Some owners, for example, and some architects too, will prefer to spend more on the outside and less on the inside of the house, or vice versa. Some may prefer the best in air conditioning at the expense of lavish decorations; or the other way round; climate and location play a great part. And so on.

Combining Systems Saves 5%

Yet in spite of all variations, the agreement among architects functioning in so many different parts of the country, and serving theatre clients with so many different individual tastes, is amazingly good. In more than one instance individual figures offered by the members can be bracketed into absolute majorities within a very narrow range of percentage points. The Council's conclusions can thus definitely serve the theatre owner as real and valuable guide to his own building plans. For example, one point that emerges quite clearly is that it is less expensive to combine air conditioning with heating than to put in two different systems for those two purposes. Analysis of figures submitted by members of the Council suggests that the saving that can be effected in this way amounts to roughly 5 per cent of the total cost of the theatre. On this showing, it would certainly seem worth any theatreman's trouble to get very careful comparative bids of the cost of both arrangements to him, before he decides on separate systems.

Foundation Costs 7-10%

With respect to the relative cost of the theatre's foundation, exactly half the architects who offered definite figures on this point said exactly—ten per cent. Bracketing in other estimates that were very close to that figure, it can be said that a substantial majority agree the cost of the foundation should run somewhere between 7 and 10 per cent.

This opinion, like most others offered, is qualified by special exceptions and by some reservations. As one member puts it: "Cost will depend on location and the condition of the site, but where conditions are favorable—ten per cent." On the other hand, another estimates 9 per cent, and includes the cost of first floor construction in that figure.

Steel frame costs appear to vary very greatly according to location, and to be far higher in the South and West than in, for example, the Middle West. Architects located in or near the latter region cite the cost of the steel frame at from 6 to 8 per cent of the total; but the calculation runs as high as 20 per cent in other parts of the country. A rather obvious inference follows: that in deciding between steel frame construction vs. bearing wall construction, theatremen may find that the balance will depend on where their new theatre is to be located; and that in this matter a theatre already built in one part of the country may prove a poor criterion for another to be erected elsewhere.

Estimates of the relative cost involved in constructing the outer walls of the theatre also vary—but not geographically. The nature of the site has an important bearing: "An inside lot involves much less cost than a corner lot." And another factor is, of course, how far the theatre owner or his architect want to go in decorating the facade. Estimates by different members range from 5 to 30 per cent; with the majority falling between 10 to 20 per cent.

A substantial majority of the architects finds that the cost of roof and roofing should run between five and six per cent of the total construction cost. Extreme estimates run from 1½ to 10 per cent.

Interior Finish Costs Most

What is the most expensive part of the theatre? According to the members of the Council, the interior finishing—floors, partitions, plastering and painting. The majority of all figures cited fall in the 20 to 25 per cent range; and all the minority estimates are higher still. If to this the theatreman will add the estimated percentage cost of heating, plumbing, electrical wiring and fixtures, and of air conditioning, he will find that according to the Architects Advisory Council the interior finishing and structural equipment amount to nearly half the total cost of the theatre—and to far more than half when chairs, carpets, sound and projection equipment and similar fittings are included. In short, these estimates indicate that the mere shell of the theatre—foundation, frame, walls and roof—accounts for less than half and perhaps no more than

(*Continued on Page E-19*)

Report on:
BUILDING COSTS

ARCHITECTS' STR ADVISORY COUNCIL

Membership of the Architects Advisory Council

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The Dollars and Cents Value Of Insulating the Roof

Figures Show Drastic Economies are Realized In Both Air Conditioning and Heating

By JOHN E. LANE
Executive Director
Construction Research Bureau

Theatre owners and managers who have been watching their box-office receipts dwindle and who now face the annual bugaboo of the normal summer slump, are more concerned with devising means of bringing patrons into their houses than they have been for many years. Among other expedients, provision for summer comfort is universally recognized throughout the industry as a step of major importance. Showmen know that the public is reluctant to attend an uncomfortable theatre. The theatre industry pioneered the way in commercial comfort cooling. Nevertheless, the expense of air cooling is considerable; and in spite of the fact that the industry pioneered commercial air conditioning, thousands of theatres still do not have it.

Cooling Cost: $450-1,000 *a Ton*

Not only is air conditioning expensive, but the cost has advanced since the war. Prior to 1941, the air conditioning industry figured installations at from $250 to $450 a ton; now the costs range from $450 to $1,000 a ton.

Experienced theatre operators recognize nonetheless that the cost of an air conditioning installation is recovered with profit at the box office. The members of STR's Theatre Advisory Council agree by overwhelming majority that no theatre is too small or too poor to afford complete air conditioning; and 60 percent of the members of STR's Architects Advisory Council concur. These opinions, from sources of unquestioned competence, are set forth in The Progressive Encyclopedia of Theatre Operation, STR for April 24th, 1948, Page E-9. All that remains to add here is that complete air conditioning, justified as it is even at full cost, can be had at considerably reduced cost through judicious use of insulation—and to cite definite figures on the reduction in costs which insulation makes possible.

Air conditioning engineers usually recommend that the building to be conditioned be also insulated, especially as to the roof. The reasons for emphasizing the importance of the roof in insulation are fairly obvious. In the first place, the roof is usually the thinnest part of the theatre envelope—made so on purpose, to keep its weight to a minimum. This thin part of the cup structure is just the part that is exposed to the maximum intensity of the sun's rays. Flat roofs often reach temperatures of 150 degrees in summer. Since they are thin and in no way designed as heat barriers, this concentrated heat quickly passes inside, and makes the inside of the theatre even hotter than the outside air.

Without insulation, a two-inch concrete roof covered with black pitch will permit the passage of 24 Btu. per square foot per hour. For a roof only 50'x100' in size, this amounts to 120,000 Btu. per hour.

With a four-inch layer of mineral wool between roof and auditorium ceiling, this heat transmission drops from 24 to 6 Btu. per square foot per hour, or 90,000 fewer Btu. in a roof 50'x100'.

Insulation Saved $3,750

Since it takes approximately one ton of refrigeration to neutralize 12,000 Btu. it is obvious from the foregoing that in the example used here insulating the roof with four inches of mineral wool saves 7½ tons of refrigeration. Figuring the cost of an air conditioning system at $500 a ton, which is a very modest figure at present prices, the insulation reduces the original cost of the system by $3,750. This saving alone enormously outweighs the cost of buying and installing the mineral wool, as will be seen, yet it is an incomplete figure; it does not include either the economies that will result from operating a smaller system, or the reduced fuel consumption in winter when heat leakage proceeds in the reverse direction.

To operate one ton of refrigeration requires approximately 1,000 kilowatt hours of electricity. Assuming the demand and current costs for electricity to total three cents per kw. hr., the economy in current resulting from saving 7½ tons of refrigeration comes to a saving of 22.5 cents per hour. Cooling a theatre eight hours a day through a season of only 100 days thus involves a difference of $180 for electricity saved each season. This saving alone, without considering any others, is much more than ample to amortize the cost of installing insulation in a very few years.

Still further to be considered is the reduced fuel consumption during winter months. If insulation reduces the leakage of heat from the theatre by 90,000 Btu. per hour (to continue with the same example) the economy in coal will be approximately 7 pounds per hour, since coal contains roughly 13,000 Btu. per pound. At eight hours a day through a 100-day heating season a saving of 5,600 pounds or 2¾ short tons of coal per year must be added to the other economies cited. If the theatre uses oil, which has about 150,000 Btu. per gallon, the economy is 2/3 gallons of oil per hour, or 533 gallons.

Insulation Cost $500-700

And now, what does the theatre have to pay to get all these benefits? What is the cost of putting four inches of mineral wool insulation under a roof measuring 100'x50'?

Approximately $500 to $700—installed—the exact figure depending on local labor costs. (*Continued on Page E-21*)

See Need for Advances in Present Standards for Sound and Projection

Projection Supervisors Favor Higher Power for Amplifiers Essential to Modern Conditions in Theatre Operation

Many of the projction and sound standards which are now in general use, and which enable theatremen to judge and improve the quality of their show, are entirely satisfactory in practice, the Projection Advisory Council found at this month's meeting—but others are not, the members believe. They suggested revisions of the latter. And they also suggested specific standards for still other aspects of theatre operation in which there are none at present.

The meeting discussed harmonic distortion in sound amplifiers, flutter distortion in soundheads, power standards for sound amplifiers in theatres of different size, head and tail leaders for standard prints, and a number of physical aspects of the projection room.

Power Standards Inadequate

One important matter in which the Council differed with present standard recommendations is that of sound power for theatres. The Academy Research Council some years ago promulgated a list of recommended sound wattages according to seating capacity; and its successor, the Motion Picture Research Council, has just re-issued the list with some minor changes. The majority of the projection and sound supervisors participating in this month's discussion feel that those recommendations fall short of modern needs.

Says one member: "I prefer to use the next higher power commercially available. That is, if the Academy list calls for 15 watts for a theatre of a certain size, and if the next larger amplifier happens to be 30 watts, that is the one I will use. Perhaps the theatre needs more than 15 but less than 30 watts, but it isn't possible to buy the exact power capacity needed. It is necessary to go to the next larger size amplifier, whatever that may be, since the recommendations are inadequate."

"Generally, today we feel that more power is needed. And in addition, the chances of harmonic distortion are reduced if the amplifier has still a bit more power than actually required even by today's standards."

"The Academy 1940 standards are no longer adequate. The power for 1,000 seats should be increased to at least 25 watts minimum to 30 watts maximum (the Academy's 1948 standard for 1,000 seats is 20 watts. Ed. note.), and for 2,000 to 2,250- seat houses should be increased to approximately 60 watts, with other theatres in proportion to these two examples."

"It is our practice to exceed the present standards by thirty to thirty-five per cent."

(In this connection it may be noted that wherever the Motion Picture Council's 1948 recommendations differ from those of its predecessor, the Academy Research Council, the difference is in favor of greater power, although still not to the extent the members of STR's Projection Advisory Council consider necessary on the basis of their direct theatre experience. Ed. note.)

Report on:

PROJECTION STANDARDS

In the matter of harmonic distortion in sound amplifiers, the opinion of the projection supervisors was somewhat scattered. The plurality vote, however, and almost a majority, considered 2 per cent harmonic distortion content satisfactory in the output of a modern theatre amplifier. Other views ranged between 1 per cent and 3 per cent.

Flutter Standard Endorsed

There was a considerably greater degree of agreement with respect to flutter distortion introduced by the soundhead. The proposed standard of 0.15 per cent won the endorsement of the majority.

"It is satisfactory for theatres. If manufacturers can improve the performance of their soundheads still further—fine; but this standard will be okay for all practical purposes."

"Yes, it's a satisfactory commercial standard."

"We consider it okay."

But among the minority, one member commented:

"I feel that 0.1 per cent would be a better standard as there are certain recordings where I find 0.15 per cent flutter becomes noticeable and objectionable. Certainly, I don't believe flutter should be greater than 0.15 per cent."

The present standard length of head and tail leaders on release prints are acceptable to the majority of the Projection Advisory Council in all respects. There is no outright objection to them by any member.

"Many types of projectors are now in use, some slow-starting and some fast, but I find no trouble in meeting all problems with the standard head and tail leaders as furnished at present."

The only real reservation came from a Councilor who also finds present leaders satisfactory, but still looks forward to possible further improvement in the future.

He points out: "When that standard was made, projector motors had slower pick-up than at present. Many of those slow motors are still in use. When all theatres get fast-starting motors the industry may be able to save a little film by shortening the leaders still further."

Some Projection Room Standards

As the discussion on standards progressed, the topic switched to physical characteristics of the projection room. Many of these have been taken up by the Council in the past (See STR for April 24, 1948, Page E-22). Others, however, remained uncanvassed; and at this month's meeting the projection angle and height of lens, and the observation ports, came in for comment. Standards in all of these matters have been recommended from time to time by the Society of Motion Picture Engineers. In every case, the majority of the Projection Advisory Council finds those SMPE standards satisfactory in practice, although with comment in some cases.

Thus, the recommended standard projection angle of not more than 12 degrees is very generally endorsed, but with the reservation that other and more important considerations may supervene.

"The less the projection angle is, the better the picture. Where new construction is considered it is wise to keep the angle less than 12 degrees where it is

(*Continued on Page E-23*)

COUNCIL MEMBERSHIP

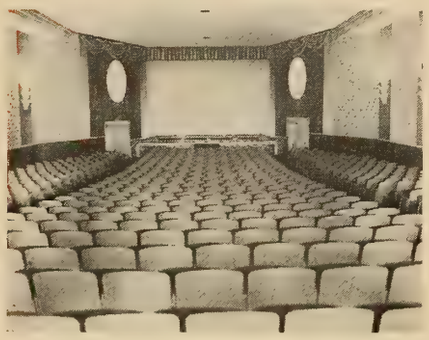
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HARRY J. GLENN, Wm. K. Jenkins Theatres.
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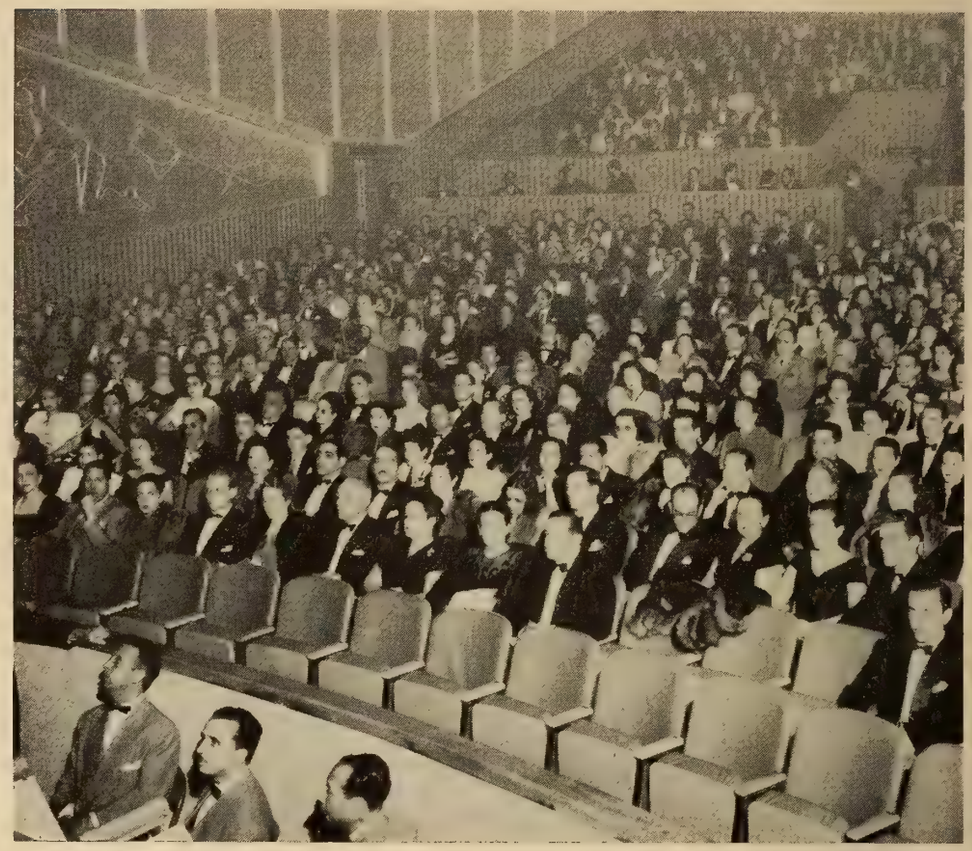
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Novel Designs Feature W. E.'s New Export Sound Systems

Westrex Corporation, Western Electric Company's foreign motion picture equipment and service subsidiary, has brought out new theatre sound systems embodying a number of features unique in the theatre industry, according to Westrex Vice President E. S. Gregg.

The soundhead retains the high-quality advantages of the model introduced by Westrex in 1945, but the photocell-and-preamplifier assembly is now of plug-in design for instant replacement in case of any trouble.

Voltage amplifiers are now integral units that fit into the chassis of each size power amplifier, and can be inserted or replaced within a minute's time. The power amplifiers have double doors at the rear, reducing the amount of space needed for accessibility; and have white-enamel, electrically lit interiors to facilitate servicing. Electrolytic condensers in rectifiers and amplifiers are of the plug-in- type, instantly replaceable.

Monitor amplifiers are separate units designed to operate hearing aids or auxiliary speakers in addition to the monitor speaker.

A control panel distributes and fuses line power to each amplifier.

Speakers are the new Western Electric theatre models described in STR for November 8, 1947, Page E-26.

The new systems are available with power amplifiers of 15, 40, 50 or 100-watt rating; having rated harmonic distortion of only one per cent above 1,000 cycles.

Council Issues New Standards For Theatre Sound Equipment

The Motion Picture Research Council, Inc., formerly the Academy Research Council, has issued a new edition of their well-known bulletin: "Standard Characteristics for Theatre Sound Systems."

The bulletin sets forth recommended standards for sound power for theatres of different size; for distortion tolerance; for screen transmission, and for amplifier response curves according to the type of speaker system in use. Previous recommendations, published by the Research Council in 1938 and 1940, are revised in the new bulletin, but the revisions are not extensive. One change of particular interest to operators of smaller theatres, is that no auditorium however small should have less than 15 watts of sound power.

Council on Seating

(*Continued from Page* E-5)

last discussed, toward foam rubber above springs, rather than either rubber cushions alone, or conventional springs-and-padding. One Councilor notes, however, that while he prefers foam rubber upholstery he does not find it readily available, even now.

In the matter of frequency of inspection of chairs, the Council members have developed even more drastic views than they held in 1946. Then a majority favored daily inspection, but a minority still felt that a check-up weekly or twice weekly might be enough. There is no such minority today. With a single exception, all members participating in the current meeting insist on daily inspection of chairs; and even that one member also approves, but merely qualifies his endorsement by adding: "if you have the help"; while still another member now believes in two inspections a day—night and morning.

"Daily inspection is more important than ever."

"Seat inspection is very important and should be made every day."

"When the theatre closes at night, and a double-check before it opens in the morning."

"If not in any other way, at least by janitors in their daily duties."

"At least for loose seats, which the cleaning staff can find each day. Looseness is the cause of most seating troubles."

There was no dissent whatever.

It may be noted that the practical theatremen who compose the membership of the Council are more insistent in this matter of chair inspection than even the manufacturers of seating, for a number of the latter (see Page E-8 of this issue) consider that a weekly inspection may be adequate.

Maintaining Chairs

(*Continued from Page* E-7)

brush. Rub against the pile. Remove suds with a clean, damp cloth, sponge or brush. Wipe or brush the surface several times in the direction of the pile. Brush the upholstery thoroughly with a whisk broom while it is still damp. Brush pile again when it is dry (to restore nap).

"We suggest rinsing with clean water, although any Bubble Cleaner remaining in the fabric will not harm it in any way.

"An additional feature of Bubble Cleaner is that it contains a moth-proofing chemical which makes it more effective than plain soap suds.

"After long service the pile of Mohair Velvet may become slightly flattened. When this condition exists, it is comparatively simple to restore the pile again by spreading a clean, damp cloth over the portion that is pressed down and passing a hot flat iron over it lightly. The steam driven into the fibres will cause them to assume their natural position.

"Another method we recommend is to take a cloth or heavy towel, drench it in hot water, wring it well, and apply to the flattened pile. Leave the cloth or towel in place for as long as possible. If the pile has been pressed down heavily, it may be necessary to repeat this process two or three times.

"Whichever of the above methods are used, brush against pile thoroughly with a whisk broom while the fabric is still damp. Brush again with the pile after the fabric has dried."

With respect to plastic-type upholstery, Griggs Equipment Company reports: "Where the vinyl-resin type leatherettes are used, warm water and one of the new soap powders will do a splendid job. Be sure to wipe the cushion dry after washing it."

Removal of Stains

Removing stains from fabric upholstery is often a much more difficult job, in which the treatment depends largely on the nature of the stain. Cleaners that remove one kind of spot will "set" another and make it permanent. For example, hot water and soap should never be used on blood stains.

The following are recommended by manufacturers:

For **Blood:** Clean, cold water. If this fails, a small quantity of household ammonia.

For **Candy**—other than chocolate: Very hot water, or Bubble Cleaner.

For **Chewing Gum:** Moisten with carbon tetrachloride and work off the fabric with a dull knife.

For **Chocolate:** Lukewarm water and Bubble Cleaner. Work out of fabric with a dull knife. Wipe off suds if used; follow with cold water.

For **Fruit:** Very hot water, vigorously rubbed in. If removal is not complete, follow with carbon tetrachloride after cushion has dried.

For **Grease:** Good type upholstery cleaner or shampoo. Carbon tetrachloride. Chloroform, benzene, ether, Bubble Cleaner, or a gasoline free from all adulterants.

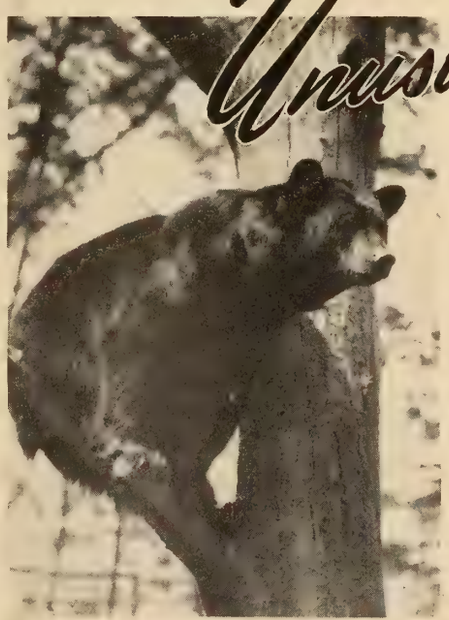
For **Ice Cream:** Same treatment as for fruit stains.

For **Lipstick:** Chloroform or carbon tetrachloride. Press repeatedly with clean blotters until blotter no longer shows a stain.

For **Mildew:** Bubble Cleaner followed by cold water. Do not neglect mildew stains; old ones may be irremovable.

For **Paint, Enamel or Lacquer Stains:** Make a cleaning fluid consisting of equal parts, by volume, of the following: denatured alcohol, benzene, acetone, and either butyl or amyl acetate. Saturate the stain

(*Continued on Page E-18*)



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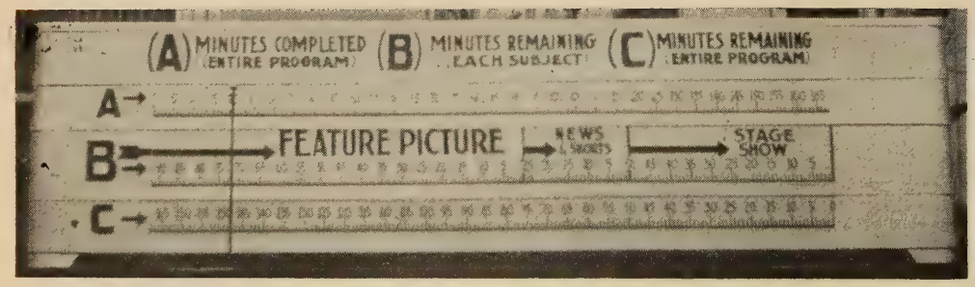
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I. A. Notes

News of the Locals and Men Who Put Shows on the Screen



Questions to the cashier or doorman are eliminated by this automatic indicator, which tells patrons at a glance what's running, how many minutes it's been on, and how many minutes until the next part of the show. The indicator is electrically interlocked with the projection equipment. Inventor is Fred A. Erhard, projectionist at Interstate's Ellanay Theatre, El Paso, Texas, and member of IA Local No. 153. He holds U. S., Canadian and Mexican patents.

International President Richard F. Walsh has invited members of Congress who voted in favor of the Taft-Hartley Act to attend the I. A. convention which will be held in Cleveland the week of August 16th, "as a means of finding out at first hand whether America needs more or less laor legislation," according to an announcement released by I. A. headquarters in New York.

Five members of Local No. 380, Oklahoma City, who have CAA pilots' licenses, have formed a Flying Club open only to members of the Local. The aerial group is being organized by O. H. Woodard; its other charter members are Cecil Wills, Byron Savage, Harrold Wortham and Gordon Wortham. The last-named will be instructor, in charge of future student members.

Brigadier General Julius Klein, a member of Local No. 771, New York City, is now commanding general of the 109th Anti-aircraft Artillery Brigade, Illinois National Guard. During the war, General Klein commanded troops in the South Pacific and Philippine campaigns.

Local No. 380, Oklahoma City, has started a new cycle of free shows for crippled children. The Local supplies the projectionist and portable equipment; film companies loan cartoons and comedies. Current showings are held in the auditorium of a grade school for crippled children. Local No. 380 has put on more than 2,000 such shows in the past 15 years.

Correction: The banquet and dance staged on April 9th by Local No. 510 (Fargo, N. D. and Moorhead, Minn.) was in celebration of the 25th anniversary of the services of E. J. McCannel as Secretary-Treasurer and not the 25th anniversary of the Local. Local No. 510 received its charter 33 years ago. STR regrets the error.

Everette Mahaney of Local No. 380, Oklahoma City, sent an SOS to the city zoo when he found a poisonous Gila monster in his front yard. The orange-and-black visitor, the only poisonous lizard in the United States, is now at a taxidermist's, being stuffed.

Local No. 380, Oklahoma City, has elected Jess Bollman as delegate to the I. A. Convention at Cleveland.

Maintaining Chairs

(*Continued from Page E-17*)

with this, work out the paint with a dull knife. Repeat as necessary. When cushion is dry, work vigorously with cloth soaked in warm soap suds or Bubble Cleaner. Rinse with cold water.

For **Shoe Polish:** If black or tan, carbon tetrachloride. If white, allow to dry thoroughly and brush vigorously with stiff brush. Moisten with cold water and repeat brushing. If removal is still not complete, allow stain to dry thoroughly and follow with carbon tetrachloride.

For **Tar:** Chloroform, benzene, carbon tetrachloride, or a gasoline free from all adulterants.

For **Urine:** Warm soap suds or Bubble Cleaner, followed, if necessary, by weak solution of household ammonia.

For **Water Spots:** Sponge entire area with cold water. When dry, work out any spots remaining with carbon terachloride.

For **Wine or Liquor:** Same treatment as for fruit stains.

A few obvious precautions should perhaps be mentioned. Some of these agents might affect the dyes in the upholstery, depending on the nature of the dye and of the cleaning agent. Discoloration can be avoided by trying the agent first on a small, hidden part of the fabric.

Again, if the fabric contains any plastic —as, for example, a combination of wool and plastic fibres, which is increasing in popularity—some of these agents may ruin it by dissolving the plastic. The obvious precaution remains the same—before using the agent, make a small-scale test on a hidden part where damage will do no important harm.

Finally, precautions are necessary in applying cleaning fluids to avoid leaving a "ring." Recommended procedure is to begin by rubbing lightly around outside of the spot, and work inward toward its center.

Inspection and cleaning constitute only two of the three processes involved in maintaining seating. The third is repair

(*Continued on Page E-21*)



H. C. Arthur, Jr.
president,
Fanchon & Marco,
says:

"DO YOU WAIT UNTIL YOUR CAR BREAKS DOWN?"

"It does not make any difference whether you are running a motion picture theatre or you are taking care of your own automobile. There are two ways to do it. You can let your car run until it breaks down on some important trip causing extreme discomfort to your guests who are with you and causing extreme embarrassment to you or you can keep it serviced and save money in ultimate repairs and replacements as well as wear and tear on your nerves and on those of your guests.

"You can run your projection equipment on the same principle until it breaks down. Whether it is your car or your theatre equipment, when it does break down, you will wish you had had a regular efficient service that would have saved you all of the trouble and ultimately the greater expense.

"Altec's service is assurance against breakdown. It saves against a larger expense in the long run for repairs and replacements and it saves your patrons annoyance and discomfort; both ultimately affect your P. & L. To maintain the goodwill of your patrons and their regular attendance at your theatre, don't let your equipment break down. That is my advice. Altec will help you follow it."

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Building Cost Breakdown

(*Continued from Page E-13*)

one-third of the total expense of the project.

The Council did not go into the costs of projection room equipment, or of chairs, carpets and the like. As one member puts it: "Seats, projection equipment, exterior landscaping, carpet, light bulbs, furniture, ticket machine and rubber mats are always furnished by the owner, on our projects." More permanent fittings, however, including plumbing, heating and ventilating equipment, and electrical wiring and fixtures, fall within the province of the architect, and on these matters the members offer definite estimates.

It is inevitable that the cost of air conditioning will vary enormously with climatic location, ranging as low as four per cent in dry Northern regions, while on the other hand, in some cases, where a deep well is required for cooling, the well alone may add over three per cent to the overall expense of the theatre. In general, however, there is good agreement on from 12 to 15 per cent of the total as the price of air conditioning.

The cost of heating are more constant; figures given range from 4 to 7 per cent.

Disregarding extreme costs for air conditioning, which obviously represent special cases, and taking an average of the median figures, it appears from the estimates of the Council members that air conditioning equipment without provision for heating costs 13.5 per cent of the total expense of building the theatre, and with heating provisions 14.3 per cent. The difference, 0.8 per cent, can be contrasted with the 4 to 7 per cent required for a separate heating system.

The large majority of the members who estimate the relative cost of a theatre's plumbing, put this item at from 3 to 5 per cent. Electrical wiring and fixtures are more variable—possibly because of ornamental differences—and run between 4 and 10 per cent.

Other estimates given by one member or another include marquee and simple name sign, 6 per cent, and miscellaneous items, 2 per cent.

Summing up, the following tabulation of *average* costs can be presented, if the reader will keep in mind that the architect members emphasize and re-emphasize that these figures, in spite of their high level of agreement, are only averages, and always subject to great variation in individual instances:

Foundation	7-10%
Steel frame	6-20%
Outer walls	10-20%
Roof and roofing	5-6%
Interior finishing	20-25%
Air conditioning	12-15%
Heating (alone)	4-7%
Plumbing	3-5%
Electrical wiring, etc.	4-10%

The above figures represent either majority opinion, or estimates on which there is good agreement although falling short of an absolute majority of all the estimates offered. They omit extreme highs or lows obviously based on geography or other special conditions—except in the case of the steel frame where they represent the full range of relative costs over the whole United States.

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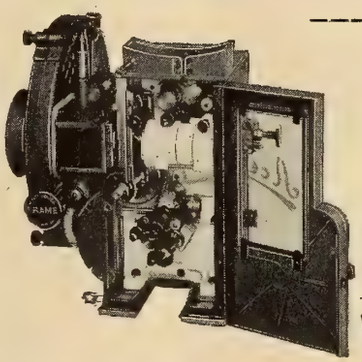
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H. V. (ROTUS) HARVEY—Partner of Westland Theatres (18 Theatres), San Francisco, Calif.; also President of PCCITO—says:

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MAINTENANCE Checking Guide

☐ JULY 19.—Do you have exit areas and alleys checked regularly for rubbish, parked automobiles or trucks, and other possible obstacles to safety in emergencies?

☐ JULY 20.—Do you periodically inspect the air intake screens for tightness; have the accumulated bugs brushed off and the screens washed with kerosene?

☐ JULY 21.—Are you certain that your routine insures that the condenser water of the cooling system will be changed as often as necessary?

☐ JULY 22.—Do not let untidiness of staff uniforms give patrons an unfavorable impression of your theatre. Insist on neatness, hold frequent staff inspections.

☐ JULY 23.—Have you made arrangements for periodic inspection of all ladders, and prompt replacement of faulty rungs or hinges to avoid employe accidents?

☐ JULY 24.—Is your sound WATCHED at all times— is the projection room signalled promptly to raise or lower volume when the size of the audience changes?

☐ JULY 25.—Are the gay summer trimmings of your theatre beginning to look dingy? If you don't want to have them renovated, take them down.

☐ JULY 26.—Has your staff become a little slack about FREQUENT check of wet and dry bulb thermometers? Setting up a rigid routine for this may help.

☐ JULY 27.—Time to recheck the appearance of brass work around the theatre? Kick plates, door hardware, handrails, plumbing should always present a bright appearance.

☐ JULY 28.—Summer is only half over—be sure cooling system motors, belts, bearings and filters are still maintained at the peak of their efficiency.

☐ JULY 29.—Time to re-inspect the air washing tower for leaks that may be spreading rust on its structure and on the roof and gutters.

☐ JULY 30.—If a thunderstorm should cut off all power, will you face a panic for lack of emergency lighting? Emergency equipment is inexpensive.

☐ JULY 31.—Time to check the screen again for discoloration and soil? Pin on piece of original material or white paper, have projectionists project white light.

☐ AUG. 1.—Keep your "black light" decorative surfaces and designs clean at all times; do not let them lose their original appeal because of dust.

☐ AUG. 2.—Do you have microphone and other sound equipment used for live entertainment checked regularly; precautionary repairs made promptly as needed?

☐ AUG. 3.—Are you exposed to fire hazard because of carelessness in adjoining premises? Talk to your neighbors about it; they may be less fire-conscious than yourself.

☐ AUG. 4.—Days are beginning to shorten again; dusk comes earlier. Have you readjusted your outdoor lighting schedule for earlier illumination of facade and marquee?

☐ AUG. 5.—Are your employes wasteful of air conditioning efficiency by letting doors stand open, or holding them open too long, or leaving windows open?

☐ AUG. 6.—Check all plumbing fixtures in the theatre to make sure none drains sluggishly. Don't delay needed repairs until pipes become seriously clogged.

☐ Aug. 7.—Does your maintenance routine assure that door stop devices are inspected and oiled as often as they should be; glycerine added promptly as needed?

☐ AUG. 8.—Is your popcorn machine kept sparkling, immaculate and odorless at all times, even under rush conditions? It is selling a FOOD PRODUCT.

☐ AUG. 9.—Time to wash the plastic upholstery again? Soap and water is usually recommended; a thin coating of wax afterward will help protect the surfaces.

☐ AUG. 10.—Does your staff keep alert for vermin in seats and carpets? Many theatres find daily spraying is a necessity at this season of the year.

☐ AUG. 11.—Is there a damp area under your theatre? If so, air the house thoroughly on dry mornings to avoid wood rot and its resulting odor.

☐ AUG. 12.—If your theatre has an art shop, do you occasionally take care to stress re-use of cardboard and wood scrim to minimize waste?

☐ AUG. 13.—What about sound and projection faults that occur when you are not in the theatre? Has a staff member been instructed to report all such occurrences.

☐ AUG. 14.—Inspect, personally, to make sure projection room door is kept scrupulously UNlocked during all operating hours —that men can't be locked in with a fire.

☐ AUG. 15.—Does your own office set the example of a high standard of order and tidiness that will inspire better housekeeping by all members of the staff?

Exclusive STR Service Feature

Maintaining Chairs

(*Continued from Page E-18*)

of damage. In this matter, very few general rules can be laid down, since chairs differ in design and construction, and in materials.

It is obvious that small cuts in upholstery fabric should be patched immediately, before they grow larger. Seats with very bad cuts should have covers replaced immediately. An adequate stock of upholstery materials should be kept on hand for this purpose. Manufacturers report that many theatre owners order a supply of extra covers when they buy new chairs, to make absolutely certain of having the right colors and patterns on hand later, when they are needed.

With respect to chairs with plywood seats or backs, one maker recommends that: "the bolts be cut off closely against the steel parts of the chairs and braded or headed up by using a back-up hammer on the old head and a small hammer to brad or head up the bolt. This will save a tremendous amount of trouble and grief as the years go on."

Other repair and replacement processes cannot be described here in detail because they vary so enormously according to the make and type of chair used. The illustrations accompanying this article depict the method of replacing seat covers on a popular model of Heywood-Wakefield chair. The same method, of course, does not apply to products of other manufacturers; for details of this kind each theatreman must seek specific instructions from the manufacturer or supplier of his seating.

Comfort in Seating

(*Continued from Page E-6*)

portrayed embodies in addition upholstery designed for a carefully calculated combination of yielding softness but firm support. The back, which is exceptionally high, is spring-cushioned. Seat toppers are foam rubber. And the arm rests are padded in foam rubber. This particular chair is one of a number of luxurious, up to date models in the Bodiform 1948 line.

Kroehler Manufacturing Company is represented in the present 1948 seating display by the Model #110½ Push Back chair; but Kroehler this year has also developed a new spring back chair and an ultra de luxe high back loge chair. These latter are still so new that photographs and detailed information are not available at the time of going to press.

The same is true of the latest 1948 product of Griggs Equipment Company which is about to be put into production. Progress, in other words, is still going on. These very latest models will be pictured and reported in full in future issues of STR.

Irwin Seating Company's 1948 "Comet" features adjustable backs that can be varied in pitch for seating comfort and passing comfort; automatic three-quarter fold seat lifting mechanism that contributes further to passing comfort; smooth curved surfaces and complete enclosure of all working parts, bolts and screws; and a re-designed contour for maximum seating enjoyment.

Manley Throws a Party



Highlight of the convention of the Theatre Owners of North and South Carolina, held at Myrtle Beach, South Carolina, on June 20th to 22nd, was the cocktail party given by Manley, Incorporated, manufacturers of popcorn machines. Here seen, from left to right, are Ben Strozier of Rock Hill, North Carolina, director of T.O.N.C. & S.C.; Manley Popcorn Girl; Hank Hearn of Atlanta, director of T.O.N.C., and Frank St. Claire, Manley District Manager for the Carolinas.

Value of Insulation

(*Continued from Page E-14*)

Furthermore, a small theatre can finance the job under FHA, paying 10 percent down.

Since the saving on electrical costs alone has been shown to approximate $180 a year, the theatre, by paying $50-$70 down, can save enough on electricity to more than cover interest and amortization of the loan, plus the saving of $3,750 on the cost of the air conditioning system, plus the further saving in winter fuel already indicated.

But all of the above figures, as every reader has already noted, are somewhat arbitrary, and taken only as representing sample conditions. They illustrate the principle that insulation results in extremely important economies. The exact economy must be figured individually for each theatre. Depending on location, some theatres will have a longer cooling season than 100 days and a correspondingly shorter heating season, or vice versa. Depending on location, some theatres will pay more or less than 3 cents a kilowatt hour for electricity. The reduction in leakage through the roof resulting from insulating it may be more than 24 Btu. per hour in the case of some roofs, and less in the case of others. Finally, the figures given above assume a flat roof measuring only 50'x100' and therefore covering only a very small theatre. For a roof 100'x100' the total heat leakage would be doubled, and all the savings noted above would be double the figures given, and so on for theatres of other sizes.

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Gulistan Wilton Theatre Carpet
JOE HORNSTEIN has it!

Efficiency Check List for Projectionists

☐ JULY 19.—Remove all tubes, examine prongs and socket contacts for signs of poor contact or arcing. Sandpaper off any roughness, improve contact tension as needed.

☐ JULY 20.—Time once again to blow accumulated dust out of amplifiers, rectifiers, motors, generators, etc.? Use a bellows or reversed vacuum cleaner.

☐ JULY 21.—If your projection ports have glass soundproofing, have you set up a regular schedule for cleaning the glass to make sure it is always immaculate?

☐ JULY 22.—Is your stock of fuses complete? Are all fuse boards properly marked with the sizes needed, to avoid any chance of over-fusing?

☐ JULY 23.—Have you formed the habit of never in any circumstances allowing tools or anything else to lie on the sills of the port safety shutters?

☐ JULY 24.—Have you so drilled yourself in handling fire or other emergency that if the occasion should arise you would do the right thing automatically?

☐ JULY 25.—Do you make a personal check often to be certain the projection room door is never locked during the show—that you'll never be locked in with a fire?

☐ JULY 26.—Using a portable meter, check all tubes that cannot be read with built-in meters; replace weak or defective ones as necessary.

☐ JULY 27.—Check power line voltage at 2, 5, 7, 8, 9 and 11 P.M. Report to the manager any variations from normal greater than plus or minus three per cent.

☐ JULY 28.—Have all your fire extinguishers been re-charged as required on the label? Are they all ready for instant use in any emergency?

☐ JULY 29.—How long since you have checked the condition of the screen? Pin on a piece of the same material, or white paper, and project white light.

☐ JULY 30.—Examine all back-screen speaker connections to make sure all are still tight and uncorroded; check all back-screen speaker fuses (if any) for heating.

☐ JULY 31.—Time to re-examine all soldered connections throughout the entire sound equipment? Carefully re-solder any that appear to be even slightly doubtful.

☐ AUG. 1.—Go over holding nuts of all transformers in amplifiers and rectifiers, tightening any that have worked loose. Loose laminations cause hum in sound.

☐ AUG. 2.—If projection room floor paint has worn through and concrete dust is being scuffed into your equipment, ask to have the floor re-painted.

☐ AUG. 3.—Time to re-inventory your supply of projection room tools? Make sure that EVERY tool that might be needed in an emergency is on hand.

☐ AUG. 4.—Are all your arc lamps perfectly vented, to keep poisonous arc fumes out of the projection room altogether? (There's no place you can buy new lungs.)

☐ AUG. 5.—If the curtain machine is part of your responsibility have you set up a regular schedule for inspecting, lubricating and servicing it at reasonable intervals?

☐ AUG. 6.—Examine mirrors in all lamphouses, including spot and effect machine lamps. If any are badly pitted order replacements well in advance.

☐ AUG. 7.—Is any projection room equipment operating at more than the allowable temperature rise these hot summer days? Correct cause or add ventilation as necessary.

☐ AUG. 8.—Do all film cabinet doors still close tightly and perfectly? Take no chances on safety; ask for needed repairs or replacements without delay.

☐ AUG. 9.—Is the projection room lighting such that it interferes with your critical examination of screen results? Move or relamp lighting fixtures as necessary.

☐ AUG. 10.—Are you compelled to run your monitor so loud it creates apparent echo in the house? Have it moved to where you can hear it at low volume.

☐ AUG. 11.—Putting any new apparatus into the projection room? Why not specify oversize conduit and spare pairs to minimize the cost of the next change?

☐ AUG. 12.—If you sometimes forget about inspecting rectifiers or generators located outside the projection room, why not set up a regular schedule for such inspections?

☐ AUG. 13.—Have you ordered the new splicing cements that will make equally good patches on standard prints and on the new 35-mm. safety films?

☐ AUG. 14.—Check condition of all projection reels; if you will need new ones soon order them well in advance. Don't risk having to run on shipping reels.

☐ AUG. 15.—Is the projection room bulletin board covered with obsolete notices that obscure the important ones? Clear it off; throw away all dead junk.

Exclusive SR Service Feature

PROJECTION STANDARDS

(*Continued from Page E-15*)

practical to do so. At times it is necessary to go to more than 12 degrees."

"Keep the projection angle to 12 degrees or less whenever possible, absolutely."

"True, but it does depend on the theatre."

"Twelve degrees or less is desirable but not always possible."

Outright dissent was voiced by only one member, who thought an angle of 15 degrees acceptable.

The members participating unanimously approve the SMPE standard of 48 inches from projection room floor to center of lens, except as it may vary very slightly according to the projection angle.

They are almost unanimous in finding the recommended dimensions for viewing ports — 12"x14" — satisfactory in practice. One Councilor, however, comments: "It is a good size for an observation port, but I see no harm in deviating slightly from those measurements." And another adds: "Some deviation may be necessary to provide a perfect view of the screen, depending on the theatre."

Similarly, the height of 48 inches from the bottom of the observation port to the projection room floor, recommended by the SMPE Projection Practice Committee as far back as 1931, is found satisfactory today by the majority, but again with minority comment.

"That standard was determined by estimating the eye height of a projectionist of average size, and allowing seven inches both above and below. It has worked out well in most cases."

"It is a good standard in general; however, I do often depart from it considering projection angle and other building characteristics."

Motiograph Sees Drive-In Boom

The boom in drive-ins will require the company to equip at least 100 open air theatres in the course of 1948, Fred Matthews, President of Motiograph, Inc., believes. During one two-week period alone in the month of June Motiograph received orders from nine drive-ins with a total capacity of 6,950 cars.

HELPFUL BOOKS

The 1948 Edition of National Fire Codes (Volume I) has been issued by National Fire Protection Association of 60 Batterymarch Street, Boston. This is the volume that deals with "flammable liquids, gases, chemicals and explosives," among which motion picture film is included. It contains the latest standards, including a few recent amendments not previously published, for theatre projection rooms, film vaults, exchanges, laboratories and studios, as well as for film cabinets.

The same volume contain the latest standards for oil heaters, gas heaters, and mechanical refrigeration equipment.

Theatremen will find this volume valuable as a check upon the safety conditions and practices in their own theatres, to help assure that they are not incurring liabilities. The price is $4.00.



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Wenzel Projector Co. E-19
2505-19 S. State St., Chicago 16, Ill. Sales Manager: C. J. Williams. Domestic and Foreign Sales: Through independent dealers.

While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this July 17, 1948, index.

Effective Modern Flame-Treatment Combats the Fire Menace

Modern Chemicals and Methods Both Reduce Chance of Fire Starting And Minimize the Damage It Can Do

The risk that a fire will start can be greatly reduced—the possibility of damage from a fire that does start can be reduced almost to nothing—by use of flame-resistant wood and fabrics, or by treating fabrics already in use. Wood already in place cannot be treated, but lumber suitably treated is available and can be used in all construction or remodeling.

When fire retardation is properly done, the substance treated will not serve as fuel for a fire. It will char where flame touches it, but that is all. The flame will not spread beyond the point of contact. No spark sets a treated drape on fire. It cannot do anything except char the drape at the spot it touches. Treated timbers and flooring will not burn and will retain a large percentage of their strength as structural supports. Their surfaces will char if exposed to flame, but the interior of the board or beam usually will be little affected. By contrast, a steel beam, unless encased in concrete or other insulation, may be softened by a hot fire and lose its value as a support.

Flame resistant treatment of fabrics relies for its effectiveness, principally, on either or both of two different chemical reactions to heat. In one case, the substance to be protected is impregnated with a chemical which, under heat, gives off a gas that smothers the blaze. In the other case, the impregnating chemical melts when heated and forms a protective coating over the fibres, cutting off air from them in that way.

Neither type of treatment prevents charring, because charring is a simple effect of heat that would take place just as well in a vacuum where there was no air. Fabrics, moreover, are not always prevented from burning—they may burn, as said, when exposed to flame fed by some other fuel, but they will not burn beyond the area which that flame touches—will not support or spread a fire.



Flame-treated cloth will char but not burn and will not spread fire. (Blue gas flame is invisible to the camera.)

Fabrics and wood are treated in different ways. Fabrics can be sprayed, the protective solution penetrating the fibres. This will not serve with wood; the solution must be forced in under pressure. Consequently, fabrics can be treated either in the theatre or mill; but wood only by those experienced in wood treatment in specially designed, large scale equipment.

One material used for treating wood is the DuPont Company's "CZC"—short for chromated zinc chloride. This product when properly applied provides protection, the manufacturer asserts, against termites, rot and fire.

The need for using pressure in applying this material to wood will readily be appreciated when it is noted that Du Pont chemists insist that true protection cannot be gained unless the wood is impregnated with three to four pounds of "CZC" per cubic foot. It is plain that no such quantities could be forced into wood without pressure.

"CZC" is a fire retardant treatment of the type that acts by melting under heat and forming a protective coating around the wood fibre.

Eight Practical Rules

Flameproof Chemical Company, Inc., of New York, an applicator of Du Pont materials, suggests the following procedure for applying Du Pont Fire Retardants.

1. Make sure the fabric is not rayon acetate, which cannot be treated with this material. If there is any doubt apply flame to a bit of the fabric; if it melts and fuses while burning it is rayon acetate. Any other fabric can be treated with Du Pont Fire Retardants.
2. For each 100 square feet of fabric to be treated, make a solution of ¾ lb. of the Retardant in ½ gallon of warm water.
3. Vacuum or brush the fabric thoroughly.
4. Using a power spray gun, apply a "fog" of very light mist spray from a distance of 6 or 7 feet. This "breaks" the surface tension.
5. Follow the initial "fog" by spraying from side to side at a distance of about 3 feet. Continue this until the fabric is thoroughly damp, but not damp enough to drip.
6. In treating lined drapes, spray both sides with the same procedures listed above.
7. Let the fabric dry.
8. Wash out the spray gun with plenty of hot water to avoid corrosive action on the metal.

This procedure is listed here so the theatreman, in contracting with an applicator, will know approximately what has to be done, and will be able to judge the prices asked accordingly. Experts in the matter insist that the theatre should not try to flame-treat its own fabrics. Entrust it to reliable applicators only, they say; obtain guarantees against damage to fabrics or dyes. Also, if there is any doubt of the reliability of the applicator the work should be watched; every business has its little handful of shady characters and cases are on record of firms that treated only those parts of the curtain they thought the Fire Department would test, and so on.

Fabrics for drapes, curtains, chair upholstery and other theatre applications are now on the market in flame-treated forms. In some of these, the treatment given the fabric at the factory has further advanages in making it resistant to oil, grease and staining. Such fabrics can readily be cleaned with soap and water, or even with a damp cloth. Flame-treating chemicals applied in the theatre, on the other hand, are usually of types soluble in water; and fabrics so treated cannot be washed, although they can be dry-cleaned.

The theatreman needs to consult his local laws and regulations with respect to flame-treatment. In New York City, flame-treating compounds must be approved by both the National Board of Fire Underwriters and the city Fire Department, and it is compulsory to re-treat fabrics once each year. New York State law requires re-treatment only once in two years. Manufacturers and applicators of flame-treating chemicals are usually able to advise the theatreman on the legal requirements in his own community.



Professional applicators flame-treat a theatre curtain. This work, experts say, should not be entrusted to amateurs.

Feature Booking Guide

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases and re-issues) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listing.

SHOWMEN'S TRADE REVIEW

A

Title	Company
Abbott & Costello Meet Frankenstein	U-I
A Connecticut Yankee	Para.
Accused, The	Para.
Act of Violence	MGM
A Date With Judy	MGM
A Double Life	U-I
Adventures of Casanova	EL
Adventures of Don Juan	WB
Adventures of Gallant Bess	EL
Adventures of Silverado	Col.
A Foreign Affair	Para.
A Lady Surrenders	U-I
Albuquerque	Para.
Alias A Gentleman	MGM
All My Sons	U-I
All's Well	Ind.
Always Together	WB
A Man About the House	20th-Fox
An Act of Murder	U-I
An Ideal Husband	20th-Fox
Angel in Exile	Rep.
Angels' Alley	Mono.
Angry God, The	UA
An Innocent Affair	UA
Anna Karenina	20th-Fox
Another Part of the Forest	U-I
Apartment for Peggy	20th-Fox
April Showers	WB
Arch of Triumph	UA
Are You With It?	U-I
Arizona Ranger	RKO
Arthur Takes Over	20th-Fox
A Song Is Born	RKO
A Southern Yankee	MGM
Assigned to Danger	EL
Atlantis, The Lost Continent	U-A

B

Bachelor and the Bobby-Soxer	RKO
Babe Ruth Story, The	Allied
Bad Sister	U-I
Baltimore Escapade	RKO
Behind Locked Doors	EL
Berlin Express	RKO
Best Man Wins	Col.
Best Years of Our Lives	RKO
Betrayal, The	Astor
Beyond Glory	Para.
B. F.'s Daughter	MGM
Big Cat, The	EL
Big City	MGM
Big Clock, The	Para.
Big Dan	20th-Fox
Big Punch, The	WB
Big Sombrero, The	Col.
Big Town After Dark	Para.
Big Town Scandal	Para.
Bill and Coo	Rep.
Bishop's Wife, The	RKO
Black Arrow, The	Col.
Black Bart	U-I
Black Eagle	Col.
Black Velvet	U-I
Blanche Fury	U-I
Blonde Ice	FC
Blonde Savage	EL
Blondie's Anniversary	Col.
Blondie's Night Out	Col.
Blondie's Reward	Col.
Blondie's Secret	Col.
Blood on the Moon	RKO
Body and Soul	UA
Bodyguard	RKO
Born to Fight	EL
Borrowed Trouble	UA
Boston Blackie's Honor	Col.
Bowery Buckaroos	Mono.
Boy With Green Hair, The	RKO
Bribe, The	MGM
Bride Goes Wild, The	MGM
Broken Journey	EL
Brothers, The	U-I
Brothers in the Saddle	RKO
Bungalow	20th-Fox
Bush Christmas	U-I
Bush Pilot	SGP

C

Caged Fury	Para.
Calcutta	Para.
Calendar, The	EL
Call Northside 777	20th-Fox
Campus Honeymoon	Rep.
Campus Sleuth	Mono.
Canon City	EL
Captain from Castile	20th-Fox
Captain Boycott	U-I
Caravan	EL
Carnegie Hall	UA
Casbah	U-I
Case of the Baby Sitter	SGP
Cass Timerlane	MGM
Catherine the Great	FC

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION *or* BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) Biographical	*(C) Comedy*
(D) Drama	*(Doc) Documentary*
(G) Gangster	*(M) Musical*
(H) Horror	*(W) Western*
(My) Mystery	*(Wa) War*

(See final page of Guide for Re-Issues)

ALLIED ARTISTS

	CURRENT	Time Mins.	Rel. Date	Refer to
3	Gangster, The (D)A — Belita-B. Sullivan-J. Lorring	83	11/22/47	b10/4/47
5	Hunted, The (D)A — Preston Foster-Belita	85	4/7/48	b2/7/48
7	Panhandle (W)F — R. Cameron-C. Downs	84	2/22/48	b2/14/48
6	Smart Woman (D)A — B. Aherne-C. Bennett-B. Sullivan	93	4/30/48	b3/13/48
4	Song of My Heart (D)F — Frank Sundstrom-Audrey Long	85	1/31/48	b11/8/47
	COMING			
	Babe Ruth Story, The — W. Bendix-C. Trevor-C. Bickford		9/6/48	a6/12/48
8	Dude Goes West, The (C)F — E. Albert-G. Storm-J. Gleason	87	8/15/48	b5/1/48
	Last of the Badmen — B. Sullivan-M. Reynolds-B. Crawford			
	Strike It Rich — R. Cameron-B. Granville			
	When a Man's a Man — G. Madison-R. Calhoun-G. Storm			

ASTOR PICTURES

Deadline	Sunset Carson-Pat Starling	64	4/15/48	New Release
Fighting Mustang	Sunset Carson-Pat Starling	62	3/1/48	New Release
Western Terror	Dave "Tex" O'Brien-Buzzy Henry	60	12/20/47	New Release
	Westerns (Coming)			
Battling Marshal	Sunset Carson-Pat Starling			
Six-Shooter	Sunset Carson-Pat Starling			
Sunset Carson Rides Again	Sunset Carson-Pat Starling			
Sunset Carson Strikes Back	Sunset Carson-Pat Starling			

COLUMBIA

	CURRENT			
	Adventures in Silverado (W)F — W. Bishop-G. Henry-E. Buchanan	73	3/25/48	b5/8/48
	Best Man Wins (C)F — E. Buchanan-A. Lee-R. Shayne	73	5/6/48	b5/22/48
	Blondie's Anniversary (C)F — P. Singleton-A. Lake-L. Simms	67	12/18/47	b1/3/48
	Blondie's Reward (C-D) — P. Singleton-A. Lake-L. Simms	67	6/3/48	a2/21/48
	Coroner Creek *C (D)A — R. Scott-M. Chapman-G. Macready	90	July '48	b6/5/48
915	Crime Doctor's Gamble, The (M)A — Warner Baxter-Micheline Cheirel	66	11/27/47	b12/13/47
	Devil Ship (D)F — Richard Lane-Louise Campbell	62	12/11/47	b12/20/47
	Fuller Brush Man, The (C)F — Red Skelton-Janet Blair	93	June '48	b5/8/48
	Glamour Girl (M)F — G. Krupa-V. Grey-M. Duane	68	1/16/48	b1/3/48
929	Her Husband's Affairs (C)A — F. Tone-L. Ball-E. E. Horton	86	11/12/47	b7/26/47
	I Love Trouble (My)A — F. Tone-J. Blair-J. Carter	94	Jan. '48	b1/10/48
	It Had to Be You (C-D)A — Ginger Rogers-Cornel Wilde	98	Dec. '47	b10/25/47
905	Key Witness (D)A — John Beal-Trudy Marshall	67	10/9/47	b11/15/47
	Lady from Shanghai, The (My)A — Rita Hayworth-Orson Welles	87	May '48	b4/17/48
917	Lone Wolf in London (M)A — Gerald Mohr-Nancy Saunders	68	11/13/47	b12/6/47
	Lost One, The (O)A — Nelly Corradi-Gino Mattera	84		b4/3/48
	Mary Lou (M)F — R. Lowery-J. Barton-G. Farrell	65	1/23/48	b2/28/48
	Mating of Millie, The (C)F — G. Ford-E. Keyes-R. Randall	85	Apr. '48	b3/13/48
	My Dog Rusty (D)F — T. Donaldson-J. Litel-J. Lloyd	64	4/8/48	b6/12/48
	Port Said (D)A — Gloria Henry-William Bishop	68	4/15/48	b5/15/48
	Prince of Thieves *C (D)F — J. Hall-P. Morison-A. Jergens	72	Jan. '48	b3/6/48
	Relentless *T (D)F — R. Young-M. Chapman-W. Parker	93	2/20/48	b1/17/48
	Return of the Whistler (My)F — M. Duane-L. Aubet-R. Lane	61	3/18/48	b4/3/48
	Rose of Santa Rosa — Hoosier Hot Shots-E. Noriega	65	12/25/47	
	Sign of the Ram, The (D)A — S. Peters-A. Knox-P. Thaxter	84	Mar. '48	b2/7/48
	Song of Idaho (M-C)F — Hoosier Hot Shots-Kirby Grant	67	3/30/48	b4/10/48
	Swordsman, The *T (D)F — L. Parks-E. Drew-G. Macready	81	1/9/48	b10/11/47
981	The Last Round-Up (W)F — Gene Autry-Jean Heather	77	11/5/47	b10/11/47
	Thunderhoof (D)F — P. Foster-M. Stuart-W. Bishop	76	7/8/48	b7/10/48
	To the Ends of the Earth (D)A — D. Powell-S. Hasso-Maylia	109	2/27/48	b1/24/48
	Trapped By Boston Blackie (M) — C. Morris-J. Vincent-R. Lane	78	5/13/48	b6/19/48
919	Two Blondes and a Redhead (F)M — J Porter-J. Lloyd-J. Preisser	70	11/6/47	b1/10/48
	Woman from Tangiers, The (D)A — A. Jergens-S. Dunne-M. Duane	66	2/12/48	b3/6/48
	Wreck of the Hesperus (D)F — Willard Parker-Edgar Buchanan	68	2/5/48	b5/29/48
	COMING			
	Arkansas Swing, The — H. Hot Shots-G. Henry-S. Hart		7/29/48	
	Big Sombrero, The — Gene Autry-Elena Verdugo			a9/20/47
	Black Arrow, The (D)F — L. Hayward-J. Blair-G. Macready	76		b7/3/48
	Black Eagle — W. Bishop-V. Patton-G. Jones		8/26/48	a7/3/48
	Blondie's Night Out (C) — P. Singleton-A. Lake-L. Simms			a1/10/48
	Blondie's Secret — Singleton-Lake-Kent-Simms			a7/3/48
	Boston Blackie's Honor — C. Morris-R. Lane-G. E. Stone			
	Dark Past — William Holden-Lee J. Cobb			a7/10/48
	FBI Meets Scotland Yard — Dennis O'Keefe-Louis Hayward			
	First Gentlemen, The (D)A — Jean-Pierre Aumont-Joan Hopkins	111		b5/8/48
	Gallant Blade *C (D) — Larry Parks-Marguerite Chapman			a2/21/48
	Gentleman From Nowhere — Warner Baxter-Fay Baker			a7/3/48
	Her Wonderful Life — Janis Carter-Marc Platt			
	I Surrender Dear — Gloria Jean-David Street			a5/15/48
	Ladies of the Chorus — A. Jergens-R. Brooks-M. Monroe			a7/3/48
	Loaded Pistols — Gene Autry-Barbara Britton			a7/3/48
	Loser Takes All — C. Mitchell-J. Nigh-B. Edwards			a6/12/48
	Lovers, The — Cornel Wilde-Patricia Knight			
	Loves of Carmen *T — R. Hayworth-G. Ford-Luther Adler			a5/1/48
	Lulu Belle (D) — D. Lamour-G. Montgomery-A. Dekker	87	Aug. '48	b6/12/48
	Man from Colorado, The *T (D) — Glenn Ford-Ellen Drew-Wm. Holden			a5/24/47
	Manhattan Angel — G. Jean-R. Ford-A. Tyrrell			a6/12/48
	Racing Luck — Stanley Clements-Gloria Henry			
	Return of October, The *T (C) — Glenn Ford-Terry Moore			a2/7/48
	Rusty Leads the Way — Donaldson-Doran-Moffett-Litel			a6/5/48
	Rusty Saves a Life — T. Donaldson-G. Henry-S. Dunne			a7.10/48
	Singin' Spurs — Hoosier Hot Shots-Patricia White			
	Slightly French — Lamour-Carter-Parker-Ameche			a5/8/48
	Song of India — Sabu-G. Russell-T. Bey			
	Strawberry Roan, The *C(W)F — G. Autry-G. Henry-J. Holt	76	Aug. '48	b4/24/48
	Triple Threat — Sammy Baugh-Charles Trippi			
	Undercover Man — Glenn Ford-Nina Foch			
	Untamed Breed, The *C — S. Tufts-B. Britton-G. "G" Hayes			a6/5/48
	Walking Hills, The — R. Scott-E. Raines-W. Bishop			a7/3/48

Westerns (Current)

964	Last Days of Boot Hill (W)	Charles Starrett-Smiley Burnette	56	11/20/47		a7/19/47
	Phantom Valley	Charles Starrett-Smiley Burnette	52	2/19/48		
	Six Gun Law (W)	C. Starrett-S. Burnette	54	1/9/48		
	West of Sonora	Charles Starrett-Smiley Burnette	55	3/25/48		
	Whirlwind Raiders	Charles Starrett-Smiley Burnette	54	5/13/48		

Westerns (Coming)

	Blazing Across the Pecos	Charles Starrett-Smiley Burnette	55	7/1/48		
	Challenge of the Range	Charles Starrett-Smiley Burnette				
	El Dorado Pass	Charles Starrett-Smiley Burnette				
	Quick On The Trigger	Charles Starrett-Smiley Burnette				
	Trail to Laredo	C. Starrett-S. Burnette-J. Bannon	54	8/12/48		
	Wings Westward	Gene Autry-Jimmy Lloyd				

EAGLE LION

CURRENT

812	Adventures of Casanova (D)F	DeCordova-Bremer-Bey-Sutton	83	2/7/48		b2/28/48
821	Assigned to Danger (My)	G. Raymond-N. Nash-R. Bice	66	5/19/48		a4/17/48
807	Blonde Savage (D)F	L. Erickson-G. Sherwood	62	11/22/47		b10/11/47
826	Canon City (Doc) A	S. Brady-J. Corey-W. Bissell	82	6/30/48		b6/26/48
824	Close-Up	Alan Baxter-Virginia Gilmore	76	6/9/48		
820	Cobra Strikes, The (My)F	S. Ryan-R. Fraser-L. Brooks	61	4/24/48		b5/22/48
817	Enchanted Valley, The *C (D)F	A. Curtis-A. Gwynne-C. Grapewin	77	3/27/48		b4/3/48
810	Heading for Heaven (C)F	S. Erwin-G. Farrell	71	1/17/48		b12/20/47
808	Linda Be Good (C)A	E. Knox-J. Hubbard-M. Wilson	66	1/3/48		b11/1/47
806	Love From a Stranger (My)A	J. Hodiak-S. Sidney-A. Richards	81	11/15/47		b11/8/47
815	Man from Texas (D)F	J. Craig-J. Johnston-L. Bari	71	3/6/48		b4/3/48
825	Mickey *C (C)F	L. Butler-B. Goodwin-I. Hervey	87	6/23/48		b6/19/48
819	Noose Hangs High (C)F	Abbott-Costello-Downs-Calleia	77	4/17/48		b4/10/48
818	October Man, The (D)A	J. Mills-J. Greenwood-E. Chapman	85	3/20/48		b9/6/47
813	Open Secret (D)A	J. Ireland-J. Randolph-R. Bohnen	70	5/5/48		b7/17/48
822	Raw Deal (D)A	D. O'Keefe-C. Trevor-M. Hunt	79	5/26/48		b5/22/48
804	Return of Rin Tin Tin (D)F (Color)	D. Woods-B. Blake-C. Drake	67	11/1/47		b11/8/47
816	Ruthless (D)A	Z. Scott-L. Hayward-D. Lynn	102	4/3/48		b4/3/48
811	Smugglers, The *T (D)A	Michael Redgrave-Jean Kent	85	1/31/48		b4/12/47
827	Spiritualist, The	T. Bey-L. Bari-C. O'Donnell	79	7/7/48		
823	Sword of the Avenger (D)A	R. Del Gado-Sigrid Gurie	72	6/2/48		b5/15/48
809	T-Men (D)F	Dennis O'Keefe-Mary Meade	91	1/10/48		b12/20/47
814	Take My Life (D)F	Greta Gynt-Hugh Williams	80	2/28/48		b5/17/47
805	Whispering City (D)A	H. Dantine-P. Lukas-M. Anderson	89	11/15/47		b11/15/47

COMING

	Adventures of Gallant Bess *C (D)	Cameron Mitchell-Audrey Long				a3/20/48
	Behind Locked Doors	L. Bremer-R. Carlson-T. Henry				a7/10/48
	Big Cat, The *T	Lon McCallister-Peggy Ann Garner				
	Born to Fight	Scott Brady-Anabel Shaw				a6/5/48
	Broken Journey (D)A	P. Calvert-M. Grahame-F. L. Sullivan	89			b4/24/48
	Calendar, The (C)A	Greta Gynt-John McCallum	79			b6/5/48
	Hollow Triumph	Paul Henreid-Joan Bennett				a5/15/48
	It Always Rains on Sundays	G. Withers-J. Warner	92			b11/29/47
	Lady at Midnight	R. Denning-F. Rafferty-J. Searle				a5/29/48
	Let's Live a Little	Hedy Lamarr-Robert Cummings				a6/5/48
	Man Wanted	Anabel Shaw-Robert Lowery				
	Million Dollar Weekend	G. Raymond-O. Massen-F. Lederer				
	Mystic, The	T. Bey-C. O'Donnell-L. Bari				a5/15/48
830	Northwest Stampede *C (C)F	J. Leslie-J. Craig-J. Oakie	79	7/28/48		b7/3/48
828	Oliver Twist (D)F	R. Newton-A. Guinness-K. Walsh	116	7/14/48		b7/3/48
	Philo Vance's Peril	W. Wright-L. Belasco-R. Ames				b1/25/47
	Red Stallion in the Rockies *C	Red Stallion-Arthur Franz				
829	Shed No Tears	W. Ford-J. Vincent-R. Scott	70	7/21/48		a5/29/48
	Strange Mrs. Crane, The	M. Lord-P. Watkin-J. McGuire				
	29 Clues	Scott Brady-Richard Basehart				a7/10/48
	Tulsa *T	S. Hayward-R. Preston-P. Armendariz				

Westerns (Current)

853	Check Your Guns (W)F	E. Dean-R. Ates-N. Gates	55	1/24/48		b11/22/47
856	Hawk of Powder River, The (W)F	E. Dean-R. Ates-J. Holt	54	4/10/48		b3/27/48
857	Prairie Outlaws	E. Dean-R. Ates-J. Holt	57	5/12/48		
852	Shadow Valley (W)F	E. Dean-R. Ates-J. Holt	58	11/29/47		b12/13/47
758	Stage to Mesa City (W)F	Lash LaRue-Fuzzy St. John	52	11/1/47		b1/31/48
858	Tioga Kid, The (W)F	E. Dean-R. Ates-J. Holt	54	6/17/48		b3/20/48
854	Tornado Range (W-S)F	Eddie Dean-Roscoe Ates-J. Holt	56	2/21/48		2/21/48
855	Westward Trail, The (W)F	E. Dean-R. Ates-P. Planchard	56	3/13/48		b3/13/48

Westerns (Coming)

	Gun Fighter	Lash LaRue-Fuzzy St. John-Mary Scott				a12/18/47

FILM CLASSICS

CURRENT

	Blonde Ice (D)A	Leslie Brooks-Robert Paige	73	May '48		b5/22/48
	Devil's Cargo (M)A	J. Calvert-R. Hudson-R. Karns	61	Apr. '48		b3/20/48
	Discovery (Doc)F	Admiral Byrd-Members of Expedition	74	Jan. '48		b4/24/48
	For You I Die (D)A	C. Downs-P. Langton-M. Auer	76	Jan. '48		b1/3/48
	Furia (D)A	Isa Pola-Rosanno Brazzi	89	Jan. '48		b10/25/47
	Inner Sanctum	Mary Beth Hughes-Charles Russell				
	Miraculous Journey *C	R. Calhoun-A. Long-V. Grey		July '48		
	Money Madness	H. Beaumont-F. Rafferty-H. Warde	73	Apr. '48		b4/3/48
	Sofia *C	Gene Raymond-Sigrid Gurie		July '48		
	Spirit of West Point (D)F	Glenn Davis-Felix Blanchard	77	Nov. '47		b10/4/47
	The Argyle Secrets (My)F	W. Gargan-M. Lord-R. Byrd	63	May '48		b4/24/48
	Unknown Island *C	V. Grey-B. MacLane-P. Reed				
	Will It Happen Again? (Doc)A	Adolph Hitler-Eva Braun	62	May '48		b5/22/48
	Women in the Night (D)A	Tala Birell-William Henry	90	Jan. '48		b1/17/48

METRO-GOLDWYN-MAYER

CURRENT

831	A Date With Judy *T (C)F	W. Beery-J. Powell-E. Taylor	113	July '48		b6/19/48
818	Alias a Gentleman (C-D)A	W. Beery-T. Drake-D. Patrick	76	Mar. '48		b2/7/48
820	B. F.'s Daughter (D)A	B. Stanwyck-Heflin-C. Coburn	108	Apr. '48		b2/21/48
827	Big City (D)M	M. O'Brien-R. Preston-D. Thomas	103	June '48		b3/27/48
819	Bride Goes Wild, The (C)F	V. Johnson-J. Allyson-B. Jenkins	97	Mar. '48		b2/28/48
813	Cass Timberlane (D)A	Spencer Tracy-Lana Turner	119	Jan. '48		b11/8/47
829	Easter Parade *T(M)F	J. Garland-F. Astaire-P. Lawford	103	July '48		b5/29/48
810	Good News (M-C)F *T	June Allyson-Peter Lawford	95	Dec. '47		b12/6/47
811	Green Dolphin Street (D)F	Lana Turner-Van Heflin	141	Nov. '47		b10/18/47
815	High Wall (D)A	R. Taylor-A. Totter-H. Marshall	99	Feb. '48		b12/20/47
826	Homecoming (D)A	Gable-Turner-Baxter-Hodiak	113	May '48		b4/10/48
728	Hucksters, The (C-D)A	C. Gable-D. Kerr-A. Menjou	115	Aug. '47		b6/28/47
814	If Winter Comes (D)A	W. Pidgeon-D. Kerr-A. Lansbury	97	Jan. '48		b12/27/47
809	Killer McCoy (D)A	M. Rooney-A. Blyth-B. Donlevy	104	Dec. '47		b10/25/47
825	Pirate, The *T (M)A	J. Garland-G. Kelly-W. Slezak	102	June '48		b4/3/48
708	Show-Off, The (C)F	R. Skelton-Marilyn Maxwell	83	Dec. '47		b8/18/47
824	State of the Union	S. Tracy-K. Hepburn-V. Johnson	124	Apr. '48		b3/27/48
821	Summer Holiday *T (C)A	Rooney-De Haven-Huston-Morgan	92	5/20/48		b3/13/48
816	Tenth Avenue Angel (D)F	M. O'Brien-A. Lansbury-G. Murphy	74	Feb. '48		b1/17/48
808	This Time for Keeps *T (M-S)	E. Williams-L. Melchior	105	Nov. '47		b10/11/47
817	Three Daring Daughters *T (M)F	J. MacDonald-J. Iturbi-J. Powell	115	Mar. '48		b2/14/48

Title	*Company*
Challenge, The	20th-Fox
Checkered Coat, The	20th-Fox
Cheyenne	WB
Chicken Every Sunday	20th-Fox
Cleopatra Arms	WB
Closeup	EL
Cobra Strikes	EL
Command Decision	MGM
Corpse Came C. O. D., The	Col.
Corridor of Mirrors	U-I
Counterfeiters, The	20th-Fox
Countess of Monte Cristo	U-I
Cover-Up	UA
Cowboy Cavalier	Mono.
Crack Up	RKO
Creeper, The	20th-Fox
Crime Doctor's Gamble	Col.
Crimson Key, The	20th-Fox
Criss-Cross	U-I
Cry Wolf	WB

D

Daisy Kenyon	20th-Fox
Danger Woman	U-I
Dangerous Years	20th-Fox
Daredevils of the Clouds	Rep.
Dark Circle	Para.
Dark Delusion	MGM
Dark Past	Col.
Daughter of Darkness	Para.
Dead Don't Dream, The	UA
Dear Ruth	Para.
Decision of Christopher Blake	WB
Deep Waters	20th-Fox
Denver Kid, The	Rep.
Design for Death	RKO
Devil Ship	Col.
Dick Tracy's Dilemma	RKO
Disaster	Para.
Discovery	FC
Docks of New Orleans	Mono.
Dream Girl	Para.
Drums Along the Amazon	Rep.
Dude Goes West, The	Allied
Duel in the Sun	Selznick
Dynamite	Para

E

Easter Parade	MGM
Easy to Wed	MGM
Embraceable You	WB
Emperor Waltz, The	Para
Enchanted	RKO
Enchanted Valley	EL
Escape	20th-Fox
Escape Me Never	WB
Every Girl Should Be Married	RKO
Exile, The	U-I
Eyes of Texas	Rep

F

FBI Meets Scotland Yard	Col
Fabulous Texan, The	Rep
False Paradise	UA
Fame Is the Spur	U-I
Family Honeymoon	U-I
Feudin', Fussin' and A-Fightin'	U-I
Fiesta	MGM
Fighter Squadron	WB
Fighting Back	20th-Fox
Fighting Father Dunne	RKO
Fighting Mad	Mono.
Flame, The	Rep
Flaxy Martin	WB
For the Love of Mary	U-I
For You I Die	FC
Fort Apache	RKO
Fountainhead, The	WB
Four Faces West	UA
French Leave	Mono.
Fugitive	RKO
Fuller Brush Man	Col
Furia	FC
Fury at Furnace Creek	20th-Fox

G

Gallant Blade	Col.
Gallant Legion, The	Rep
Gangster, The	Allied
Gay Intruders	20th-Fox
Gay Ranchero, The	Rep.
Gas House Kids Go West	EL
Gentleman from Nowhere	Col.
Gentleman's Agreement	20th-Fox
Girl From Jones Beach	WB
Girl from Manhattan, The	UA
Give My Regards to Broadway	20th-Fox
Glamour Girl	Col.
Golden Eye, The	Mono.
Good News	MGM
Good Sam	RKO
Good Time Girl	U-I
Great Expectations	U-I
Great Gatsby, The	Para.
Green Dolphin Street	MGM
Green Grass of Wyoming	20th-Fox
Guilt of Janet Ames	Col.
Guns of Hate	RKO

H

Half-Past Midnight	20th-Fox
Hamlet	U-I
Hat Box Mystery	SG

Title	Company
Hatter's Castle	Para.
Hazard	Para.
Heading for Heaven	EL
Hearsay	Col.
Heartaches	EL
Heart of Virginia	Rep.
Heiress, The	Para.
Henry the Fifth	UA
Her Husband's Affairs	Col.
Her Wonderful Life	Col.
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High Tension	Mono.
High Wall	MGM
Hills of Home	MGM
Hollow Triumph	EL
Hollywood Barn Dance	SG
Homecoming	MGM
Homicide for Three	Rep.
Honeymoon	RKO
Hoppy's Holiday	UA
Hucksters, The	MGM
Hungry Hill	U-I
Hunted, The	Allied
I	
I Became a Criminal	WB
I Cover Big Town	Para.
Idol of Paris	WB
If I'm Lucky	20th-Fox
If This Be My Harvest	SRO
If Winter Comes	MGM
If You Knew Susie	RKO
I, Jane Doe	Rep.
I Know Where I'm Going	U-I
I Love Trouble	Col.
Indian Agent	RKO
Indian Scout	UA
Indian Summer	RKO
Inner Sanctum	FC
Interference	RKO
Intrigue	UA
I Remember Mama	RKO
Iron Curtain	20th-Fox
Isn't It Romantic?	Para.
I Surrender Dear	Col.
It Always Rains on Sunday	EL
It Had to Be You	Col.
Ivy	U-I
I Walk Alone	Para.
I Wouldn't Be in Your Shoes	Mono.
J	
Jassy	U-I
Jiggs & Maggy in Society	Mono.
Jimmy Steps Out	Astor
Jinx Money	Mono.
Joan of Arc	RKO
Joe Palooka in Fighting Mad	Mono.
Joe Palooka in Winner Take All	Mono.
John Loves Mary	WB
Johnny Belinda	WB
Julia Misbehaves	MGM
June Bride	WB
Jungle Goddess	SGP
K	
Key Largo	WB
Kidnapped	Mono.
Killer McCoy	MGM
Kilroy Was Here	Mono.
King of the Bandits	Mono.
King of the Gamblers	Rep.
Kings of the Olympics (Pt. 1)	UA
Kiss in the Dark	WB
Kissing Bandit	MGM
L	
Ladies of the Chorus	Col.
Lady at Midnight	EL
Lady from Shanghai, The	Col.
Laff-Time	UA
Larceny	U-I
Last of the Badmen	Allied
Last of the Redmen	Col.
Law and Martin Rome, The	20th-Fox
Le Silence est D'Or	RKO
Leave It to the Irish	20th-Fox
Let's Live a Little	EL
Letter from an Unknown Woman	U-I
Let's Live Again	20th-Fox
Lighthouse	EL
Lightnin' in the Forest	Rep.
Linda Be Good	EL
Little Miss Broadway	Col.
Little Women	MGM
Locker, The	RKO
Lone Wolf in London	Col.
Long Denial, The	RKO
Look for the Silver Lining	WB
Loser Take All	Col.
Lost Moment's, The	U-I
Lost One, The	Col.
Louisiana	Mono.
Love from a Stranger	EL
Lovers, The	Col.
Loves of Carmen	Col.
Luck of the Irish, The	20th-Fox
Lucky Stiff	UA
Lulu Belle	Col.
Luxury Liner	MGM

COMING

	A Southern Yankee	R. Skelton-B. Donlevy-A. Dahl		Sept. '48	a5/29/48
	Act of Violence	Van Heflin-Robert Ryan			
	Bribe, The	Taylor-Gardner-Laughton-Hodiak			
	Command Decision	Gable-Hodiak-Johnson-Pidgeon			
	Hills of Home *T	Lassie-E. Gwenn-J. Leigh			a11/15/47
	Julia Misbehaves	G. Garson-W. Pidgeon-C. Romero		Sept. '48	a5/29/48
	Kissing Bandit, The *T	F. Sinatra-K. Grayson			a8/23/47
	Little Women *T	Allyson-O'Brien-Taylor-Lawford			
	Luxury Liner *T	G. Brent-F. Gifford-J. Powell			a11/15/47
	No Minor Vices	Dana Andrews-Lilli Palmer			
	Numbers Racket, The	John Garfield-Thomas Gomez			
828	On An Island With You *T (M)F	E. Williams-P. Lawford	107		b5/1/48
	Piccadilly Incident (D)A	Anna Neagle-Michael Wilding	88		b8/31/47
830	Search, The (D)F	Montgomery Clift-Aline MacMahon	105	Aug. '48	b3/27/48
	Stormy Waters (D)A	J. Gabin-M. Morgan	77		b8/9/47
	Sun in the Morning *T	J. MacDonald-C. Jarman, Jr.J-Lassie			
	Three Godfathers *T	J. Wayne-P. Armendariz-H. Carey, Jr			
	Three Musketeers *T	Turner-Kelly-Heflin-Allyson			a5/22/48
	Words and Music *T	J. Garland-M. Rooney-T. Drake			

MONOGRAM

CURRENT

4708	Angels' Alley (D)F	L. Gorcey-H. Hall-B. Benedict	67	3/21/48	b1/31/48
4713	Campus Sleuth (My)F	F. Stewart-J. Preisser-B. Sherwood	57	4/18/48	b6/5/48
626	Chinese Ring, The (My)F	R. Winters-W. Douglas-V. Sen Young	68	12/6/47	b12/27/47
4712	Docks of New Orleans (My)F	Roland Winters-Victor Sen Young	64	4/4/48	b5/15/48
4709	Fighting Mad (D)F	L. Errol-J. Kirkwood-E. Knox	75	2/7/48	b2/21/48
4714	French Leave (C-D)F	Jackie Cooper-Jackie Coogan	64	4/25/48	b5/8/48
4720	Golden Eye, The	R. Winters-M. Moreland	69	8/22/48	
4716	I Wouldn't Be in Your Shoes (My)A	Don Castle-Elyse Knox	70	5/23/48	b5/8/48
4704	Jiggs & Maggie in Society (C)F	Joe Yule-Renie Riano	67	1/10/48	b2/14/48
4717	Jinx Money (My)F	Gorcey-Hall-Caldwell-McKay	68	6/27/48	b5/22/48
4719	Joe Palooka in Winner Take All	Joe Kirkwood, Jr.-Elyse Knox			a6/19/49
624	King of the Bandits	G. Roland-C. Martin-A. Greene	66	11/8/47	
4703	Louisiana (C-D)F	Jimmie Davis-Margaret Lindsay	85	11/1/47	b8/9/47
4707	Perilous Waters (D)A	D. Castle-A. Long	64	2/14/48	a12/13/47
4705	Rocky (D)F	Roddy McDowall-"Rags"-E. Barrier	76	3/7/48	b5/8/48
4710	Rose of the Rio Grande	Movita-John Carroll	60	3/14/48	
627	Smart Politics (M-C)F	F. Stewart-J. Preisser-F. Darro	68	1/3/48	b3/6/48
4715	Stage Struck (D)A	Audrey Long-Kane Richmond	71	6/13/48	b5/15/48

COMING

	High Tension	Gorcey-Hall-Dell-Parrish			a7/10/48
	Kidnapped	Roddy McDowall-Ferris Taylor			
4719	Michael O'Halloran (D)F	Scotty Beckett-Allene Roberts	79	8/8/48	b6/19/48
4721	Music Man	Phil Brito-Freddie Stewart			
	My Brother Jonathan (D)A	M. Denison-D. Gray	105	Oct. '48	b3/13/48
4718	Shanghai Chest, The	R. Winters-D. Best-J. Alvin	65	7/11/48	
4801	Sixteen Fathoms Deep (D)F	L. Chaney-A. Lake-T. Chandler		7/25/48	b6/12/48
	Smugglers' Cove	L. Gorcey-H. Hall-G. Dell			a6/5/48
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	Nov. '48	b3/29/47

Westerns (Current)

4762	Cowboy Cavalier	J. Wakely-C. Taylor		7/4/48	
4755	Crossed Trails	Johnny Mack Brown-Raymond Hatton	53	4/11/48	
4756	Frontier Agent	Johnny Mack Brown-Raymond Hatton	56	5/16/48	
674	Gun Talk (W)F	J. M. Brown-R. Hatton-C. McIntyre	57	12/20/47	b1/3/48
624	King of the Bandits (D)F	G. Roland-C. Martin-A. Greene	66	11/8/47	b10/18/47
4761	Oklahoma Blues	J. Wakely-C. Taylor-V. Belmont	56	3/28/48	
4751	Overland Trail	J. Mack Brown-R. Hatton-V. Belmont	58	1/31/48	
4765	Partners in the Sunset	J. Wakely-Cannonball Taylor	53	5/6/48	
4766	Range Renegades	J. Wakely-C. Taylor-C. Larson	54	6/6/48	
686	Song of the Drifter	J. Wakely-C. Taylor-M. Coles	53	1/17/48	
4752	Triggerman	Johnny Mack Brown-Raymond Hatton	56	6/20/48	

Westerns (Coming)

4757	Back Trail	Johnny Mack Brown-Raymond Hatton	54	7/18/48	
4753	Fighting Ranger	Johnny Mack Brown-Raymond Hatton		8/15/48	
	Sheriff From Medicine Bow	Johnny Mack Brown-Raymond Hatton			
	Silver Trails	Wakely-Taylor-Larson			

PARAMOUNT

CURRENT

4709	Albuquerque *C (WD)F	R. Scott-B. Britton-G. Hayes	89	2/20/48	b1/24/48
4713	Big Clock, The (M-D)A	R. Milland-C. Laughton-M. O'Sullivan	95	4/9/48	b2/21/48
4706	Big Town After Dark (D)A	Philip Reed-Hillary Brooke	69	12/12/47	b11/22/47
4711	Caged Fury (D)F	Richard Denning-Sheila Ryan	61	3/5/48	b2/14/48
4720	Emperor Waltz, The *T (C)F	Bing Crosby-Joan Fontaine	103	7/2/48	b5/8/48
4718	Hatter's Castle (D)A	R. Newton-J. Mason-D. Kerr	105	6/18/48	b4/17/48
4716	Hazard (C)F	P. Goddard-M. Carey-F. Clark	100	5/28/48	b3/20/48
4708	I Walk Alone (D)F	B. Lancaster-L. Scott-K. Douglas	96	1.16/48	b12/20/47
4712	Mr. Reckless (D)F	W. Eythe-B. Britton-W. Catlett	66	3/26/48	b2/28/48
4707	Road to Rio (C)F	B. Crosby-B. Hope-D. Lamour	101	12/25/47	b11/22/47
4710	Saigon (D)A	A. Ladd-V. Lake-D. Dick	94	3/12/48	b2/7/48
4714	Sainted Sisters, The (C-D)A	V. Lake-J. Caulfield-B. Fitzgerald	89	4/30/48	b3/13/48
4717	Shaggy *C (D)F	B. Joyce-G. Nokes-R. Shayne	71	6/11/48	b4/17/48
4715	Speed to Spare (D)F	R. Arlen-J. Rogers-R. Travis	57	5/14/48	b3/13/48
4725	Unconquered *T (D)F	Gary Cooper-Paulette Goddard	146	4/2/48	b9/27/47
4719	Waterfront at Midnight (D)A	W. Gargan-M. B. Hughes-R. Travis	63	6/25/48	b5/8/48
4613	Welcome Stranger (CD)F	Bing Crosby-Barry Fitzgerald	107		b5/3/47
4704	Where There's Life (C)A	B. Hope-S. Hasso-W. Bendix	75	11/21/47	b10/11/47

COMING

	A Connecticut Yankee *T (MC)	B. Crosby-R. Fleming			a1/31/48
	Accused, The	L. Young-R. Cummings-W. Corey			a6/19/48
4724	A Foreign Affair (C)A	J. Arthur-M. Dietrich-J. Lund	116	8/20/48	b6/19/48
4726	Beyond Glory (D)F	A. Ladd-D. Reed-G. Macready	82	9/3/48	b6/19/48
4722	Big Town Scandal (D)F	Philip Reed-Hillary Brooks	61	7/30/48	b
	Dark Circle	R. Milland-T. Mitchell-A. Totter			a7/10/48
	Daughter of Darkness (D)A	Anne Crawford-Maxwell Reed	91		b2/
	Disaster	R. Denning-T. Marshall-D. O'Flynn			a6/19/48
4721	Dream Girl (C)F	B. Hutton-M. Carey-P. Knowles	85	7/23/48	b5/8/48
	Dynamite	William Gargan-Leslie Brooks			a6/12/48
	Great Gatsby, The	A. Ladd-B. Field-B. Sullivan			a6/12/48
	Heiress, The	De Havilland-Richardson-Clift-Hopkins			
	Isn't It Romantic?	Lake-DeWolfe-Knowles-Freeman			a5/29/48
	My Own True Love (D)	Phyllis Calvert-M. Douglas			a8/16/47
	Night Has a Thousand Eyes, The (D)	E. G. Robinson-J. Lund			a8/9/47
	Now and Forever	C. Rains-M. Carey-W. Hendrix			a5/15/48
	Paleface, The *T	Bob Hope-Jane Russell			a9/13/47
	Sealed Verdict (D)	Ray Milland-Florence Marly			a3/6/48
	Special Agent	W. Eythe-L. Elliott-C. Mathews			a6/26/48
4723	So Evil My Love (D)A	R. Milland-A. Todd-G Fitzgerald	109	8/6/48	b3/13/48

Sorrowful Jones	Bob Hope-Lucille Ball		a7/10/48
Sorry, Wrong Number	B. Stanwyck-B. Lancaster-A. Richards		a5/15/48
Streets of Laredo	Holden-Carey-Bendix-Freeman		
Tatlock Millions	Henrix-Lund-Fitzgerald-Woolley		a6/19/48
Whispering Smith *T	A. Ladd-R. Preston-B. Marshall		a6/14/47

RKO RADIO

CURRENT

				Trade Shown	
814	Arizona Ranger, The (D)F	T. Holt-J. Holt-N. Leslie	63	May '48	b4/3/48
751	Best Years of Our Lives, The (D)A	D. Andrews-M. Loy-F. March	172	Dec. '47	b11/23/46
815	Berlin Express (D)R	Oberon-Ryan-Korvin-Lukas	86	June '48	b4/10/48
852	Bishop's Wife, The (D)A	C. Grant-L. Young-D. Niven	108	Nov. '47	b11/22/47
871	Design for Death (Doc)F	Japanese Cast	48	Jan. '48	b2/7/48
816	Fighting Father Dunne (D)F	Pat O'Brien-Darryl Hickman	93	June '48	b4/10/48
870	Fort Apache (D)A	J. Wayne-H. Fonda-S. Temple	127	Mar. '48	b3/13/48
863	Fugitive, The (D)A	Henry Fonda-Dolores Del Rio	104	Nov. '47	b11/8/47
819	Guns of Hate (W)F	Tim Holt-Nan Leslie	61	June '48	b5/22/48
811	If You Knew Susie (C)F	E. Cantor-J. Davis-A. Joslyn	90	Jan. '48	b2/7/48
868	I Remember Mama (C-D)F	I. Dunne-B. Bel Geddes-O. Homolka	134	Mar. '48	b3/13/48
893	Melody Time *T (M)F	R. Rogers-D. Day-Andrews Sisters	75	7/1/48	b5/22/48
869	Miracle of the Bells (D)	F. MacMurray-Valli-F. Sinatra	120	Mar. '48	b3/6/48
865	Mourning Becomes Electra (D)A	R. Russell-K. Paxinou-R. Massey	173	Nov. '47	b11/22/47
806	Night Song (D)A	D. Andrews-M. Oberon-E. Barrymore	102	Nov. '47	b11/15/47
810	Out of the Past (D)A	Robert Mitchum-Jane Greer	96	Nov. '47	b11/22/47
867	Pearl, The (D)A	Pedro Armendariz-Maria Elena Marques	78	Feb. '48	b2/14/48
821	Race Street (D)A	G. Raft-W. Bendix-M. Maxwell	79	July '48	b5/15/48
817	Return of the Badmen (W)A	Randolph Scott-Anne Jeffreys	90	July '48	b5/15/48
807	So Well Remembered (D)A	M. Scott-J. Mills	86	Nov. '47	b11/1/47
813	Tarzan and the Mermaids (D)F	Weissmuller-Joyce-Christian	67	May '48	b4/3/48
866	Tycoon *T (D)F	John Wayne-Laraine Day	128	Dec. '47	b12/6/47
812	Western Heritage (W)F	Tim Holt-Nan Leslie	61	Jan. '48	b1/31/48
808	Wild Horse Mesa (W)F	Tim Holt-Nan Leslie	61	Nov. '47	b11/22/47

COMING

	A Song Is Born *T (M)	D. Kaye-V. Mayo-B. Goodman	Oct. '48	a3/20/48
	Baltimore Ecapade	R. Young-S. Temple-J. Agar		
	Blood on the Moon	Mitchum-Bel Geddes-Preston-Brennan		a6/12/48
	Bodyguard	Lawrence Tierney-Priscilla Lane		a7/3/48
	Boy With Green Hair *T	O'Brien-Ryan-Hale-Stockwell		a6/12/48
	Brothers in the Saddle	T. Holt-R. Martin-R. Powers		
	Enchanted	David Niven-Teresa Wright	Nov. '48	a7/3/48
	Every Girl Should Be Married	C. Grant-F. Tone-D. Lynn		
	Good Sam (C)	Gary Cooper-Ann Sheridan	Sept. '48	a2/14/48
	Indian Agent	T. Holt-R. Martin-N. Leslie		
	Indian Summer (D)	A. Knox-A. Sothern-G. Tobias		a7/5/47
	Interference	Mature-Ball-Tufts-Scott		
	Joan of Arc *T (D)	I. Bergman-J. Ferrer-J. Emery		a1/3/48
864	Le Silence est D'Or (C)A	Maurice Chevalier-M. Derrien 89		b10/25/47
	Long Denial, The	M. O'Hara-M. Douglas-B. Williams		a6/5/48
	Mr. Joseph Young of Africa	Johnson-Armstrong-Toomey-Moore		
822	Mystery in Mexico (My)F	W. Lundigan-J. White-R. Cortez 65		b6/26/48
	Outlaw Valley	Tim Holt-Richard Martin		
	Rachel and the Stranger (D)	L. Young-W. Holden-R. Mitchum	Nov. 48	a12/27/47
	Roughshod (D)	R. Sterling-C. Jarman-G. Grahame		a9/6/47
	Set-Up, The	Robert Ryan		
	Station West (D)	D. Powell-J. Greer-A. Moorehead	Nov. '48	a12/13/47
	Tarzan and the Arrow of Death	L. Barker-E. Ankers-B. Joyce		
820	Twisted Road, The (D)A	C. O'Donnell-F. Granger-H. DaSilva 95	Sept. '48	b6/26/48
	Variety Time	Paar-Carle-Errol-Kennedy		
872	Velvet Touch, The (D)	Russell-Genn-Trevor-Greenstreet	Aug. '48	a2/14/48
	Weep No More	Cotten-Valli-Paar-Byington		a7/3/48
	Window, The	B. Hale-B. Driscoll-A. Kennedy		a5/15/48

REPUBLIC

CURRENT

728	Bill and Coo *U (N)F	George Burton's Birds	61	3/28/48	b12/27/47
703	Campus Honeymoon (MC)F	Wilde Twins-R. Crane-A. Mara	61	2/1/48	b1/31/48
732	Eyes of Texas *U	Rogers-Roberts-Sons of Pioneers	70	7/15/48	a7/10/48
624	Fabulous Texan, The (W)F	W. Elliott-J. Carroll-C. McLeod	95	11/9/47	b11/8/47
628	Flame, The (D)A	J. Carroll-V. Ralston-R. Paige	97	11/24/47	b1/10/48
644	Gay Ranchero *U (W)F	R. Rogers-T. Guizar-J. Frazee	72	1/10/48	b1/31/48
707	Heart of Virginia (D)F	Janet Martin-Robert Lowery	60	4/25/48	b5/8/48
710	I, Jane Doe (D)F	R. Hussey-J. Carroll-V. Ralston	85	5/25/48	b5/15/48
705	Inside Story, The (C-D)F	M. Hunt-W. Lundigan-C. Winninger	87	3/14/48	b3/27/48
709	King of the Gamblers (D)A	Janet Martin-William Wright	60	5/10/48	b6/5/48
706	Lightnin' in the Forest (D)F	L. Roberts-D. Barry-W. Douglas	58	3/25/48	b4/24/48
704	Madonna of the Desert (D)F	L. Roberts-D. Castle-D. Barry	60	2/23/48	b3/13/48
701	Main Street Kid, The (C)F	A. Pearce-J. Martin-A. Mowbray	64	1/1/48	b1/17/48
714	Moonrise	D. Clark-G. Russell-E. Barrymore	90	7/11/48	a5/8/48
708	Old Los Angeles (W)	W. Elliott-J. Carroll-C. McLeod	88	4/25/48	a1/17/48
711	Secret Service Investigator (D)F	Lynn Roberts-Lloyd Bridges	60	5/31/48	b6/5/48
702	Sippy McGee (D)A	D. Barry-D. Evans-T. Brown	65	1/15/48	b1/24/48
712	Train to Alcatraz	W. Phipps-D. Barry-J. Martin	60	6/28/48	a5/22/48
731	Under California Stars *U (W)F	R. Rogers-J. Frazee-A. Devine	70	5/1/48	b5/15/48

COMING

	Angel in Exile	Carroll-Mara-Gomez-Bedoya		
	Daredevils of the Clouds	Robert Livingston-Mae Clark	8/3/48	a5/22/48
	Drums Along the Amazon	Brent-Ralston-Aherne-Bennett		
715	Gallant Legion, The (W)F	W. Elliott-J. Schildkraut-A. Booth 88	7/25/48	b5/29/48
	Homicide for Three	W. Douglas-A. Young-G. Withers		
	Macbeth (D)	O. Welles-J. Nolan-R. McDowell		a8/23/48
	Nighttime in Nevada *U	R. Rogers-A. Mara-A. Devine		a7/10/48
	Out of the Storm	Jimmy Lydon-Lois Collier		
	Plunderers, The *U	R. Cameron-I. Massey-A. Booth		
	Red Pony, The *T (D)	M. Loy-R. Mitchum-L. Calhern		a10/25/47
	Sons of Adventure	Russell Hayden-Lynne Roberts		
	Wake of the Red Witch	John Wayne-Gail Russell		

Westerns Current)

752	Bandits of Dark Canyon (W)F	Allan Lane-Bob Steele	59	12/15/47	b12/13/47
754	Bold Frontiersman, The (W)F	Allan Lane-Black Jack	60	4/15/48	b5/8/48
654	California Firebrand *U (W)F	Monte Hale-Adrian Booth	63	4/1/48	b5/8/48
755	Carson City Raiders (W)F	A. Lane-E. Waller-B. Jons	60	5/13/48	b5/29/48
753	Oklahoma Badlands (W)F	A. "Rocky" Lane-Black Jack	59	2/22/48	b4/24/48
656	Timber Trail *U (W)F	M. Hale-L. Roberts-J. Burke	67	6/15/48	b7/10/48
652	Under Colorado Skies *U	Monte Hale-Adrian Booth	65	12/15/47	b12/27/47

Westerns (Coming)

	Denver Kid, The	A. Lane-E. Waller-C. Gallagher		
	Desperadoes of Dodge City	A. Lane-E. Waller-M. Coles		
	Grand Canyon Trail *U	R. Rogers-A. Devine-F. Willing		
756	Marshal of Amarillo	Allan "Rocky" Lane-Eddy Waller	60	7/25/48
	Son of God's Country	Monte Hale		

Title — *Company*

M

Macbeth	Rep.
Madonna of the Desert	Rep.
Mad Wednesday	UA
Magic Bow	U-I
Main Street Kid	Rep.
Man-Eaters of Kumaon	U-I
Man of Evil	UA
Man from Colorado, The	Col.
Man from Texas	EL
Manhattan Angel	Col.
Man Wanted	EL
Mark of the Lash	SGP
Martin Rome	20th-Fox
Mary Lou	Col.
Mating of Millie	Col.
Meet Me at Dawn	20th-Fox
Melody Time	RKO
Mexican Hayride	U-I
Michael O'Halloran	Mono.
Mickey	EL
Million Dollar Weekend	EL
Mine Own Executioner	20th-Fox
Miracle of the Bells	RKO
Miracle on 34th St.	20th-Fox
Miraculous Journey	FC
Mr. Blandings Builds His Dream House	SRO
Mr. Joseph Young of Africa	RKO
Mr. Peabody and the Mermaid	U-I
Mr. Reckless	Para.
Money Madness	FC
Moonrise	Rep.
Moss Rose	20th-Fox
Mourning Becomes Electra	RKO
Music Man	Mono.
My Brother Jonathan	Mono.
My Dear Secretary	UA
My Dog Rusty	Col.
My Dream Is Yours	WB
My Own True Love	Para.
Mystery in Mexico	RKO
My Girl Tisa	WB
My Wild Irish Rose	WB
Mystic, The	EL

N

Naked City	U-I
Nicholas Nickelby	U-I
Night Beat	WB
Night Has a Thousand Eyes	Para.
Night Song	RKO
Night Unto Night	WB
No Minor Vices	MGM
Noose Hangs High	EL
Northwest Outpost	Rep.
Northwest Stampede	EL
Now and Forever	Para.
Numbers Racket, The	MGM

O

Odd Man Out	U-I
O'Flynn, The	U-I
Oh Say Can You Sing	Univ.
Old Los Angeles	Rep.
Oliver Twist	EL
On an Island With You	MGM
On Our Merry Way	UA
One Last Fling	WB
One Sunday Afternoon	WB
One Touch of Venus	U-I
Open Secret	EL
Other Love	UA
Out of the Past	RKO
Out of the Storm	Rep.
Outlaw Valley	RKO
Outpost in Morocco	UA

P

Paleface	Para.
Panhandle	Allied
Paradine Case	Selznick
Perilous Waters	Mono.
Perils of Pauline	Para.
Philo Vance Returns	EL
Philo Vance's Peril	EL
Piccadilly Incident	MGM
Pirate, The	MGM
Pirates of Monterey	U-I
Pitfall, The	UA
Plunderers, The	Rep.
Police Reporter	SGP
Port Said	Col.
Portrait of Jennie	SRO
Prairie, The	SG
Prince of Thieves	Col.

R

Race Street	RKO
Rachel and the Stranger	RKO
Racing Luck	Col.
Raw Deal	EL
Red Pony, The	Rep.
Red River	UA
Red Stallion in the Rockies	EL
Relentless	Col.
Return of October	Col.
Return of Rin Tin Tin	EL
Return of the Whistler	Col.
Return of Wildfire	SGP
Rift-Raff	RKO
River Lady	U-I
Road House	20th-Fox
Road to Rio	Para.
Road to the Big House	SG
Robin Hood of Texas	Rep.
Rocky	Mono.

Title	Company
Rogues' Regiment	U-I
Romance on the High Seas	WB
Roosevelt Story, The	UA
Rope	WB
Rose of Santa Rose	Colo.
Rose of the Rio Grande	Mono.
Roses Are Red	20th-Fox
Roughshod	RKO
Rupert of Hentzau	SRO
Rusty Leads the Way	Col.
Rusty Saves a Life	Col.
Ruthless	EL

S

Saddle Pals	Rep.
Saigon	Para.
Sainted Sisters	Para.
Sand	20th-Fox
Saxon Charm, The	U-I
Scudda Hoo, Scudda Hay	20th-Fox
Sealed Verdict	Para.
Search, The	MGM
Secret Beyond the Door, The	U-I
Secret Life of Walter Mitty	RKO
Secret Service Investigator	Rep.
Senator Was Indiscreet	U-I
Set-Up, The	RKO
Seven Keys to Baldpate	RKO
Shaggy	Para.
Shanghai Chest, The	Mono.
Shed No Tears	EL
Show-Off	MGM
Silent Conflict	UA
Silver River	WB
Sinister Journey	UA
Sign of the Ram, The	Col.
Sitting Pretty	20th-Fox
Sixteen Fathoms Deep	Mono.
Sleep, My Love	UA
Slightly French	Col.
Slippy McGee	Rep.
Smart Girls Don't Talk	WB
Smart Politics	Mono.
Smart Woman	Allied
Smugglers, The	EL
Smugglers Cove	Mono.
Snake Pit, The	20th-Fox
Snowbound	U-I
So Evil My Love	Para.
Sofia	FC
Son of Rusty	Col.
Song of Idaho	Col.
Song of India	Col.
Song of My Heart	Allied
Sons of Adventure	Rep.
Sorrowful Jones	Para.
Sorry, Wrong Number	Para.
So This Is New York	UA
South of St. Louis	WB
So Well Remembered	RKO
Special Agent	Para.
Speed to Spare	Para.
Spirit of West Point	FC
Spiritualist, The	EL
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stage Struck	Mono.
State of the Union	MGM
Station West	RKO
Step-Child	EL
Stork Bites Man	UA
Strange Gamble	UA
Strawberry Roan	Col.
Strange Mrs. Crane, The	EL
Street With No Name	20th-Fox
Streets of Laredo	Para.
Strike It Rich	AA
Summer Holiday	MGM
Sun in the Morning	MGM
Sweetheart of the Blues	Col.
Sword of the Avenger	EL
Swordsman	Col.

T

Take My Life	EL
Tap Roots	U-I
Tarzan and the Arrow of Death	RKO
Tarzan and the Mermaids	RKO
Tatlock Millions, The	Para.
Tawny Pipit, The	U-I
Temptation Harbour	Mono.
Tender Is the Night	SRO
Tender Years, The	20th-Fox
Tenth Avenue Angel	MGM
Texas, Brooklyn & Heaven	UA
That Hagen Girl	WB
That Lady in Ermine	20th-Fox
That Wonderful Urge	20th-Fox
That's My Gal	Rep.
That's My Man	Rep.
The Argyle Secrets	FC
The Fan	20th-Fox
The Inside Story	Rep.
The Kissing Round-Up	Col.
The Open Secret	EL
The Window	RKO
Thirteen Lead Soldiers	20th-Fox
This Happy Breed	U-I
This Time for Keeps	MGM
This Was a Woman	20th-Fox
Three Daring Daughters, The	MGM
Three Godfathers	MGM
Three Musketeers	MGM
Three Wives	20th-Fox
Thunderbolt	Mono.
Thunder in the Valley	20th-Fox
Thunderhoof	Col.
Time of Your Life	UA
T-Men	EL
To the Ends of the Earth	Col.
To the Victor	WB
Trail of the Mounties	SG

SCREEN GUILD PRODUCTIONS

CURRENT

	Jungle Goddess	G. Reeves-L. Leeds-Armita				
	Mark of the Lash	L. LaRue-A. St. John-P. Stewart				
X-3	Miracle in Harlem	Stepin Fetchit	71	5/14/48		
4615	Police Reporter	Wade-MacDonald-Blackley-Barnett	70			
4705	Prairie, The (D)	L. Aubert-A. Baxter	76	4/30/48		a12/27/47
	Return of Wildfire	R. Arlen-P. Morison-M. B. Hughes				
4706	Road to the Big House, The (D)A	J. Shelton-A. Doran-G. Williams	72	12/27/47		b11/1/47
4708	Trail of the Mounties	R. Hayden-Jennifer Holt	42	2/21/48		
4707	Where the North Begins (D)F	R. Hayden-J. Holt-T. Coffin	40	12/13/48		b4/17/48

SELZNICK RELEASING ORGANIZATION

CURRENT

	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	138	4/17/47		b1/4/47
	Mr. Blandings Builds His Dream House (C)F	C. Grant-M. Loy-M. Douglas	94			b3/27/48
	Paradine Case, The (D)A	G. Peck-A. Todd-C. Laughton-Valli	132	Jan. '48		b1/3/48

COMING

	If This Be My Harvest	Valli-Robert Mitchum-Louis Jourdan				
	Portrait of Jennie (D)	J. Jones-J. Cotten-E. Barrymore				allr. 4

20TH-FOX

CURRENT 1947-'48

809	An Ideal Husband *T (C-D)A	P. Goddard-M. Wilding-D. Wynyard	96	Mar. '48		b11/29/47
820	Anna Karenina (D)A	V. Leigh-R. Richardson-K. Moore	110	May '48		b2/28/48
817	Arthur Takes Over (C)F	Lois Collier-Richard Crane	63	May '48		b4/10/48
805	Call Northside 777 (D)A	J. Stewart-R. Conte-L. J. Cobb	111	Feb. '48		b1/24/48
801	Captain from Castile (D)F *T	T. Power-J. Peters-C. Romero	140	Jan. '48		b11/29/47
807	Challenge, The (D)F	T. Conway-J. Vincent-R. Stapley	68	Mar. '48		b2/28/48
825	Checkered Coat, The	T. Conway-N. Nash-H. Hatfield	67	July '48		
819	Counterfeiters, The (My)A	John Sutton-Doris Merrick	74	June '48		b6/5/48
731	Daisy Kenyon (D)A	J. Crawford-D. Andrews-H. Fonda	98	Dec. '47		b11/29/47
804	Dangerous Years (D)F	William Halop-Ann E. Todd	61	Feb. '48		b12/20/47
821	Deep Waters (D)F	D. Andrews-J. Peters-C. Romero	85	July '48		b7/3/48
815	Fury at Furnace Creek (W)	V. Mature-C. Gray	88	May '48		b4/10/48
806	Gentleman's Agreement (D)F	G. Peck-D. McGuire-J. Garfield	118	Mar. '48		b11/15/47
827	Give My Regards to Broadway *T (C)F	D. Dailey-C. Winninger-N. Guild	89	June '48		b5/22/48
818	Green Grass of Wyoming *T (D)F	P. Cummins-C. Coburn-R. Arthur	89	June '48		b4/24/48
808	Half Past Midnight (D)F	A. Taylor-P. Knudsen-J. Sawyer	69	Mar. '48		b3/6/48
816	Iron Curtain, The (D)A	D. Andrews-G. Tierney-J. Havoc	87	May '48		b5/8/48
813	Let's Live Again (D)F	J. Emery-J. Millican-T. Holmes	68	Apr. '48		b3/6/48
812	Meet Me at Dawn (C)A	W. Eythe-S. Holloway-B. Campbell	89	Apr. '48		b3/20/48
824	Mine Own Executioner (D)A	B. Meredith-K. Moore-D. Gray	102	July '48		b12/6/47
823	Street With No Name, The (Doc)A	M. Stevens-R. Widmark-L. Nolan	91	July '48		b6/26/48
734	Roses Are Red (My)A	Don Castle-Peggy Knudsen	67	Dec. '47		b11/8/47
811	Scudda Hoo, Scudda Hay *T (D)F	J. Haver-L. McCallister-W. Brennan	95	Apr. '48		b3/6/48
810	Sitting Pretty (C)A	R. Young-M. O'Hara-C. Webb	84	Apr. '48		b2/28/48
814	Thirteen Lead Soldiers (My)F	Tom Conway-Maria Palmer	66	Apr. '48		b6/5/48
720	Thunder in the Valley *T (D)F	P. A. Garner-L. McCallister-E. Gwenn	103	Nov. '47		b6/7/47
802	You Were Meant for Me (MC-D)F	J. Crain-D. Dailey-O. Levant	91	Feb. '48		b1/24/48

COMING

	A Man About the House	M. Johnson-D. Gray-K. Moore	94			b6/28/47
	Apartment for Peggy *T	J. Crain-W. Holden-E. Gwenn				a5/1/48
	Big Dan	C. Russell-V. Christine-G. Gray-Flame				a6/5/48
	Bungalow	Tom Conway-Margaret Hamilton				
	Chicken Every Sunday	D. Dailey-A. Young-C. Holm				
	Creeper, The	J. Baragrey-O. Stevens-E. Ciannelli				
822	Escape (D)A	Rex Harrison-Peggy Cummins	77			
828	Fighting Back	Paul Langton-Gary Gray	61	Aug. '48		
	Gay Intruders, The (C)A	John Emery-Tamara Geva	68			b6/19/48
	Luck of the Irish, The	T. Power-A. Baxter-C. Kellaway				a5/15/48
	Martin Rome	Victor Mature-Richard Conte				a5/8/48
	Road House	Lupino-Wilde-Holm-Widmark				a6/5/48
	Sand	M. Stevens-C. Gray-C. Grapewin				
	Snake Pit, The (D)	O. deHavilland-L. Genn-M. Stevens				a10/11/47
836	That Lady in Ermine *T (M)	B. Grable-D. Fairbanks, Jr.	89	Aug. '48		a1/31/48
	That Wonderful Urge	T. Power-G. Tierney-R. Gardiner				a6/19/48
	The Fan	Crain-Sanders-Carroll-Greene				
	This Was a Woman (D)A	Sonia Dresdel-Barbara White				a1/24/48
	Three Wives	Darnell-Crain-Lynn-Sothern				
	Trouble Preferred	C. Russell-P. Knudsen-L. Roberts				a6/19/48
	Tucson	J. Lydon-P. Edwards-C. Russell				
	Unfaithfully Yours	R. Harrison-L. Darnell-R. Vallee	108			a5/29/48
826	Walls of Jericho, The (D)A	Wilde-Darnell-Baxter-Douglas	111	Aug. '48		b7/10/48
	West of Tomorrow	C. Miller-A. Franz-R. Jaeckel				
	When My Baby Smiles at Me *T	Grable-Dailey-Oakie-Havoc				a5/29/48
	While I Live (D)A	T. Walls-C. Evans-C. Raye	85			b10/18/47
829	Winner's Circle, The (Doc)F	Johnny Longden-Morgan Farley	75	Aug. '48		b6/19/48
	Yellow Sky *T	G. Peck-A. Baxter-R. Widmark				

UNITED ARTISTS

CURRENT

	Arch of Triumph (D)A Sp	I. Bergman-C. Boyer-C. Laughton	120	Mar. '48		b2/21/48
	Body and Soul (D)A	John Garfield-Lilli Palmer	105	Nov. '47		b8/16/47
	Four Faces West (D)F	J. McCrea-F. Dee-C. Bickford	90	5/15/48		b5/15/48
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134			b4/27/46
	Here Comes Trouble *C (C)F	B. Tracey-J. Sawyer-E. Parnell	50	4/9/48		b4/17/48
	Intrigue (D)A	G. Raft-J. Havoc-H. Carter	88	Dec. '47		b12/27/47
	Laff-Time	W. Tracy-P. Morgan-E. Janssen	110	4/9/48		
	Kings of the Olympics (Pt. 1) (Doc.) F	Bill Slater—Narrator	65	Apr. '48		b1/24/48
	Man of Evil (D)A	J. Mason-P. Calvert-A. Stephens	90	Jan. '48		b2/7/48
	On Our Merry Way	B. Meredith-P. Goddard-F. MacMurry	107	Feb. '48		b2/7/48
	Roosevelt Story, The F	K. Lynch-E. Begley-C. Lee	76	Nov. '47		b7/5/47
	Silent Conflict (W)F	W. Boyd-A. Clyde-R. Brooks	61	Apr. '48		b4/17/48
	Sleep, My Love (D)A	C. Colbert-D. Ameche-R. Cummings	97	Jan. '48		b1/17/48
	So This Is New York (C)F	H. Morgan-R. Vallee-H. Herbert	80	May '48		b5/15/48
	Time of Your Life (D)A	J. Cagney-Wm. Bendix-J. Cagney	109	5/27/48		b5/29/48
	Who Killed 'Doc' Robbin? *C (C)F	V. Grey-D. Castle-G. Zucco	51	Apr. '48		b5/8/48

COMING

	An Innocent Affair	Fred MacMurray-Madeleine Carroll				
	Angry God, The	Alicia Parla-Casimiro Ortega				
	Atlantis, The Lost Continent	Maria Montez-Jean Pierre-Aumont				
	Borrowed Trouble	William Boyd-Andy Clyde				
	Cover-Up	William Bendix-Dennis O'Keefe				
	Dead Don't Dream, The (W)	W. Boyd-A. Clyde				
	False Paradise	Wm. Boyd-Andy Clyde				
	Girl from Manhattan, The	Montgomery-Lamour-Laughton				
	Indian Scout	George Montgomery-Ellen Drew				
	Lucky Stiff	D. Lamour-B. Donlevy-C. Trevor				
	Mad Wednesday (D)F	H. Lloyd-R. Washburn-J. Conlin	89			b2/22/47
	My Dear Secretary	L. Day-K. Douglas-K. Wynn				

	Outpost in Morocco	George Raft-Akim Tamiroff			
	Pitfall, The	Powell-Wyatt-Scott-Burr			a6/12/48
	Red River	John Wayne-Walter Brennan			
	Sinister Journey	Wm. Boyd-Andy Clyde			
	Strange Gamble (W)	W. Boyd-A. Clyde-R. Brooks			a12/13/47
	Texas, Brooklyn, and Heaven	G. Madison-D. Lynn-J. Dunn			a5/29/48
	Vendetta (D)	Hillary Brooke-Faith Domergue			a5/10/47
	Vicious Circle (D)A	Conrad Nagel	77		b5/29/48

UNIVERSAL-INTERNATIONAL

CURRENT

664	Abbott & Costello Meet Frankenstein (C)F	Abbott-Costello-Chaney-Lugosi	83	July '48	b7/3/48
650	A Double Life (D)A	R. Colman-S. Hasso-E. O'Brien	104	Mar. '48	b1/3/48
657	All My Sons (D)A	Edward G. Robinson-Burt Lancaster	94	May '48	b2/21/48
656	Are You With It? (M)F	D. O'Connor-O. San Juan-M. Stewart	90	May '48	b3/13/48
634	A Woman's Vengeance (D)A	Charles Boyer-Ann Blyth	96	Feb. '48	b12/20/47
663	Bad Sister	M. Lockwood-I. Hunter	91	July '48	b12/6/47
653	Black Bart *T(W-D)A	Y. DeCarlo-D. Duryea-J. Lynn	80	Apr. '48	b1/31/48
629	Black Narcissus *T (D)F	Deborah Kerr-David Farrar	91	Dec. '47	b5/3/47
652	Captain Boycott (D)F	Stewart Granger-Kathleen Ryan	93	Jan. '48	b9/6/47
655	Casbah (D)A	Y. DeCarlo-T. Martin-P. Lorre	94	Apr. '48	b3/6/48
658	Dear Murderer (D)A	E. Portman-G. Gynt-D. Price	94	May '48	b6/7/48
	End of the River, The (D)A	Sabu-Bibi Ferreira	80	June '48	b11/29/47
630	Exile, The (D)A	D. Fairbanks, Jr.-M. Montez-P. Croset	95	Nov. '47	b10/18/47
665	Feudin', Fussin' and A-Fightin'	D. O'Connor-M. Main-P. Kilbride	78	July '48	
654	Jassy *T (D)A	M. Lockwood-P. Roc-D. Price	96	Mar. '48	b8/23/47
659	Letter from an Unknown Woman (D)A	Joan Fontaine-Louis Jourdan	90	June '48	b4/10/48
666	Man-Eater of Kumaon (D)F	Sabu-W. Corey-J. Page	80	July '48	b6/19/48
651	Naked City, The (D)A	B. Fitzgerald-H. Duff-D. Hart	96	Mar. '48	b1/24/48
632	Pirates of Monterey *T (D)F	M. Montez-R. Cameron-P. Reed	77	Dec. '47	b11/15/47
661	River Lady *T (D)A	Y. DeCarlo-D. Duryea	78	June '48	b5/8/48
627	Secret Beyond the Door (D)A	J. Bennett-M. Redgrave-A. Revere	98½	Feb. '48	b1/10/48
633	Senator Was Indiscreet, The (C)A	W. Powell-E. Raines	83	Jan. '48	b12/13/47
662	Up in Central Park (C)F	D. Durbin-D. Haymes-V. Price	87	June '48	b5/29/48
631	Upturned Glass, The (D)	J. Mason-Rosamond John	86	Nov. '47	b6/28/47

COMING

	A Lady Surrenders (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/48
	An Act of Murder	F. March-E. O'Brien-F. Eldridge			
	Black Velvet	A. Blyth-G. Brent-H. Duff			
	Blanche Fury (D)A *T	V. Hobson-S. Granger	95		b3/20/48
677	Brothers, The (D)A	Patricia Roc-Will Fyffe	98		b5/24/47
	Bush Christmas (D)F	C. Rafferty-J. Fernside	76		b11/29/47
	Corridor of Mirrors (D)A	E. Portman-E. Romney	105		b3/27/48
	Countess of Monte Cristo	S. Henie-O. San Juan-F. Trenkler			a6/19/48
	Criss-Cross	B. Lancaster-Y. DeCarlo-D. Duryea			
	Fame Is the Spur (D)A	M. Redgrave-R. Johns	112		b10/4/47
	Family Honeymoon	C. Colbert-F. MacMurray-H. McDaniel			
	For the Love of Mary	Durbin-O'Brien-Taylor-Lynn			
	Good Time Girl (D)A	Jean Kent-Dennis Price	92		b5/28/48
	Hamlet (D)F	Laurence Olivier-Jean Simmons	150		b5/15/48
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109		b1/18/47
	Larceny	J. Payne-J. Caulfield-D. Duryea			a6/19/48
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/48
	Mexican Hayride	Abbott-Costello-Alphin-Melina			
	Mr. Peabody and the Mermaid (C)A	W. Powell-A. Blyth-I. Hervey	89		b7/10/48
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105		b3/22/47
	O'Flynn, The	D. Fairbanks-H. Carter-R. Greene			
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	One Night With You (C)F	Nino Martini-Patricia Roc	92		b5/1/48
	One Touch of Venus	R. Walker-A. Gardner-D. Haymes			a5/29/48
	Rogues' Regiment	D. Powell-M. Toren-V. Price			a6/26/48
	Saxon Charm, The	R. Montgomery-S. Hayward-J. Payne			
	Snowbound	R. Newton-D. Price	86		
	Tap Roots *T (D)F	V. Heflin-S. Hayward-B. Karloff	109		b6/26/48
680	Tawny Pipit, The (D)A	Bernard Miles-Rosamund John	81		b9/6/47
	Unafraid, The	J. Fontaine-B. Lancaster-R. Newton			a6/19/48
	Years Between, The (D)A	M. Redgrave-V. Hobson-F. Robson	87		b9/13/47
	You Gotta Stay Happy	J. Fontaine-J. Stewart-E. Albert			

WARNER BROS.

CURRENT

713	Always Together (C)F	R. Hutton-J. Reynolds	78	1/10/48	b12/20/47
719	April Showers (C)F	J. Carson-A. Sothern-R. Alda	95	3/27/48	b3/13/48
727	Big Punch, The (D)A	W. Morris-L. Maxwell-G. MacRae	80	6/26/48	b5/29/48
708	Escape Me Never (D)A	E. Flynn-I. Lupino-E. Parker	104	11/22/47	b11/1/47
717	I Became a Criminal (D)A	Sally Gray-Trevor Howard	78	3/6/48	b7/12/47
715	My Girl Tisa (C-D)F	L. Palmer-S. Wanamaker-A. Tamiron	95	2/7/48	b1/24/48
711	My Wild Irish Rose *T (MC-D)F	D. Morgan-A. King-A. Hale	101	12/27/47	b12/13/47
728	Romance on the High Seas *T (M)F	J. Carson-J. Paige-D. DeFore	99	7/3/48	b6/12/48
725	Silver River (W)A	Errol Flynn-Ann Sheridan	107	5/29/48	b5/8/48
707	That Hagen Girl (D)A	S. Temple-R. Reagan-R. Calhoun	83	11/1/47	b10/25/47
720	To the Victor (D)A	D. Morgan-V. Lindfors-V. Francen	101	4/10/48	b4/3/48
714	Treasure of Sierra Madre (D)A	H. Bogart-W. Huston-T. Holt	127	1/24/48	b1/10/48
716	Voice of the Turtle (C)A	R. Reagan-E. Parker-E. Arden	103	2/21/48	b12/27/47
726	Wallflower (C)F	J. Reynolds-R. Hutton-J. Paige	77	6/12/48	b5/22/48
721	Winter Meeting (D)A	B. Davis-J. Davis-J. Paige	100	4/24/48	b4/10/48
724	Woman in White, The (My)A	A. Smith-E. Parker-S. Greenstreet	109	5/15/48	b4/24/48

COMING

	Adventures of Don Juan *T (H-R)	Errol Flynn-Viveca Lindfors			a2/7/48
	Cleopatra Arms	David Niven-Jane Wyman			a6/26/48
	Decision of Christopher Blake, The (D)	A. Smith-R. Douglas			a10/11/47
732	Embraceable You	Dane Clark-Geraldine Brooks	80	8/21/48	
	Fighter Squadron *T	Edmond O'Brien-Robert Stack			
	Flaxy Martin	Z. Scott-V. Mayo-D. Kennedy			a7/3/48
	Fountainhead, The	Gary Cooper-Patricia Neal-Kent Smith			
	Girl from Jones Beach	R. Reagan-V. Mayo-D. Clark			
	Idol of Paris (D)A	Michael Rennie-Beryl Baxter	105		b2/28/48
	John Loves Mary	Reagan-Carson-Neal-Morris			a5/1/48
	Johnny Belinda (D)	L. Ayres-J. Wyman-C. Bickford			a2/28/48
	June Bride	B. Davis-R. Montgomery-B. Lyon			a7/10/48
731	Key Largo (D)A	H. Bogart-E. G. Robinson-L. Bacall	101	7/31/48	b7/10/48
	Kiss in the Dark	Jane Wyman-David Niven			
702	Life With Father (C)F	W. Powell-I. Dunne-E. Taylor	118	8/14/48	b8/16/47
	Look for the Silver Lining *T	J. Haver-R. Bolger-G. MacRae			a7/3/48
	My Dream Is Yours *T	Carson-Day-Bowman-Arden			a6/26/48
	Night Beat	R. Douglas-H. Westcott-R. Alda			
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors			a5/10/47
	One Last Fling	A. Smith-Z. Scott-J. Backus			a5/22/48
	One Sunday Afternoon *T	Dennis Morgan-Janis Paige			a5/22/48
	Rope *T	Stewart-Chandler-Hardwicke			a6/26/48
	Smart Girls Don't Talk	V. Mayo-B. Bennett-R. Hutton			a5/15/48
	South of St. Louis *T	J. McCrea-A. Smith-Z. Scott			
	Two Guys from Texas *T	J. Carson-D. Morgan-D. Malone			
	Whiplash (D)	D. Clarke-A. Smith-S. Z. Sakall			a11/1/47
	Younger Brothers, The *T	W. Morris-J. Paige-B. Bennett			

Title	*Company*
Train to Alcatraz	Rep.
Trapped by Boston Blackie	Col.
Treasure of Sierra Madre	WB
Trespasser, The	Rep.
Triple Threat	Col.
Trouble Preferred	20th-Fox
Trouble With Women	Para.
29 Clues	EL
Tucson	20th-Fox
Tulsa	EL
Twisted Road, The	RKO
Two Blondes and a Redhead	Col.
Two Guys from Texas	WB
Tycoon	RKO

U

Unafraid, The	U-I
Unconquered	Para.
Under California Stars	Rep.
Under the Tonto Rim	RKO
Undercover Man	Col.
Unfaithfully Yours	20th-Fox
Unknown Island	FC
Untamed Breed, The	Col.
Up in Central Park	U-I
Upturned Glass, The	U-I

V

Variety Time	RKO
Velvet Touch, The	RKO
Vendetta	UA
Verdict	WB
Vicious Circle, The	UA
Violence	Mono.
Voice of the Turtle	WB

W

Wake of the Red Witch	Rep.
Walking Hills	Col.
Wallflower	WB
Walls of Jericho	20th-Fox
Waterfront at Midnight	Para.
Web, The	Univ.
Web of Danger	Rep.
Weep No More	RKO
Welcome Stranger	Para.
West of Tomorrow	20th-Fox
Western Heritage	RKO
When My Baby Smiles at Me	20th-Fox
Where the North Begins	SG
Where There's Life	Para.
Whiplash	WB
Whispering City	EL
Whispering Smith	Para.
Who Killed 'Doc' Robbin?	UA
Will It Happen Again?	FC
Winner's Circle, The	20th-Fox
Winter Meeting	WB
Woman from Tangiers	Col.
Woman in the Hall, The	Brit.
Woman in White	WB
Woman on the Beach	RKO
Women in the Night	FC
Words of Music	MGM
Wreck of the Hesperus	Col.

Y

Years Between	U-I
Yellow Sky	20th-Fox
You Gotta Stay Happy	U-I
You Were Meant for Me	20th-Fox
Younger Brothers, The	WB

MISCELLANEOUS FEATURES

Listing of features of foreign and U. S. origin not distributed by major outlets. Titles are followed, in parentheses, by name of country of origin and U. S. national distributor; names of stars, running time, and date of issue in which review appeared, in that order.

ALL'S WELL (U. S.-Independent) D. Lamour-C. Laughton

BLIND DESIRE (France-Discina Int'l) Jean-Louis Barbault-Edwige Feuillere. 88. b6/12/48.

CRIME AND PUNISHMENT (Sweden-Film Rights Int'l.) H. Faustman-G. Wallgren. 107. b3/20/48

DAMNED, THE (France-Discina) H. Vidal-F. Marley. 105. b5/1/48

DAY OF WRATH (Denmark-Schaefer). L. Movin-T. Roose. 100 b5/1/48

DIE FLEDERMAUS (Germany-Artkino) M. Harrell-J. Heesters. 96 b3/30/48

FANNY (France-Siritsky) Raimu-P Fresnay. 124. b2/21/48

FARREBIQUE (France - Siritsky) Non-pro. cast. 90. b3/6/48

FIGHT NEVER ENDS, THE (U. S.-W. Alexander) Joe Louis-Mills Bros. 70. b2/28/48

(Continued on Next Page)

MISCELLANEOUS FEATURES

FIRST OPERA FILM FESTIVAL (Italy-Classic). T. Gobbi-P. Malcarini. 95. b5/29/48

FRIC-FRAC (France-Oxford). Fernandel-Arletty. 90. b6/5/48

IDIOT, THE (France-European Copyrights) G. Phillippe-E. Feuillere. 92. b2/14/48

ILLEGALS, THE (U. S.-Mayer-Burstyn) T. Torres-Y. Mikalowitch. 75. b7/10/48

JANS MONSON IN AMERICA (Sweden-Scandia). E. Persson-S. Olin. 103. b4/17/48

JENNY LAMOUR (France-Vog Films) L. Jourdan-S. Renant. 102. b2/14/48

LAUGH, PAGLIACCI (Italy-Coutinental) A. Valli-B. Gigli. 83 b3/13/48

LOST HAPPINESS (Italy-Saturnia) L. Cortese-D. Sassoli. 75. b3/6/48

MARIUS (France-Siritizky Int'l). Raimu-P. Fresnay. 128. b5/15/48

NAIS (France-Siritzky-Int'l). Fernandel-J. Pagnol. 105. b6/19/48

PAISAN (Italy-Mayer-Bur.) C. Sazio-R. Von Loon. 118. b2/28/48

PASSIONNELLE (France-Distinguished) O. Joyeaux-Alerme. 82. b2/21/48

PORTRAIT OF INNOCENCE (France-Siritzky-Int'l) Louis Carletti-Gilbert Gil. 90. b6/12/48.

ROOM UPSTAIRS, THE (France-Lopert). M. Dietrich-J. Gabin. 90. b6/5/48

ROSSINI (Italy-Best) N. Besozzi-P. Barbara. 95. b2/14/48

SHOWTIME (England-English Films). A. Todd-R. Greene. 91. b6/5/48

STORY OF LIFE, THE (U. S.-Crusades) J. Crehan-W. McKay. 67. b7/10/48

THEY ARE NOT ANGELS (France-Siritzky-Int'l). P. Blanchard-R. Bussieres. 130. b5/29/48

VOYAGE SURPRISE (France-Duke Inter'l) J. Henri-Duval. 80. b3/13/48

BRITISH PRODUCT

(U. S. Distribution Not Set)

AGAINST THE WIND (Rank). R. Beatty-S. Signoret. 96. b3/13/48

BEWARE OF PITY (Rank). L. Palmer-A. Lieven. 105. b11/1/47

BRIGHTON ROCK (Pathe). R. Attenborough-H. Baddeley. 92. b1/3/48

EASY MONEY (Rank). G. Gynt-D. Price. 94. b3/6/48

GHOSTS OF BERKELEY SQUARE, THE (Pathe). R. Morley-F. Aylmer. 90. b11/1/47

HOLIDAY CAMP (Rank). F. Robson-D. Price. 97. b8/16/47

LOVES OF JOANNA GODDEN, THE (Rank). G. Withers-J. Macallum. 85. b6/21/47

MARK OF CAIN, THE (Rank). E. Portman-S. Gray. 88. b1/17/48

MASTER OF BANKDAM (Rank). A. Crawford-D. Price. 105. b9/6/47

MRS. FITZHERBERT (Pathe). P. Graves-J. Howard. 99. b2/14/48

VICE VERSA (Rank). R. Livesey-K. Walsh. 111. b3/6/48

WHEN THE BOUGH BREAKS (Rank). P. Roc-R. John. 81. b12/27/47

WOMAN IN THE HALL (Rank). U. Jeans-J. Simmons. 90. b11/15/47

RE-ISSUES (Nationally Released)

			Time Mins.	Rel. Date	Orig. Rel. Date
ASTOR PICTURES					
	Aces Wild	Harry Carey	63	4/30/48	1937
	Ghost Town	Harry Carey	59	1/1/48	1936
	Li'l Abner	M. O'Driscoll-R. Owen	70	2/20/48	1940
	Jimmy Steps Out	J. Stewart-P. Goddard	89	3/25/48	1941
	Pecos Kid	Fred Kohler, Jr.	59	4/25/48	1935
	Toll of the Desert	F. Kohler, Jr.-B. Mack	55	6/1/48	1937
	Wagon Trail	Harry Carey	58	5/30/48	1935
	Wild Mustang	Harry Carey	64	2/1/48	1935
EAGLE LION					
848	Seven Sinners	M. Dietrich-J. Wayne	86	3/27/48	1936
849	Sutter's Gold	Edward Arnold	93	3/27/48	1936
FAVORITE FILM CORP.					
	Burlesque on Carmen	Charlie Chaplin	55	Feb. '48	
	It Happened Tomorrow	D. Powell-L. Darnell	87	Jan. '48	1944
	Kelly the Second	P. Kelly-M. Rosenbloom	71	Jan. '48	1936
	Matinee Scandal	B. Aherne-C. Bennett	84	Jan. '48	1936
	Merrily We Live	I. Lupino-F. Lederer	90	Jan. '48	1938
	Our Relations	Laurel & Hardy	70	Jan. '48	1936
	Topper	C. Grant-C. Bennett	96	Jan. '48	1937
	Two Mugs From Brooklyn	W. Bendix-G. Bradley	73	Jan. '48	1943
FILM CLASSICS					
	Border Wolves	Bob Baker	56	8/15/48	1938
	Bury Me Not on Lone Prairie	Johnny M. Brown	60	3/15/48	1941
	Challenge, The	J. Gardner-M. Clare	78	5/20/48	1939
	Courage of the West	Bob Baker	58	3/15/48	1937
	Deep in the Heart of Texas	J. M. Brown-Ritter	61	7/15/48	1942
	Drums *T	Sabu-R. Massey		7/20/48	1938
	Eagle Squadron	R. Stack-D. Barrymore	109	6/11/48	1942
	Four Feathers *T	J. Duprez-R. Richardson		7/20/48	1939
	Gun Justice	Ken Maynard	61	9/15/48	1934
	Gung-Ho	R. Scott-R. Mitchum	87	6/11/48	1943
	Honor of the Range	Ken Maynard	63	4/15/48	
	Jungle Woman	E. Anchors-J. C. Naish		3/25/48	1944
	Last Stand	Bob Baker	57	9/15/48	1938
	Lone Star Trail	J. M. Brown-Ritter	58	2/15/48	1943
	Man Who Reclaimed Head	C. Rains-J. Bennett		7/1/48	1935
	Pony Post	Johnny M. Brown	60	8/15/48	1940
	Singing Outlaw	Bob Baker	57	4/15/48	
	Smoking Guns	Ken Maynard	63	2/15/48	1934
	South of Tahiti	M. Montez-B. Donlevy	75	3/1/48	1941
	Tower of London	B. Karloff-B. Rathbone		7/1/48	1939
	Wheels of Destiny	Ken Maynard	65	7/15/48	1934
METRO-GOLDWYN-MAYER					
3000	Gone With The Wind *T	V. Leigh-C. Gable	222	Feb. '48	1939
823	Tarzan's New Adventure	J. Weismuller-M. O'Sullivan	70	Apr. '48	1942
822	Tarzan's Secret Treasure	J. Weismuller-M. O'Sullivan	81	Apr. '48	1941
MONOGRAM					
4711	Sign of the Wolf	M. Whalen-G. Bradley	69	5/2/48	1941
PARAMOUNT					
R7-3508	Crusades, The	L. Young-H. Wilcoxon	126	June '48	1935
REALART PICTURES					
5013	Argentine Nights	Ritz Bros.-Andrew Sisters	73	Mar. '48	1940
1290	Captive Wild Woman	J. Carradine-Aquanetta	60	Apr. '48	1943
1250	Corvette K-225	R. Scott-B. Fitzgerald	98	May '48	1943
1210	Drums of the Congo	S. Erwin-O. Munson	61	Apr. '48	1941
1212	Ghost of Frankenstein	L. Chaney-E. Ankers	67	Jan. '48	1942
6046	Hellzapoppin	Olsen-Johnson	84	Mar. '48	1941
917	Little Tough Guy	Little Tough Guys	83	Mar. '48	1938
929	Little Tough Guys in Society	Little Tough Guys	73	Mar. '48	1938
796	Magnificent Brute	J. McLaglen-B. Barnes	78	Apr. '48	1936
1344	Mummy's Ghost	L. Chaney-R. Ames	65	Feb. '48	1944
1246	Mummy's Tomb	D. Foran-L. Chaney	67	Feb. '48	1942
361	Sea Spoilers	J. Wayne-N. Grey	63	Apr. '48	1936
1266	Sin Town	C. Bennett-B. Crawford	74	Jan. '48	1942
1295	Son of Dracula	L. Chaney-L. Allbritton	80	Jan. '48	1943
924	Storm, The	C. Bickford-P. Foster	78	Feb. '48	1938
871	Wings Over Honolulu	R. Milland-W. Barrie	78	May '48	1937
RKO RADIO					
892	Bambi *T	Disney Feature Cartoon	70		1942
882	Border G-Man (W)	G. O'Brien-L. Day	60		1938
818	Bring 'Em Back Alive	Frank Buck			1932
881	Gun Law (W)	G. O'Brien-R. Oehman	60		1933
884	Lawless Valley (W)	G. O'Brien			1938
883	Painted Desert (W)	G. O'Brien-L. Day	60		1938
886	Timber Stampede (W)	G. O'Brien-M. Reynolds			1939
885	Trouble in Sundown (W)	G. O'Brien-W. Bond			1939
SCREEN GUILD PRODUCTIONS					
S-7	Duke of West Point	L. Hayward-J. Fontaine	108	6/10/48	1938
S-5	Flirting With Fate	J. E. Brown-B. Roberts	72	5/28/48	1938
HC14	In Old Mexico (W)	W. Boyd-G. Hayes	70	2/7/48	1938
S-4	King of the Turf	A. Menjou-D. Costello	89	5/21/48	1939
HC20	Law of the Pampas	W. Boyd-R. Hayden	79	6/3/48	1939
S-8	Miss Annie Rooney	S. Temple-W. Gargan	88	6/17/48	1942
HC13	Pride of the West (W)	W. Boyd-G. Hayes	58	1/3/48	1938
HC19	Range War	W. Boyd-R. Hayden	69	5/7/48	1939
HC18	Renegade Trail (W)	W. Boyd-G. Hayes	60	4/10/48	1939
S-3	Runaway Daughter	B. Stanwyck-R. Young	71	5/21/48	
HC21	Santa Fe Marshal	W. Boyd-R. Hayden	70	7/2/48	1940
HC17	Silver on the Sage (W)	W. Boyd-G. Hayes	71	3/6/48	1939
S-6	That's My Boy	J. Durante-R. Tauber	81	5/28/48	1932
20TH CENTURY-FOX					
830	Belle Starr	R. Scott-G. Tierney	87	June '48	1941
831	Frontier Marshal	R. Scott-N. Kelly	71	June '48	1939
832	Rose of Washington Square	T. Power-A. Faye	86	July '48	1939
833	Slave Ship	W. Baxter-W. Beery	92	July '48	1937
WARNER BROS.					
718	Adventures of Robin Hood	E. Flynn-O. DeHavilland	102	3/13/48	1938
730	Flowing Gold	J. Garfield-P. O'Brien	82	7/17/48	1940
729	God's Country and the Woman	G. Brent-B. Roberts	71	7/17/48	1936
723	The Fighting 69th	J. Cagney-P. O'Brien	79	5/8/48	1940
722	Valley of the Giants	W. Morris-C. Trevor	78	5/8/48	1938

1947-48 SHORT SUBJECT BOOKING GUIDE

Releases (grouped in series of which they are a part) listed under name of distributor. Reading from left to right are: distributor's release number; title of subject; running time in minutes; release date; date of issue of SHOWMEN'S TRADE REVIEW in which data concerning the subject appeared.

ASTOR PICTURES

Jimmie Fidler's Personality Parade 20
Rel 12/20/47
Boss Comes to Dinner....10
Rel 4/1/48
Makers of Destiny No. 1..17½
Rel May '48 STR 6/5/48

COLUMBIA

SPECIAL MUSICAL FEATURETTE

9451 A Voice is Born.....20½
Rel 1/15/48

THREE STOOGES COMEDIES

9401 Brideless Groom.....16½
Rel 9/11/47
9402 Sing a Song of Six Pants.17
Rel 10/30/47 STR 12/20/47
9403 All Gummed Up.....18
Rel 12/11/47 STR 12/20/47
9404 Shivering Sherlocks 17
Rel 1/8/48 STR 6/5/48
9405 Pardon My Clutch.....15
Rel 2/26/48 STR 6/19/48
9406 Squareheads of the Round Table 18
Rel 3/4/48 STR 6/5/48
9407 Fiddlers Three 17
Rel 5/6/48 STR 6/5/48
9408 The Hot Scots.....17
Rel 7/8/48

ASSORTED & ALL-STAR COMEDIES

9431 Rolling Down to Reno....16½
Rel 9/4/47
9432 Hectic Honeymoon 17
Rel 9/18/47
9421 Wedding Belle 17
Rel 10/9/47 STR 1/17/48
9422 Should Husbands Marry?.17
Rel 11/13/47 STR 12/20/47
9423 Silly Billy 18
Rel 1/29/48 STR 6/19/48
9424 Two Nuts in a Rut.....18
Rel 2/19/48 STR 6/12/48
9425 Tall, Dark and Gruesome.16
Rel 4/15/48 STR 6/5/48
9426 Crabbin in the Cabin.....18
Rel 5/13/48 STR 6/19/48
9427 Pardon My Lamb Chop..
Rel 6/10/48
9433 Wife to Spare.....16
Rel 11/20/47 STR 12/20/47
9434 Wedlock Deadlock 16
Rel 12/18/47 STR 2/14/48
9435 Radio Romeo 17½
Rel 12/25/47
9436 Man or Mouse.....18
Rel 1/15/48 STR 6/19/48
9437 Eight Ball Andy.....17½
Rel 3/11/48 STR 6/19/48
9438 Jitter Bughouse 17
Rel 4/29/48 STR 6/12/48
9439 The Sheepish Wolf.....17½
Rel 5/27/48 STR 6/19/48
9440 Flat Feat 17½
Rel 6/24/48

COLOR RHAPSODIES

9501 Swiss Tease 6
Rel 9/11/47
9502 Boston Beany 6
Rel 12/4/47 STR 12/20/47
9503 Flora 7
Rel 3/18/48 STR 6/19/48

COLOR PHANTASIES

9701 Kitty Caddy 6
Rel 11/6/47 STR 12/20/47
9702 Topsy Turkey 6½
Rel 2/5/48
9703 Short Snorts on Sports.... 6½
Rel 6/3/48

COLOR FAVORITES (Re-Issues)

9601 Dreams on Ice..... 6½
Rel 10/30/47
9602 Novelty Shop 6½
Rel 11/20/47
9603 Dr. Bluebird 8
Rel 12/18/47
9604 In My Gondola..... 7½
Rel 1/22/48
9605 Animal Cracker Circus.... 7
Rel 2/19/48
9606 Bon Bon Parade 8½
Rel 4/8/48
9607 House that Jack Built..... 7
Rel 5/6/48
9608 The Untrained Seal..... 7½
Rel 7/15/48

THRILLS OF MUSIC

9951 Boyd Raeburn & Orch....11
Rel 9/18/47
9952 Claude Thornhill & Orch..11
Rel 10/30/47
9953 Lecuona Cuban Boys.....10½
Rel 11/13/47 STR 12/20/47
9954 Skitch Henderson Orch..10
Rel 12/11/47 STR 2/14/48
9955 Charlie Barnet & Orch....10½
Rel 1/15/48 STR 6/5/48
9956 Ted Weems & Orchestra..10½
Rel 3/25/48 STR 6/5/48
9957 Gene Krupa Orch.....
Rel 6/10/48
9958 Tony Pastor Orch.....
Rel 7/22/48

SCREEN SNAPSHOTS

9851 Hollywood Cowboys 9½
Rel 9/4/47
9852 Laguna, U.S.A. 9½
Rel 10/9/47 STR 12/20/47
9853 Out of this World Series.. 9
Rel 11/27/47 STR 12/20/47
9854 Off the Air 10
Rel 12/18/47 STR 12/20/47
9855 Hawaii in Hollywood.....10
Rel 1/22/48 STR 6/5/48
9856 Photoplay's Gold Medal Awards 9½
Rel 3/18/48
9857 Smiles and Styles.....10
Rel 4/1/48 STR 6/5/48
9858 Hollywood Honors Hersholt 8
Rel 5/6/48 STR 6/12/48
9859 Hollywood Party 9
Rel 6/10/48
9860 Hollywood Friars Honor George Jessel .....
Rel 7/8/48

WORLD OF SPORTS

9801 Cinderella Cagers 9½
Rel 9/25/47
9802 Ski Demons 9
Rel 10/23/47 STR 12/20/47
9803 Bowling Kings 10
Rel 11/13/47 STR 12/20/47
9804 Navy Crew Champions...10
Rel 12/25/47 STR 2/14/48
9805 Rodeo Thrills and Spills.. 9½
Rel 1/29/48 STR 6/5/48
9806 Net Marvels 9
Rel 3/11/48 STR 6/19/48
9807 Champions in the Making. 8½
Rel 5/23/48 STR 6/19/48
9808 No Holds Barred.....
Rel 6/17/48
9809 Aqua Zanies .....
Rel 7/15/48

FILM NOVELTIES

9901 Aren't We All?.....10½
Rel 11/27/47

COMMUNITY SINGS

9651 No. 1—Linda 10
Rel 9/4/47 STR .....
9652 No. 2—April Showers..... 9
Rel 10/2/47
9653 No. 3—Peg O' My Heart.. 9
Rel 11/6/47 STR 12/20/47
9654 No. 4—When You Were Sweet 16 ..... 9½
Rel 12/4/47 STR 12/20/47
9655 Feudin' and A-Fightin'...10½
Rel 1/8/48 STR 6/19/48
9656 Civilization .....
Rel 2/12/48 STR 6/5/48
9657 I'm Looking Over a Four-Leaf Clover 9½
Rel 4/29/48 STR 6/5/48
9658 Manana 9
Rel 6/3/48 STR 6/19/48

SERIALS (15 Chapters)

9120 The Sea Hound .....
Rel 9/4/47
9140 Brick Bradford .....
Rel 12/18/47 STR 1/17/48
9160 Tex Granger .....
Rel 4/1/48
9180 Superman .....
Rel 7/15/48

METRO-GOLDWYN-MAYER

MGM TECHNICOLOR CARTOONS

W-931 Slap Happy Lion 7
Rel 9/20/47
W-932 The Invisible Mouse 7
Rel 9/27/47 STR 11/22/47
W-933 King Size Canary.....
Rel 12/6/47 STR 2/14/48
W-934 The Bear and The Bean. 7
Rel 1/31/48 STR 4/3/48
W-935 What Price Fleadom? ... 6
Rel 3/20/48
W-936 Make Mine Freedom.....10
Rel 4/24/48 STR 6/12/48
W-937 Kitty Foiled 8
Rel 5/1/48 STR 6/12/48
W-938 Little 'Tinker 8
Rel 5/15/48
W-939 The Bear and the Hare.. 7
Rel 6/26/48

TRAVELTALKS

T-911 Visiting Virginia 9
Rel 11/29/47 STR 11/22/47
T-912 Cradle of a Nation..... 9
Rel 12/13/47 STR 3/6/48
T-913 Cape Breton Island..... 9
Rel 5/8/48

THE PASSING PARADE

K-971 Miracle in a Corn Field.. 8
Rel 12/20/47 STR 3/6/48
K-972 It Can't Be Done.....10
Rel 1/10/48 STR 4/3/48
K-973 Goodbye Miss Turlock...10
Rel 1/24/48 STR 4/3/48
K-974 My Old Town..... 9
Rel 2/7/48 STR 4/3/48
K-975 Souvenirs of Death.....10
Rel 6/19/48

GOLD MEDAL CARTOONS (Reissues)

W-921 Goldilocks and the Three Bears 11
Rel 11/22/47
W-922 The Fishing Bear..... 8
Rel 12/20/47
W-923 The Milky Way..... 8
Rel 2/14/48
W-924 The Midnight Snack 9
Rel 3/27/48
W-925 Puss'N'Toots 7
Rel 4/24/48
W-926 The Bowling Alley Cat.. 8
Rel 6/12/48

PETE SMITH SPECIALTIES

S-951 Football Thrills No. 10... 8
Rel 9/6/47
S-952 Surfboard Rhythm..... 8
Rel 10/18/47 STR 11/22/47
S-953 What D'Ya Know?..... 9
Rel 11/18/47 STR 11/22/47
S-954 Have You Ever Wondered? 9
Rel
S-955 Bowling Tricks 10
Rel 1/10/48 STR 4/3/48
S-956 I Love My Mother-in-Law But 8
Rel 2/7/48 STR 5/1/48
S-957 Now You See It (Tech.).. 9
Rel 3/20/48
S-958 You Can't Win..... 9
Rel 5/29/48 STR 6/12/48

MUSICAL MERRY-GO-ROUND

M-981 Freddy Martin, Keenan Wynn 10
Rel 2/14/48 STR 6/5/48
M-982 Tex Beneke 10
Rel 2/13/48 STR 6/5/48
M-983 Ray Nobel-Buddy Clark.11
Rel 6/26/48

TWO REEL SPECIALS

A-901 Drunk Driving 21
Rel 3/27/48
A-902 Going to Blazes.....21
Rel 4/24/48 STR 6/12/48

PARAMOUNT

PACEMAKERS

K7-1 It Could Happen to You..11
Rel 10/3/47
K7-2 Babies, They're Wonderful.11
Rel 11/14/47 STR 11/22/47
K7-3 Bundle From Brazil.....11
Rel 1/2/48 STR 1/17/48
K7-4 Musical Miracle 11
Rel 3/12/48
K7-5 A Model Is Born..... 7
Rel 5/28/48 STR 6/26/48

POPULAR SCIENCE

J7-1 Radar Fisherman 10
Rel 10/17/47 STR 11/22/47
J7-2 Desert Destroyers 11
Rel 12/26/47 STR 12/20/47
J7-3 Streamlined Luxury 10
Rel 2/20/48 STR 3/6/48
J7-4 Fog Fighters 10
Rel 4/2/48 STR 6/5/48
J7-5 The Big Eye.....10
Rel 5/21/48 STR 6/12/48

SPORTLIGHTS

R7-1 Riding the Waves.....10
Rel 10/3/47 STR 11/22/47
R7-2 Running the Hounds.....11
Rel 10/31/47 STR 11/22/47
R7-3 Five Fathoms of Fun.....10
Rel 11/28/47 STR 1/17/48
R7-4 Stop, Look and Guess 'Em.10
Rel 12/5/47 STR 1/17/48
R7-5 All American Swing Stars.10
Rel 1/16/48 STR 4/3/48
R7-6 Double Barrelled Sport....10
Rel 2/20/48 STR 4/3/48
R7-7 Big Game Angling.....10
Rel 3/26/48 STR 6/5/48
R7-8 Riding Habits 10
Rel 4/30/48 STR 6/5/48
R7-9 Big League Glory.....10
Rel 6/11/48

UNUSUAL OCCUPATIONS

L7-1 Hula Magic 11
Rel 11/7/47 STR 11/22/47
L7-2 Bagpipe Lassies 11
Rel 1/2/48 STR 3/6/48
L7-3 Modern Pioneers 11
Rel 2/13/48 STR 6/5/48
L7-4 Nimrod Artist 10
Rel 4/16/48 STR 6/5/48
L7-5 Feather Finery 10
Rel 5/14/48 STR 6/26/48

SPEAKING OF ANIMALS

Y7-1 Dog Crazy 11
Rel 10/3/47
Y7-2 Ain't Nature Grand 10
Rel 11/14/47 STR 11/22/47
Y7-3 Monkey Shines 9
Rel 12/12/47 STR 1/17/48
Y7-4 Home Sweet Home.....10
Rel 2/6/48 STR 3/6/48
Y7-5 'Tain't So and 'Tain't True 10
Rel 4/16/48 STR 6/5/48
Y7-6 As Headliners 10
Rel 6/18/48 STR 7/3/48

NOVELTOONS

Technicolor

P7-1 Santa's Surprise 9
Rel 12/5/47 STR 1/17/48
P7-2 Cat O'Nine Ails..... 8
Rel 1/9/48 STR 1/17/48
P7-3 Flip Flap 8
Rel 2/ 23/48 STR 6/5/48
P7-4 We're in the Honey..... 8
Rel 3/19/48 STR 6/5/48
P7-5 The Bored Cuckoo..... 8
Rel 4/9/48 STR 6/5/48
P7-6 There's Good Boo's Tonite. 9
Rel 4/23/48 STR 6/5/48
P7-7 Land of the Lost..... 7
Rel 5/7/48 STR 6/12/48
P7-8 Butterscotch and Soda.... 7
Rel 6/4/48 STR 6/26/48

LITTLE LULU

D6-6 Dog Show-Off 7
Rel 1/30/48 STR 5/1/48

POPEYE

E7-1 All's Fair at the Fair..... 8
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UNIVERSAL-INTERNATIONAL

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WARNER BROS.

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3716	A Hick, a Slick, and a Chick (7)	3/13	.....
4702	Bone Sweet Bone (7)	5/22	.....
4704	Up-Standing Sitter (7)	7/3	.....
4707	Dough Ray Me-Ow (7)	8/14	.....
	MERRIE MELODIES		
	Technicolor		
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3713	What's Brewing, Bruin? (7)	2/28	.....
3715	Daffy Duck Slept Here (7)	3/6	.....
3717	I Taw a Putty Tat (7)	4/3	6/19
3718	Hop, Look and Listen (7)	4/17	6/19
4701	Nothing But the Tooth (7)	5/1	.....
4703	The Shell-Shocked Egg (7)	7/10	.....
4704	The Rattled Rooster (7)	6/26	.....
4706	You Were Never Duckier (7)	8/7	.....
	L. T. BUGS BUNNY SPECIAL		
	Technicolor		
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3723	Rabbit Punch (7)	4/10	6/19
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4803	Dad Minds the Baby (10)	12/20	.....
4804	What's Hatchin'? (10)	2/28	.....
4805	Rhythm of a Big City (10)	3/27	6/5
4806	Living With Lions (10)	6/5	.....

Fairbanks' Porter Plan Modern Screen Musical

Cole Porter and Douglas Fairbanks, Jr., are collaborating on a musical film to be made independently by The Fairbanks Company, it was learned over the weekend.

Fairbanks, who recently completed producing and starring in "The O'Flynn" at Universal-International, disclosed that the two have been working together for about a month writing the story, a modern musical. The story, which will be done in color, is being aimed directly for the screen instead of being adapted from a stageplay.

Fairbanks will star in the picture, while he and Porter will co-produce. Production is scheduled for early 1949 after Fairbanks finishes the Gene Markey story, "A World of Women," and before hte goes to England for "Sir Launcelot."

Rogers Replaces Garland

Metro-Goldwyn-Mayer will bring Ginger Rogers and Fred Astaire together again in the Technicolor musical "The Barkleys of Broadway." Miss Rogers will replace Judy Garland, who has been ordered to take a long rest by her physician.

Buys Western Footage

Edward Stovall, representing the Calcamera, Ltd., of London, has acquired 16-mm. western footage shot by Producer Harry Sherman during the past seven years, and will exhibit it in the British Empire in the form of three two-reel scenics.

Leads in Football Yarn

Columbia has named Gloria Henry and Richard Crane for the leading roles in "Triple Threat," film about professional football.

VIEWS ON NEW SHORT SUBJECTS

LITTLE TINKER (MGM—W-938) Technicolor Cartoon. 8 mins. The sad story of a little skunk who was a social outcast until he learned how to take advantage of his unfortunate plight. Release date, 5/15/48.

CAPE BRETON ISLAND (MGM—T-913) Fitz-Patrick Traveltalk in Technicolor. 9 mins. FitzPatrick visits Cape Breton Island near Nova Scotia where fishing is the principal occupation of the colorful inhabitants. Release date, 5/8/48.

THE BEAR AND THE HARE (MGM—W-939) Technicolor Cartoon. 7 mins. Barney Bear goes rabbit hunting but gets no coöperation from a whimsical rabbit who refuses to get caught and frustrates Barney's attempts. Release date, 6/26/48.

MARTIN BLOCK'S MUSICAL BERRY-GO-ROUND (MGM—M-983) 11 mins. Featuring Ray Noble and his orchestra and Buddy Clark, this subject presents Ray and the band in such numbers as Goodnight Sweetheart, Linda, Serenade and I'll Dance at Your Wedding, with Clark doing the vocals. Release date, 6/26/48.

SOUVENIRS OF DEATH (MGM—K-975) John Nesbitt's Passing Parade. 10 mins. This subject traces the history of a Mauser pistol which is brought home from the war as a souvenir and eventually falls into underworld hands. Release date, 6/19/48.

BONE SWEET BONE (WB—4702) Cinecolor Cartoon. 7 mins. The professor's pet dog, Shep, is plagued with the mystery of who stole the bone from the dinosaur's skeleton.) Shep isn't guilty, but he has a hard time trying to prove his innocence to his master. Release date, 5/22/48.

THE RACE RIDER (WB—4510) Technicolor Sports Parade. 10 mins. This subject traces the career, step by step, of an aspiring jockey (horse, not disc). Subject closes with the jockey guiding his mount into the coveted winner's circle. Release date, 6/19/48.

LIVING WITH LIONS (WB—4806) Technicolor Adventure Special. 10 mins. Cleland Scott, of Nairobi's Trans-Africa Limited, cavorts with lions right in his own back yard. There are also leopards who romp and wrestle with the host. Release date, 6/5/48.

BUGS BUNNY RIDES AGAIN (WB—3725) Bugs Bunny Special. 7 mins. Bugs Bunny accepts the challenge of bad man Yosemite Sam and succeeds in frustrating the varmint in typical Bugs Bunny style. Release date, 6/12/48.

A DAY AT THE FAIR (WB—4006) Technicolor Special. 19 mins. All the attractions, events and people that make up the Iowa State Fair are the subject of a camera tour in this film. Pictured are the parades, the native folk dances and the colorful costumes that illustrate the diversity of nationalities that comprise the American agricultural scene. The camera is on hand at the livestock shows and the agricultural exhibits. Also shown are paintings in the art exhibit. Other highlights in this film include harness racing and the exciting midway of a giant carnival. Release date, 7/3/48.

NEIGHBOR TO THE NORTH (Paramount) 13 mins. The third picture to be sponsored by the Motion Picture Association of America deals with the problem of the vanishing U. S. dollar in Canada and the need for us to come to the aid of our cousins across the border. This sounds like a pretty heavy subject, and it is; but producer Albert J. Richard and director Gene Martel have actually turned out a short that is both instructive and entertaining. The film opens with Ralph Forbes, a Canadian, and Walter Abel, an American, driving across the border on a fishing trip. During the course of the run they discuss Canadian affairs, and this discussion is picturized. The shots include footage on scenery, different industries, cities, farms—even the Dionne quintuplets. The shots are well chosen, the general effect being to make you wish they were longer. To top these are a series of animated charts that show in graphic fashion the flow of trade and money between the U. S., Canada and Britain, how this normal flow was disrupted by the war, and why Canada had to place an embargo on many goods to stop the outgo of gold. In this matter it should be pointed out to all in the film industry that no embargo was placed on American pictures. The appeal of the film is for Americans to do all they can to help the Canadians—who are, after all, Americans—out of their dilemma. Should you play this? The answer is that it not alone explains something the average man won't bother to read about, but it is really entertaining. Release date, July 22.

A Modest Governor

Oklahoma's Gov. Roy J. Turner agreed to play a role in Walter Wanger's "Tulsa," which is being filmed on the Governor's ranch near Sulphur, only on condition that he be excused from "doing any gabbing." Said the Governor, in effect: "I have made more than enough speeches in my official capacity, and I don't want to inflict another on the innocent taxpayer." The Governor became an atmosphere player.



Coca-Cola in the Paramount Theatre of the Hellman Circuit at Albany
(Tri State Automatic Candy Co. maintains and operates the confectionery counter)

CAN YOU THINK OF AN EASIER WAY TO GET EXTRA REVENUE?

THEATRES all over the country have found a simple way to bring in more revenue. Any type theatre will derive a substantial increase of revenue—*from lobby sales of Coca-Cola.*

The point is, sales correspond to attendance. The more patrons, the more Coke you sell.

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It's a service that costs you very little in proportion to the revenue and the profit it brings in. Theatres with sufficient space in the lobby find it profitable to install counters with personal attendants. Theatres without such space available make a gratifying profit with automatic coin-operated vending machines.



Vendorlator 242
Coin Cooler

All types of theatres profit by lobby sales of Coca-Cola.

Let us give you ALL the facts about this new source of profits. Write National Sales Department, The Coca-Cola Company, 515 Madison Avenue, New York 22, New York, or get in touch with your Coca-Cola bottler.

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SHOWMEN'S TRADE REVIEW

The Service Paper of The Motion Picture Industry

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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JULY 24, 1948
Vol 49 No 4



THOUGHTS IN A PROJECTION ROOM!



"Every week I get a shot of that good old Vitamin M-G-M! This 'Homecoming' is merely terrific!"



"Zowie! Capra's done it again in 'State of the Union'!"



"This Technicolor 'Easter Parade' is Irving Berlin's top!"

(continued above)



"I'm nuts about this Technicolor 'On An Island With You'!"



"Another sure-fire Technicolor hit! 'Date With Judy' is great!"



"Garson in tights! Wait till they see 'Julia Misbehaves'!"



"And now Technicolorific 'Three Musketeers' tops them all!"



"Wait a minute! Just when I thought I'd seen *everything* I get this wire about Technicolor 'Hills of Home'! Let's read it!"

"Not since 'Green Years' has any preview so deeply moved an audience as did 'Hills of Home' last night in Glendale sneak screening. Here is genuine emotional beauty with exciting dramatic background in Technicolor. Superb performances by Edmund Gwenn, Donald Crisp, Tom Drake, Janet Leigh and appeal of Lassie promise big box-office rewards. Direction by Fred Wilcox and production by Robert Sisk are top M-G-M quality. It's another topper in the Vitamin M-G-M Parade of Hits!"

"Pardon my Technicolor blushes, but 'EASTER PARADE' is the sensation of the nation!"



MORE AND MORE IT'S: "M-G-M GREAT IN '48!"



WHAT A REVELATION OF WHAT A LADY CAN BE.....

and Oooooh....what she'll do.....

AT YOUR BOXOFFICE!

BETTY GRABLE · DOUGLAS FAIRBANKS, Jr.

That LADY IN ERMINE

COLOR BY TECHNICOLOR

CESAR ROMERO · WALTER ABEL · REGINALD GARDINER

HARRY DAVENPORT · VIRGINIA CAMPBELL · WHIT BISSELL

Produced and Directed by ERNST LUBITSCH

Screen Play by Samson Raphaelson · Lyrics and Music by Leo Robin and Frederick Hollander

Dances Staged by Hermes Pan

HURRY.....

HURRY.....!

FOR

DAY-&-DATE ACROSS THE COUNTRY BOOKINGS AUG. 11t

20th Century-Fox

THE EDITORIAL PAGE

OPTIMISTIC OBSERVATIONS

FOR YEARS AND YEARS this page has maintained that the activities of ASCAP could never stand up under the limelight of an intelligent court action revealing all of the operations and ramifications of this seat-taxing outfit.

It is truly amazing, the number and importance of the people who insisted that we were all wet and the best that could result from a lawsuit would be to strengthen ASCAP's position and make it possible for them to tax to their heart's content.

The Federal Court in New York this week more than confirmed our contention. What we have been saying politely, the honorable judge said emphatically.

Although this tremendously important decision will now have to run its course through a succession of appeals, it would not surprise us if it is upheld right on through to the highest court.

However, don't start jubilantly slapping each other on the back too soon. The composers and authors, deprived of their melon-cut from theatre tax receipts will, in all probability, demand, and may even get, a much higher recording fee from the producers, and that, in turn, may be passed along to the exhibitors.

But we'll cross that bridge when we get to it. Right now the ASCAP setup has received a swift kick in the pants and that's good enough news for any one day in a busy week. It should also serve as an example to any group that they cannot take advantage forever and get away with it.

Let's all hope that the decision will stick.

* * *

A RAY OF HOPE. Last week we commented on the unfortunate playing time situation in Chicago's first runs. This week Federal Judge Igoe granted a motion for the B&K Chicago Theatre to play "Emperor Waltz" for four weeks.

Immediately following the granting of the motion, Jackson Park's attorney challenged Judge Igoe's decision and said they would take steps to have it set aside.

In the meantime, this meagre bit of sunshine from the Windy City shows a new kind of court thinking, and from the same court that entered the original decree limiting first runs downtown to two weeks.

"The mills of the Gods grind slowly" . . . etc., etc.

* * *

QUITE BY ACCIDENT we happened to see Herb Morgan's "Heart To Heart," an MGM two-reel subject.

Here is a subject that is top-news right now because just about everybody is heart-conscious. Its exploitation possibilities are well-nigh unlimited for every smart showman who plays this particular release.

We recommend it as a welcome addition to any theatre's program but urge that wherever it is played, it get the benefit of some special local selling and endorsements. Properly handled, it will cause considerable and favorable comment in your community.

* * *

IT BECOMES INCREASINGLY EVIDENT that box-office receipts are not way off but, rather, poor pictures are doing unusually poor business. On the other hand, large and small operators from many parts of the country tell us that good pictures are still capable of, and are doing, outstanding business, in some instances reaching war-time boom levels.

You don't have to be a cockeyed wonder to predict that good pictures will do good business, but it is most encouraging to know that high grosses are still possible when the good ones come along. When the good ones start laying eggs, then, brother, business will really be on the skids. But this eventuality is not even predicted by the professional cry-babies.

Having had the opportunity of looking at many releases during the past month or so we are prompted to report that if good pictures do good business, you can expect good box-office receipts this coming fall and winter. The average quality—and by quality we mean audience appeal and real entertainment—has gone up considerably over what we looked at last winter.

* * *

TOA WILL BE AFFORDED a spotlighted opportunity of proving its strength and importance by the kind of a turnout it gets for its Chicago convention, come Sept. 24th and 25th.

A lot of water has gone over the dam since last September in Washington when the two groups, MPTOA and ATA, were merged into TOA. During that time the Supreme Court handed down its decision on the industry trust suit plus some interesting decisions on several of the circuit cases which were pending.

Drive-ins, video, 16-mm., concessionaire business, advertising films, arbitration, conciliation, and many other angles will be ready for some good open-floor discussions when the TOA members get together.

It should be a mighty interesting convention.

—CHICK LEWIS

WHAT'S NEWS

In the Film Industry This Week

Exhibition

The American Society of Composers, Authors and Publishers was found to be a monopoly, insofar as its theatre license agreements on film music are concerned in federal court at New York. The decision, if upheld, will free the exhibitor from paying a seat tax in order to use the music on his sound track. (P. 7).

Intra-industry arbitration and conciliation are scheduled to be the principal subjects up at the Theatre Owners of America convention in Chicago Sept. 24-25, Executive Director Gael Sullivan declared upon his return from the mid-western city where he laid preliminary convention plans.

In St. Louis, Mid-Central Allied elected Henry Halloway president and gave its executive committee extraordinary powers. In Toronto exhibitors were kicking about the complicated tax forms they had to fill out on the province's admission tax and were trying to get them simplified. Also in Toronto Foto-Nites appeared to have been declared illegal when a participant was fined $10 on the grounds that it was a cash prize system violating the lottery laws.

Philadelphia exhibitors were fighting possibility of a city ordinance which would require special fire help in each theatre. In Boston the press was hammering the Massachusetts state censor for ordering deletions in "Hamlet." In Los Angeles the Gilmore Drive-in was providing for customers who had no cars by arranging special places for them to sit.

Sixteen-millimeter competition in the form of basement movies and the like is causing exhibitor concern in the Charlotte area. In Oberlin, Ohio, movies are intermission at a new type of dance theatre where the folks can dance, eat and drink. In Pueblo, Frankenstein, going down the aisles scaring men, women and children, as part of a horror stage show, got conked on the head with a beer bottle by a very impressed spectator with the result that said Frankentein had a one-inch gash in his head.

Distribution

Twentieth Century-Fox will not curtail production but will keep its studios going full blast to produce a coming schedule of 30 A pictures, as well as continue production on a world-wide basis, President Spyros Skouras told the sales convention in Toronto.

Universal-International is hypoing the sales boys over September, which is Bill Scully Month and has a list of seven pictures set up for release then. MGM is roaring with pride over "Easter Parade" which is breaking records.

Film Classics has taken over the reissue rights to "The Hairy Ape," from Producer Jules Levey. Jewish Film Distributors has been formed under guidance of Elias Marks to handle Jewish, Palestinian and Polish-made Yiddish Films, "We Live Again," a documentary, is its first. Variety Film Distributors, Inc., has purchased the Italian rights on United Artists' "The Red River."

Litigation

The anti-trust suit pot was boiling again this week. In Chicago, the Towne Theatre of Milwaukee, was suing the majors in order to compel them to divest themselves of their theatre holdings in Milwaukee, claiming that the defendants were conspiring to give the best runs to the distributor-owned houses there. The suit also asks triple damages amounting to $1,050,000.

Again in Chicago Attorney Thomas McConnell stepped forth on the Jackson Park Theatre suit with the notice that he would appeal Judge Igoe's recent exemption which allows Paramount to run "The Emperor Waltz" in a loop theatre of that city for four weeks instead of the maximum two weeks under his injunction. McConnell says the judge who issued the injunction can't modify it because a higher court affirmed it.

In Los Angeles, the Atlantic Theatre filed a damage suit for $561,000 and injunctive relief against the majors, National Theatres and its subsidiaries and came as far east as to include the St. Louis Amusement Company. Claim is that Fox West Coast and Cabart Corporation are getting the breaks through favoritism. Cabart is connected with the Arthur family whose Harry Arthur is president of St. Louis Amusement Company

In Los Angeles Trinity Films sued David O. Selznick and Vanguard Films for $2,175,-000, alleging breach of contract in Selznick's reported refusal to allow his contract actors to appear in "If This Be My Harvest."

Taxes

St. Louis seemed to have lost its chance to get a repeal soon of the city five per cent amusement tax when the Mayor's call for a special council session did not include the subject. East St. Louis introduced a three per cent tax ordinance which looks like it will pass. Fargo, N. D., succeeded in beating a tax measure and Richmond Heights, Mo., held first reading on a five per cent box-office tax bill.

General

While British independent exhibitors continued to be incensed over the quota and Rank rental terms—neither of which seemed in any prospect for a great change—the Motion Picture Export Association of America this week held a secret meeting at which Eric Johnston reportedly told the group to be realistic and to work for the future. Johnston's position might be gleaned from the fact that in Hollywood he told the industry to produce for the home market.

In Maryland the censors there were considering the legality of extending their operations to television. In Hollywood the Motion Picture Relief Fund reelected Jean Hersholt president for his 12th term and announced it had spent $789,319 on 7,924 cases.

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Milwaukee's Towne Seeks Divestiture

Suit to compel major distributors to divest their Milwaukee theatre holdings and to enjoin them from concerted action in clearances and bookings was filed by Milwaukee's Towne Theatre in the federal court in Chicago Tuesday by Attorney Thomas McConnell.

The suit, directed against Paramount, Loew's (MGM), 20th Century-Fox, RKO, Warners, Warner Zone Manager James E. Coston and Columbia, also asks for triple damages amounting to $1,050,000.

Claim is that the defendants granted exclusive first-runs on all MGM, 20th-Fox, Paramount, and Columbia product to the Fox Wisconsin Palace, Strand and Wisconsin while Warner Bros., RKO and Universal product goes to the Warners' Alhambra and Riverside. Universal is not a defendant in the suit. The 1,770 Towne has played United Artists and foreign product.

California Theatre Files $561,600 Suit

Suit for triple damages amounting to $561,-600 and injunctive relief against an alleged monopoly on first-runs was filed in the federal court at Los Angeles Monday by Mr. and Mrs. Irving C. Hanson of the Atlantic Theatres at Long Beach, Calif.

The suit charges that the defendants among them conspired to give first-runs to houses operated by Fox West Coast and the Cabart Corporation in the Long Beach area and had to charge the Atlantic higher rentals for runs after theatres controlled by these defendant corporations.

Names Defendants

Named as defendants by Atlantic Attorney Fred A. Weller are: Paramount, RKO, Loew's (MGM), 20th Century-Fox, Warner Bros., Universal, Columbia, United Artists, Republic, National Theatres, Fox West Coast, Cabart Theatre Corporation, St. Louis Amusement Company, Milton B. Arthur and Harry A. Arthur.

Inclusion of St. Louis Amusement and the Arthurs is based on the allegation that the Arthur family controls Cabart.

Film Classics Gets Broadway Show Space

Film Classics this week negotiated an agreement whereby it will get New York showcase space for several of its pictures in the Rialto at Broadway and 42nd Street. The house will continue under the operation of James Mage and is scheduled to present a minimum of the following Film Classics product successively: "Sofia," "Miraculous Journey," "Unknown Island," "Daughter of Ramona."

What! Not Selznick?

When Broadway's Victoria Theatre reopens this fall after remodeling it will be under the management of its present operators, City Investing Company, an official of that company declared this week. David O. Selznick, whose offices announced during the winter that he would take over the house as a showcase, had approached them, the Investing Company said, and a contract had been drawn but not concluded.

Ascap a Monopoly, Federal Court Decides; Will Order Change in Film Music Licensing

Decision, If Upheld, Will Relieve Exhibitor of Seat Tax for Synchronization

Federal Judge Vincent Leibell in New York Monday found the theatrical licensing system used by the American Society of Authors, Composers and Publishers in connection with synchronized motion picture music violated the anti-trust laws and indicated he would order Ascap members to negotiate such public performance rights with producers instead of exhibitors.

Judge Leibell's decision, which Ascap said it would appeal, was made in the so-called Alden-Rochelle case, a suit filed by 164 members of the regional Independent Theatre Owners of New York several years ago and brought to trial recently.

The practical effect of the judge's decision, unless reversed, will be that the exhibitor will not have to take out an Ascap license for the Ascap music coming over the sound tracks of the films he leases. However, he is still liable for the public performance rights under the copyright law for this music when it is played not in synchronization with the picture—such as performances by orchestra, organ, piano, or even a record.

Judge Leibell, who found that Ascap was a monopoly by virtue of the power it could exact if not by its actions alone, denied the plaintiffs the $50,000 lawyers fees and the approximate $1,200,000 damages they sought deciding that the plaintiffs could not prove any loss under the Ascap licenses. The judge however declared that in view of Ascap's monopoly that the plaintiffs were entitled to an injunction which, in his own words should contain:

Injunction

"a) Directing Ascap to divest itself with all reasonable speed of all rights of public performance for profit through the exhibition of motion picture films, of musical compositions which have been synchronized with motion picture films, and to assign said performance rights to the owner of the copyright of said musical compositions;

"b) Restraining Ascap from obtaining the right of public performance of any musical composition synchronized with motion picture films when such musical composition is performed for profit in conjunction with the exhibition of such motion picture films;

"c) Restraining Ascap's members from refusing to grant to motion picture producers the right to publicly perform for profit through the exhibition of motion picture film, all musical

(*Continued on Page* 10)

In Brief

Federal Judge Leibell's decision, if upheld, frees the exhibitor from the necessity of taking out an Ascap public performance rights license in order to play music which is recorded as part of the pictures he exhibits. It does not free the exhibitor from taking out such an Ascap license for Ascap music when it is played in the theatre by an orchestra, organ, singer, recording or any other way than as part of the film's exhibition.

Judge Leibell found that Ascap's actions were in violation of the anti-trust act not so much for what Ascap had done but for what it could do with the power it had and made the following points:

1) Ascap must divest itself of all public performance rights to film-synchronized music when the performance is part of an exhibition of a film for which the music synchronization was licensed. These rights must be returned to the copyright owners.

2) Ascap must not obtain the right to such public performance on any music.

3) Ascap must not refuse to grant motion picture producers such public performance rights when they license to producers to synchronize the music with the film. (The public performance right, however, remains separate from the synchronizing right and the subject of separate negotiation with the producer.)

4) Ascap members must not license such public performance rights to anyone but a motion picture producer who is synchronizing the music on film.

5) Neither Ascap nor its members may conspire with producers for the purpose of including in any exhibition contract a clause which "directly or indirectly" requires the exhibitor to obtain an Ascap license "as a condition to the exhibition" of a film he leases.

Judge Leibell'sDecisionMarks New Phase in Decade of Suits

Federal Judge Vincent Leibell's decision against the American Society of Composers, Authors and Publishers Monday marked another phase of the almost constant litigation in which Ascap has been engaged during the past 10 years.

The organization, which has held its own on many fronts with considerable skill, has been always victorious in any suits which attempted to challenge its right to collect for public performing rights. It has for the most part been successful in its battle against state anti-Ascap measures, but apparently it has sought to avoid any challenge of its existence as a monopoly.

Formed in 1914

Ascap was formed in 1914 with no monopolistic intentions in mind. It was born as a result of long years of injustice during which composers found that their music was being used by others for profit without their obtaining a cent of payment—despite the fact a copyright law existed which was designed to enable them to obtain such payment.

This situation crystalized one day when the late Victor Herbert, eating in a restaurant, heard one of his popular melodies being played by the orchestra and realized that while he was paying the restaurant for his food, the restaurant was not paying him for his music.

The redoubtable Herbert, who brought energy and Irish eloquence to everything he did, decided to do something about this and as a result, in association with other composers, among whom was John Philip Sousa, Ascap was formed. Its purpose was to provide a central system to license the copyrighted music of its members, to provide a policing system to find where their music was being played for profit without authority and to provide legal assistance to fight such violations.

The Society, as it operates today, is governed by a board of 24 directors—12 of whom are elected by its publisher members and 12 of whom are elected by its composer members. Its profits are split equally between the publisher division and the composer division. Publishers and composers in turn distribute their share of the profits on a merit and seniority system which classifies them according to the success of their works among other things.

It was not until 1917, three years after organization, that Ascap got anywhere in its efforts when the U. S. Supreme Court, in a unanimous opinion written by Justice Oliver Wendell Holmes, upheld the validity of copyright legislation. From then on Ascap's history has been filled with legal skirmishing.

Much of this skirmishing arose as states, urged by radio interests, hotels and exhibitors, but influenced mostly by the first two, enacted anti-Ascap measures, which were apparently designed to keep Ascap from operating within their borders without conflicting with the copyright law.

These measures took the forms of regulation, fees and requiring Ascap to file a catalogue of its music with the state authorities together with a rate of license.

Such laws were passed by Florida, Tennessee, Washington, Montana and Nebraska. Ascap fought the law in Tennessee where it apparently won, complied with the law in Florida and Washington and saw the laws in

(*Continued on Page* 12)

Oh, Horrors!

Men clutched their chairs and women screamed—Frankenstein was walking down the dimly-lit aisle of a Pueblo, Colorado, theatre in all his creepy terror. It was all part of a "horror" midnight show of course, but one beer-drinking patron took it seriously and came up brandishing his beer bottle. Result: Frankenstein, who turned out to be Jimmy T. Richardson of Pittsburgh, Kansas, received a one-inch head gash. A first aid crew of city firemen took him to a doctor.

Sixteen-mm. Spread

Sixteen-millimeter films for home movies are spreading in the Charlotte territory in a big way, according to Jim Griffith of the Theatre Equipment Company. Griffith claims that judging from the volume of 16-mm. projectors sold recently, the 16-mm. business will give 35-mm. a run for its money.

Beat Fargo Tax With Hard Facts

Levy Would Not Produce, Exhibitors Show City

Exhibitors of Fargo, N. D., succeeded in beating their city's proposed five per cent tax on amusement admissions through a clever use of figures to prove their point, it was revealed in that city this week.

The tax, originally proposed by the city manager who wanted to get a quick program of improvements under way, lost when it was tabled.

It developed that exhibitors had been doing some quiet and persuasive talking with commissioners and others in public life in which they brought out the following points:

1) That the tax would bring in only about one-third of the estimated revenue. (They backed this up with figures.)

2) That it was discriminatory since it did not cover all entertainments.

3) That theatres were already over-taxed and the new tax would hurt business seriously.

4) That patrons of theatres were already over-taxed and would not pay the new tax.

Barney Dubinsky Dead; Was Actor, Exhibitor

Funeral services were held in Kansas City, Mo., Wednesday for Barney Dubinsky, 56, youngest of the three Dubinsky brothers and a partner with his brother Ed Durwood in the Durwood circuit which operates theatres in Kansas City, St. Joseph, Jefferson City, Mo., and Leavenworth, Kansas.

Dubinsky, who at one time was in personal charge of the St. Joseph and Jefferson City houses, had been out of theatre business since 1936 when he was injured in an auto accident near Parkville, Mo. In 1939 he moved to Arizona and operated the Santa Rita Nut Shop at Tucson, where he died Sunday after an illness of several weeks.

Dubinsky entered show business as a comedian in tent shows with his brother Ed Durwood. He is survived by his widow Ruth Karp Dubinsky, and three brothers—Ed Durwood, William H. Dubinsky, and Irvin Dubinsky.

Harry Katz Passes

Harry Katz, former owner of the Monarch Theatres, now Gamble Enterprises, died in a Chicago hospital Monday after a lengthy illness. Katz, who was in his fifties, is survived by his widow.

Roy Alexander Dead

Roy Alexander of National Screen Service died in Southtown Hospital, Chicago, Tuesday where he was brought after he suffered a heart attack while attending the funeral of Jack McPherson, another National Screenite.

'Ibee' Funeral

New York's show world turned out Monday for the funeral of Jack Pulaski, 65-year old drama editor of *Variety* known to the trade as "Ibee."

Col. Selig

Funeral service for Col. William N. Selig, 84-year old pioneer in motion picture projectors, newsreels, serials and Hollywood production, were held in Hollywood Monday.

Bumper Production Crop, Skouras Pledge for 20th-Fox

Confidence in the future of the motion picture industry backed up by a large production schedule which will keep its studios going full blast was pledged in Toronto Thursday by President Spyros P. Skouras at a sales convention of the organization.

Skouras said the company would have 30 A's for the year and its production would be on a global basis with shooting in England, Germany, France, Canada and Italy.

MPEA Directors Quiet on Meet

Directors of the Motion Picture Export Association and heads of the principal U. S. distributing corporations met in secret session in New York Monday during which they reportedly considered the possibility of stopping their individual sales efforts in England and to meet the British quota with a united front through a single MPEA sales agency.

The meeting adjourned with no definite action and was said to have revealed differences in opinion among the members on various aspects of the British situation. Eric Johnston presided and MPEA Assistant Managing Director Frank McCarthy reportedly told those present that returns from blocked funds in England would be negligible since the British had hemmed them in with restrictions. McCarthy's opinion seemed to be that the industry was lucky if it got its $17,000,000 in film rentals, the total of which it can withdraw for film rentals under the Anglo-American agreement which ended the *ad valorem* tax.

Guarded Secret

Just what the individual company heads felt about the British situation is a carefully guarded secret though there is a strong school of thought which thinks that the British have out-traded them.

But an indication of how the situation lined up came from Eric Johnston who later in the week spoke in Hollywood and told the industry to gear its product to the domestic market. Johnston added the foreign situation would get worse and repeated his previous statements about trimming costs and improving quality.

United Front

The distributors who comprise the MPEA—Paramount, 20th-Fox, RKO, Loew's (MGM), United Artists, Universal-International, Warner Bros., Allied Artists—evidently feel that a unified sales oepration under the MPEA might provide a better front to meet the British quota, especially in view of the reported attitude taken by the Rank circuits on rentals.

Under an MPEA sales system, MPEA would determine what and how many films should go to England and by restricting the exports of features it could help offset the decreased rentals which British exhibitors might hold out for if the quota-limited market were offered unlimited amounts of American product.

Feeling High Over Quota Among British Showmen

Feeling continued to run high in London on the part of independent exhibitors over the quota and the rental terms J. Arthur Rank's organizations were asking. The feeling was intensified as it became evident there might be little relief from the board of trade with which a committee of the Cinematograph Exhibitors Association filed a protest.

The committee, which told the board that the quota was unpopular, that there was not sufficient British product to meet it and that exhibitors in many areas were losing money by having to play revivals to comply with its terms, was in turn told by the board that the public would have to get to like British films.

Independent exhibitors further were thought unwilling to take Rank's suggestion that a tribunal be set up to iron out difficulties over rents and other terms with his General Film Delivery. Their request that they have representatives present when Rank addressed GFD salesmen was reportedly refused.

Arbitration, Conciliation High on TOA List

Intra-industry arbitration and conciliation will loom high on the subjects to be discussed by the Theatre Owners of America at its convention in the Drake Hotel Chicago, Sept. 24-25, retiring executive Director Robert W. Coyne said this week.

The importance of court decisions in industry operation will also hold a high place on the agenda, Coyne said, with the TOA's legal advisory committee holding a special session before the opening of the convention to prepare a report on the legal picture for the convention at large.

Other subjects to be discussed will be 16-mm. competition, taxation, public relations, audience expansion, campaigns and charities, distributor-exhibitor relations, budget and finance. It is hoped to have a high official of television broadcasting to be present to discuss the theatre and television relationship

Henry Halloway Heads Mid-Central Allied

Henry Halloway, St. Louis theatre owner, was elected president of the Mid-Central Allied Theatre Owners, newly-formed national Allied unit in that area, by the organization's executive committee at a meeting in St. Louis Tuesday night.

Elected with Halloway were Vice-President A. B. Jeffries of Piedmont, Secretary Hugh Graham of St. Louis and the following directors: Charles Beninati, Earl Vandever, W. T. Zimmerman, Caesar Berutt, Lee Norton and Andy Dietz.

In a last minute switch Mid-Central Allied gave its executive committee Tuesday full power to elect officers and directors as well as to draft laws and it called off a scheduled Wednesday session for the entire organization.

Appendix Fouls Bateman

Screen Guild General Sales Manager Francis Bateman, stricken with appendicitis on a visit to Dallas, was reported recovering this week.

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Court Holds Ascap Is Monopoly

(*Continued from Page 7*)

compositions which they allow motion picture producers to synchronize with motion picture film;

"d) Restraining Ascap's members from licensing except to motion picture producers, the right of public performance for profit through the exhibition of motion picture films, of musical compositions synchronized with motion picture films;

"e) Restraining Ascap and its members from conspiring with motion picture producers for the purpose of including a clause in contracts issued by producers to exhibitors directly or indirectly requiring exhibitors to obtain a license from Ascap as a condition to the exhibition of licensed pictures."

Importance

The importance of the decision lies in the fact that it is the first evaluation of the music license for motion picture theatres in the light of modern talking picture experience. Hitherto all decisions have been based on a precedent set by a suit in 1917 which applied to silent pictures. In those days an exhibitor was able to order his pianist, his orchestra or his organist, not to play compositions in a catalogue for which he did not wish to pay royalties.

With the advent of talking picture, the exhibitor was in a strait-jacket. He had no choice but to accept the music which came on his sound track, or else shut off the picture.

This important factor seems to have been considered by the court along with the fact that the producers, who own publishing firms which benefit from Ascap royalties, left the public performance rights to Ascap and included a clause in their contracts which practically made the exhibitor take out an Ascap license in order to play the picture he had leased.

In addition the court noted the fact that of the 50 per cent of Ascap's revenues which went to the publisher members, 37 per cent was collected by publishing firms owned by the producers, and that in the case of non-Ascap music, these same producers demanded that the public performance rights be assigned to them at the same time as the synchronizing rights.

Court Rule

Said the court:

"The motion picture producer, when he obtains from an Ascap member the right to record his musical composition on the film, bargains for that right only and does not obtain the right to perform publicly for profit the composition thus recorded. . . . When the producer acquires that right from one who is not a member of Ascap he insists upon buying also the right to perform the musical composition publicly for profit. The exhibitors complain that the producer should follow the same course when he acquires the film recording rights from a member of Ascap. If he did so, then the exhibitors would not need any license from Ascap."

How soon Judge Leibell's injunction may become effective is an open question. Ascap will probably follow the procedure of asking a retrial by attempting to show an oversight on some important fact. Failing this it will appeal to the U. S. Circuit Court of Appeals, probably using the argument that Judge Leibell's decision upsets the consent decree which is in force between the Government and Ascap. Decree arose out of a Government anti-trust suit against the Society.

Whether this would be a valid argument is another open question but presumably pending the appeal the injunction or parts of it would be stayed.

The court, in ordering Ascap members to shift negotiations for public performance rights from exhibitors to producers pointed out that a "per piece" license would be "commercially impractical" involving untold work on the part of the exhibitor.

'Unquestionably' Simpler

Judge Leibell remarked that "unquestionally it would be a simpler and proper arrangement for the owner of the copyright to deal directly with the producer on both the synchronization rights and the performing rights and thus have the motion picture producer acquire both rights at the same time, so that he in turn could rent the film without requiring the exhibitor to obtain the performance rights from Ascap."

And in this connection the Judge makes it plain that he has not done away with performing rights and that he believes "the ultimate result would be that the exhibitor would not be separately charged for the performance rights . . . but he would be charged for those rights in the total rental he would pay for the film."

On the question of Ascap as a monopoly however, the Judge was very plain. He noted the fact that Ascap controls 80 per cent of the music used in films.

Monopoly

"Almost every part of the Ascap structure," the opinion reads, "almost all of Ascap's activities in licensing motion picture theatres, involve a violation of the anti-trust laws. Although each member of Ascap is granted by the copyright law a monopoly in the copyright work, it is unlawful for the owners of a number of copyrighted works to combine their copyright by any agreement or arrangement, even if it is for the purpose of thereby better preserving their property rights. . . .

"The combination of the members of Ascap in transferring all their non-dramatic performing rights to Ascap, is a combination in restraint of interstate trade and commerce. . . . It restrains competition among the members from marketing the performing rights of their copyrighted works. And by barring a member from assigning the performing rights to the motion picture producer at the same time that the recording right is assigned, the channel in which the films may be marketed is narrowed to those exhibitors who have a license from Ascap covering the performing rights of the Ascap music synchronized on the film. That result is accomplished through an unlawful combination with the motion picture producers. . . . The arrangement by which the producers consent that there be specifically reserved to Ascap the right to license the performing rights, is supplemented by a provision in the contract between the distributor of the motion pictures and the exhibitors which limits the public exhibition of the film for profit to theatres which have an Ascap license. The producers and Ascap's members thus combine the monopoly of the copyright of the motion picture with the monopoly of the copyright. . . ."

The court found that Ascap had power as a monopoly to fix prices and that its demands were "moderate" in 1934, but that it showed the "extent of that power" in August, 1947 when "it attempted to increase the license fees as much as 200 to 1500 per cent."

"Where the power to fix prices," Judge Leibell ruled, "is created by an agreement among those who control a substantial part of an industry and who should do business on a competitive basis in a free market, the reasonableness of the prices or the good intentions of the combining units would not absolve them from the charge that they have violated the anti-trust laws."

Commenting on his denial of damages, the Judge said:

"I am satisfied that plaintiffs were not injured by Ascap's violations of the anti-trust laws for the period covered by this lawsuit."

The court remarked that Ascap had a legal title to the "performing rights" of its members and concludes that if it had collected for each member on a "per piece" basis for the performing rights, Ascap would have been in effect only a collecting agency and would not have violated the law.

"The blanket licenses," Judge Leibell concludes, "were a violation of the anti-trust law and were issued pursuant to an illegal combination."

Attorney Milton Weiseman represented the plaintiffs; Attorney Lou Frohlich, Ascap.

Illegal?

Legality of Foto-Nite in Canada was apparently opened to question this week as Magistrate Glenn Strike at Ottawa imposed a $10 fine on a winning participant. The court held the contest was a lottery for a cash prize. The event in question took place last December in Ottawa.

Walk-in—and Sit

Los Angeles' Gilmore drive-in came out with something new this week as it provided seats for patrons without cars who might want to come in and see the show. Other exhibitors were watching the stunt for up to now drive-ins were not considered strong competition for regular houses due to their specialized trade, If the walk-in-and-sit move spreads, the story may be different.

It's Two to One On Ascap Rule

National exhibitor chiefs were two to one in favor of the Ascap decision late this week.

Jubilant was Allied General Counsel Abram F. Myers who telephoned a congratulatory statement from St. Louis where he attended a Mid-Central Allied meeting to his Washington office which released it to the press.

Also jubilant and regarding it as a tremendous victory was Harry Brandt, president of the Independent Theatre Owners of America and one of the plaintiffs in the case.

More dispassionate and pointing to some of the problems the decision would cause, was Herman Levy, General Counsel for the Theatre Owners of America, which had negotiated a reduced rate pact with Ascap early this year.

Myers, who urged exhibitors not to be misled by "propaganda that producers will add to film rentals more than the Ascap charges or will exact a separate public performing charge,"

Myers also said the decision vindicated national Allied "in its refusal to appease Ascap by entering into contractual relations with it," and enabled Allied to avoid "becoming a party to an illegal compact."

Brandt. declared the rule was "ample vindication of our long fight. When a copyrighted novel is brought to the screen, performance rights are included in the film rental. The same will now be true of copyrighted musical compositions."

Points to Problem

TOA Counsel Levy, said:

"For those who would negotiate for performing rights with individual copyright owners, or with the producers of motion pictures as part of the film cost, rather than with Ascap, this decision represents a great victory. For the others, this decision means either the creation of a new, involved, and most difficult system of doing business with individual copyright owners, or the compulsory surrender by exhibitors to the producers of motion pictures of their privilege of negotiating with one central agency concerning the amount, which they, as exhibitors, shall pay for performing rights.

Picket 'Man of Evil'

Pickets are boycotting the Staney-Warner Aldine Theatre, Philadelphia, in protest at its showing of the British picture, "Man of Evil."

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Universal International

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Decision Marks New Phase

(Continued from Page 7)

Montana and Nebraska repealed. During this litagative phase, it went twice to the United States Supreme Court, once in the Nebraska suit where it was victorious, and once in the Florida suit where the high court rejected its plea because it had not exhausted its recourses through the Florida state courts. Sooner than do that it apparently tried to conform to the Florida law.

In 1941 Ascap came out of a challenge which the U. S. Government had issued it as a monopoly through a consent decree which revised some of its practises. Briefly it provided that if any Ascap member wished to license his compositions individually he might though the returns would still go into the Ascap treasury, and that if any purchaser of public performing rights, excepting radio, wished to buy rights to a single composition at a time, he might do so.

File Suit

On April 9, 1942, Harry Brandt, president of the Independent Theatre Owners of America, a regional New York unit, and some 164 members of the IOTA filed a suit in the federal district court at New York against Ascap directed at its Achilles' heel—monopoly. They sought injunctive relief and triple damages on the amount of license fees they had paid which would have amounted to $1,200,000. In addition, $50,000 attorney fees was asked. (Judge Leibell in his decision Monday denied both damages and attorney fees).

The case was dormant from July 1942 to August 1946. Then a pre-trial hearing was held before Federal Judge John Knox in December 1947 and the case was reactivated in March, 1948 before Judge Leibell.

Movies Are Intermission At New Dance Theatre

Movies are intermission at the new dance theatre which A. W. Jewell opened Tuesday in a 13-acre tract between Elyria and Oberlin, Ohio.

The new spot is an open-airer which specializes in a large dance floor, which Jewell said can accommodate 6,000, and around which are tables at which sandwiches and soft drinks are served. The dancing is the attraction, with a series of name bands headed by Larry Clinton, booked for seven-day engagements, while the movies, 35-mm., standard shorts, musical and novelty shorts, are to be shown during the 30-minute dance intermissions, presumably while the patrons sip and bite.

Jewell has set the admission price at $1.25 which entitles the patrons to stay and dance all evening. In addition he says he has extensive picnic grounds for children and sports grounds for adults which he will rent to clubs, lodges, and the like.

Aalberg Heads Reserve

RKO's studio sound department head, John O. Aalberg, has been appointed industry coordinator to direct organization of a motion picture reserve for the U. S. Signal Corps, it was announced this week by the Association of Motion Picture Producers.

NEWSREEL CLIPS

To Censor or . . .

A tempest in a teapot, Boston variety, seemed brewing this week in the land of the Cabots and the Lodges, over a motion picture called "Hamlet" from a play of the same name by a writing gent of Queen Elizabeth's bawdy days who wrote under the names of Will Shakespeare or Will Shakpere or however he chose to spell it at the moment.

It seems that Mr. Shakespere's lines, which had enthralled literary Boston from time immemorial—or as far back as Booth anyway—were unfit for human hearing in part when they were transmitted to the screen—at least on Sundays anyway.

This paradox arises from the report that the Massachusetts' censor, a state body apart from the Boston censors, whose sayso is only good on Sundays, had found some of the Elizabethan phrasing censorable. Whether this was so ordered was not definitely known as this is written but the prospect of such censorship made the Boston newspapers and provoked the editorial indignation of the Boston Herald. Said the Herald's editor:

"If it is possible for an entire community to blush with embarrassment there should be some fiery red faces around Boston during the next few weeks; our local (state) censors have decreed that William Shakespeare's tragedy of 'Hamlet,' which has survived an undisputed magnificence as the greatest play in the English language for over 300 years, is too strong meat for our tender sensibilities and must be suitably emasculated before we are permitted to see it on the screen.

"Setting aside for the moment the hoots of ridicule and entirely just accusations of provincialism that will greet such an announcement in this country and in England, what a shockingly stupid and tasteless procedure this is. For centuries this play has been given, all over the world, in practically every known language; its phraseology has become part of our speech and cultural heritage. It has been studied, read, discussed and commented upon and above all, has been in continual performance virtually since its first showing in Shakespeare's England. Millions have seen it, to the greater illumination of their spirits and the enlargement of their imaginations, and now in Boston, Shakespearean stronghold, chosen for the first American showing of the Laurence Olivier film because it so notably patronized the same actor's memorable 'Henry V,' it must be censored. We can have our burlesque shows unhampered, but Hamlet's castigation of his guilty mother, is couched in terms too strong for someone's delicate ears."

Financial

Technicolor showed a quarterly net profit of $478,100 or 52 cents a share for the quarter ending June 30, 1948, it was announced this week. The net for six months ending June 30, 1948 was $880,800 or 96 cents a share.

Television Corn

Manley Popcorn took to television for advertising last week when Vice-President P. A. 'Bob" Warner of Dallas sponsored the appearance of Bob Carroll and George Strum, vocalists and employes in the corn industry on the "Original Amateur Hour" over the DuMont television network originating at station WABD, New York. Show presented the two vocalists as dealers in "corn" both the vocalizing and popping kind.

Calendar

JULY

26-28, midsummer meeting, Associated Theatre Owners of Indiana, French Lick Hotel, French Lick Springs, Ind.

30-Aug. 1, Film Classics world-wide sales meet, Hotel Astor, New York.

AUGUST

3, North Central Allied regional, Fargo, N. D.

4, North Central Allied Regional, Devil's Lake, N. D.

20-22, regional convention, Screen Guild franchise holders, Memphis.

24, Motion Picture Theatre Owners of Conn., golf tourney, Racebrook Country Club, Orange, Conn.

30-Sept. 1, convention, Allied Theatres of Michigan, Inc., Book-Cadillac Hotel, Detroit.

31-Sept. 1. annual convention, managers of Fox Midwest Theatres, Muehlebach Hotel, Kansas City, Mo.

SEPTEMBER

14, 15, convention, Independent Theatre Owners of Ohio, Deshler-Wallick Hotel, Columbus, O.

16-17, Mid-year meeting Variety Clubs International, Statler Hotel, Washington, D. C.

18, Variety Clubs International Humanitarian Award dinner and presentation to Secretary of State George C. Marshall, Statler Hotel, Washington, D. C.

24, annual golf tournament, Variety Club of Philadelphia, Whitemarsh Valley Country Club.

24-25, convention, Theatre Owners of America, Drake Hotel, Chicago.

27, annual convention, Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois, Hotel Jefferson. St. Louis.

28-30, joint convention, Theatre Equipment Dealers Protective Ass'n and Theatre Equipment Supply Manufacturers Ass'n, Hotel Jefferson, St. Louis.

OCTOBER

17, ninth annual dinner dance, Motion Picture Bookers Club, Hotel Commodore, New York.

NOVEMBER

1-2, convention, Allied Theatre Owners of Texas, Dallas.

27-28, fall board meeting of National Allied, New Orleans.

29-Dec. 1, annual convention, National Allied, New Orleans.

Double, Double Always Double

He's tried both single and double bills and believe him, he says. the audiences want doubles.

That's the opinion of James Edwards, Jr., youthful head of a 30 house-chain in Southern California, who this week told Showmen's Trade Review in Hollywood: "Now we double-bill everything, as our box-office tells us they vote for single bills and buy double."

Edwards also runs the only take-your choice single- or double-bill setup in this area—the Alhambra and the Annex in Alhambra, Cal. There a patron can buy his ticket at a single box-office and if he wants double feature take a turn to the left where there is an auditorium that plays twins. If he wants singles he can take a turn to the right and find an auditorium where there is only one feature. Don't ask him, Edwards may say, why if he finds doubles are the right answer, the patron who wants singles will have to turn to the right.

Fire Guards Now?

Philadelphia exhibitors this week had named a 12-man committee to fight possible enactment of a city ordinance which would require all theatres to hire special fire guards.

JULY is World Premiere month at **U-I**

FEUDIN' FUSSIN' And A-FIGHTIN'

Hitting New Highs!

U-I predicted a great audience picture, and first engagements over the RKO and Tri-State circuits *proved* it! New U-I records everywhere... stand-up business all day long! Held over in Des Moines and Omaha! Smash business in Minneapolis and St. Paul! Almost double the record "Canyon Passage" gross in Sioux City! First 2 days in Cedar Rapids tops 3-day "The Killers" gross! Wonderful in Waterloo, Tri-Cities . . . everywhere!

UNIVERSAL-INTERNATIONAL
presents

DONALD O'CONNOR

•

MA 'n PA KETTLE OF "THE EGG AND I"

MARJORIE MAIN
PERCY KILBRIDE
Together Again!

FEUDIN', FUSSIN' and a-FIGHTIN'

with

PENNY EDWARDS • JOE BESSER

Screenplay by D. D. BEAUCHAMP from his Collier's Magazine Story • Directed by GEORGE SHERMAN
Produced by LEONARD GOLDSTEIN

Universal International

Ride high with U-I

Theatre Management

Guide to Modern Methods in the Administrative and Executive Phases of Theatre Operation



The Brass Tacks of Efficient Picture Theatre Management*

THAT UNEXPLORED CUSTOMER PAYDIRT

By Jack Jackson

Ever since way back someplace or other I've been devoting space in these weekly discourses to deploring the lack of—and imploring for action about—attention to the all important job of exploring new avenues of customer contact.

That there exists a vital need for patron prospecting among the overlooked and heretofore unexplored veins of attendance potential as well as the reopening of the boom-neglected bedrock family lodes is written between the lines of every minus profit statement and signaled to the still-in-the-black houses by the raucous low-gear grinding of the nation's ticket machines. Despite occasional reports that business is looking up, I have still to encounter a single instance where the attendance drop is not severe or where complacency about the promised upturn is evident.

One operator of a pretty big chain of theatres told me the other day: "There's no use kidding ourselves. Business just 'ain't good and even the concession stands are not able to make enough to lift the theatres out of the red." The statement becomes more impressive when I mention that this is one of the chains whose business has been the subject of openly expressed envy by competitors with whom I have visited. This article is being written on Sunday in one of the nation's larger cities and the morning paper carries ads of seven different theatres for sale in the surrounding area at prices ranging from $5,000 to $75,000. That just about covers the entire gamut of houses other than the bigger downtown establishments of the city proper and I am told that two of these houses are on the market by another big operator who is anxious to sell "all or any part of his holdings." You'll have to admit that such a picture hardly serves as acceptable illustrative matter for the published optimism about the business upturn.

The irony of our position lies in the fact that, according to reliable reports, we seem to be wearing armored mittens in a shower of currency such as this or any other nation has never known. Great volumes of current statistics go to prove that the Niagara in ticket sales is not due to lack of money. Federal employment reports, manufacturing indices, bank statements, retail sales compilations, etc. all indicate unprecedented peaks in currency circulation.

In four different metropolitan cities I am advised that such events as the yearly concert series, the symphony orchestra period, the opera series, etc. are all sold out months in advance. this is the kind of entertainment that was always dependent on sponsorship and invariably wound up in the red with a few wealthy citizens digging to cover the seasonal deficit. Couple this sellout with the fact that this is expensive entertainment—the lowest season ticket for any of the events mentioned that I was able to check required that the purchaser peel off $7.60—with prices running as high as $100 for preferred seats, and you'll have a better idea of what I mean about those armored mittens.

Fewer Have Money to Spend, But Few Spend More

This condition forces two conclusions: that the ranks of seekers of quality entertainment are swelling and that the over-all volume—or public spread—of people with bankrolls of sufficient girth to permit indulgence of their entertainment whims is shrinking. These conclusions possess two supporting factors. The first is obvious, since the seating accommodations of the establishments staging these so-called "high brow" events and the limited period of engagements restricts attendance to a comparative low percentage of the available population. The second supporting factor can be found by analyzing the retail sales compilations of your own or any other city. These go to show a severe fall-off in the number of customers accommodated at the counters but a sizable increase in dollar sales. In other words, fewer folks have money to spend but those who have it are turning it loose without looking at price tags.

Through my profit periscope—and if you have a better one by all means use it and then lend it to a fellow showman—it looks like we're digging for customers in a practically exhausted vein of a mine that still contains plenty of high grade customer ore at other levels. Our advertising, publicity, exploitation and even our housekeeping methods are still directed to the boom trade that swamped our doors during the past several years. Somehow or other, while we admit that the boom is over, we still keep digging for business in the lodes and at the levels from which the boom business came. Let's admit the very evident economic fact that the butter and egg man—to say nothing of the sock and shirt man, the barber and butcher—have moved in on that part of the mine in force and the best we can expect, until another war comes along, is scrapings that won't

(*Continued on Page* 20)

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Direct Mail to Kids Exploits Special Show

The third anniversary of the "Children's Theatre" was celebrated recently at the Renel Theatre, Philadelphia, operated by the A. M. Ellis Theatre Co.

Radio, newspaper publicity, a special hand-lettered 40x60 window card and a special quarter-sheet were used to call the anniversary to the attention of youngsters, but the stunt which attracted the most favorable comment was a direct mailing of the "Renel Children's News" to boys and girls.

Programs have been mailed to adults, but this is believed to be the first time that they have been used to attract the younger moviegoing element. Many children filed the programs away as keepsakes, since it marked one of the few times they had ever received any mail of their own.

Results were excellent as far as business was concerned, and the comments from the youngsters and their parents were most favorable.

The third anniversary program, which was billed as a "Gala Show for All Kids From Three to Eighty," consisted of Republic's "Bill and Coo," a Speaking of Animals short (Paramount), a Columbia two-reel comedy starring Andy Clyde, and animated cartoons from Warners, RKO Radio and MGM. And oh yes, the newsreel and an overture.

GB Junior Club, England, In Civic Competition

With the assistance of A. E. Kelsey, heraldic expert and designer of Finchley (North London, England) borough coat of arms, Manager W. F. Stephenson of the New Bohemia, organized a four week's painting competition of the civic emblem among his GB Junior Club Members.

Children had to search the district for examples of the design and over 500 entries were received.

The Mayor and Mayoress of Finchley (Councillor and Mrs. Percy Lawrence) attended a club meeting to present two silver cups, which the Mayor personally donated, to the winners.

300 Pairs of Glasses

Three hundred pairs of glasses were collected by Manager Ben Mindlin of Century's Valley Stream, Valley Stream, L. I., for the Eyes for the Needy charity and shipped to the association. Number of spectacles and eye glasses collected is due to an exploitation campaign in which Mindlin covered all angles.

Could Be Duplicated

J. Dracott-Simpson of the Odeon, Southend, England, achieved a fine piece of prestige publicity which could be repeated in many other districts.

By contacting the editor of The Southend Pictorial, he sold him strongly on the fascinating story behind the smooth running of a cinema. The result was the entire center-spread was devoted to a pictorial article dealing with the behind-the-scenes work at the Odeon.

JULY *is World Premiere month at* **U-I**

MAN-EATER OF KUMAON

Top Business!

The "Exploitation Picture of the Year"... piling up "A" grosses in "A" houses. Fourth roaring week at the Winter Garden, New York! BIG at Keith's, Baltimore! Terrific in five-theatre Los Angeles premiere at the Ritz, U.A., Guild, Iris and Studio City! Everybody's holding that tiger!

MAN-EATER OF KUMAON

starring

SABU AS "NARAIN" · **JOANNE PAGE** AS "LALI"

and

WENDELL COREY
AS THE HUNTER

with **MORRIS CARNOVSKY**

A UNIVERSAL-INTERNATIONAL RELEASE • Adaptation by Richard G. Hubler and Alden Nash • Screenplay by Jeanne Bartlett and Lewis Meltzer • Based on the book "Man-Eaters of Kumaon" by Jim Corbett

Directed by **BYRON HASKIN** · Produced by **MONTY SHAFF**
in association with **FRANK P. ROSENBERG**

Ride high with U-I

Hollywood Newsreel

West Coast Offices—6777 Hollywood Blvd., Hollywood 28, Calif.—Ann Lewis, Manager

PRODUCTION PARADE

by Ann Lewis

The James Brothers, Frank and Jesse are back in pictures again. Two studios have announced plans for making a James Brothers film . . . one by Republic to be called "The Missourians," scheduled as a top-budget production in Trucolor and the other by Screen Guild, titled "I Killed Jesse James." With the double-feature reissue making the rounds at present, it looks like the James Brothers are far from dead . . . at the box office.

* * *

William Bendix is definitely proving himself a versatile guy. After doing such a swell job as "The Babe" in the Allied Artists picture "The Babe Ruth Story," he is presently playing a tough hombre in the Technicolor outdoor epic "Streets of Laredo" which Paramount is making. Now Producer-Director Roy Del Ruth has him scheduled to play the part of a top-sergeant in his next comedy "Bright Is The Sun." Bendix just finished "Cover-Up," the James Nasser picture in which he plays the part of a sheriff.

* * *

Paramount has just set the wheels in motion for the making of two new films for two of their top stars, Betty Hutton and Alan Ladd. For Ladd, the studio is preparing a story titled "Postal Inspector," a film dealing with the activities of the United States Postoffice Department, and for Miss Hutton a romantic comedy called "I'll Never Love You." Mitchell Leisen will pilot this latter picture, same as he did "Dream Girl."

* * *

The previously mentioned James Boys will have company when some more outlaws ride into pictures. This latest film will be about the Dalton Boys . . . and is to be made by Producer Howard Welch and his associate, Walter Colmes. They've checked onto the Republic lot, where they will make "Montana Belle" in Trucolor, independently for Republic release. Horace McCoy, writer of a best-seller, has been signed to do the screenplay.

* * *

An original screenplay, tentatively titled "Air-Crash," has been purchased by Universal-International and handed to Jerry Bresler to develop and produce as his fifth U-I chore. Property is a dramatic documentary story of the Civil Aeronautics Administration and its work in investigating mysterious plane crashes. Michael Blankfort has been signed to write the script, with production set for an early fall start.

* * *

Claire Trevor, whose splendid performance in Warners' "Key Largo" attracted considerable attention, has just been set for an important role in the Joan Crawford starrer "Flamingo Road," a Michael Curtiz Production.

* * *

Arlene Dahl has been borrowed from MGM, where she is under long-term contract, to play the leading role in Walter Wanger's top production "Reign of Terror." Anthony Mann, whose direction of the Eagle Lion film "T-Men," drew superlative praise, will handle the megaphone assignment and William Cameron Menzies takes over the double role of producing the picture and creating the sets. Shooting is scheduled to start early in August.



PERSONALITY PLUS. These folk all look like film stars, but let's see: what happened is that Mr. and Mrs. Tracy Barham (he's vice-president of Intermountain Theatres) while on their honeymoon, visited the set of Enterprise's "The Number's Racket," and were greeted by Star Beatrice Pearson. Miss Pearson, of course, is the little lady on the right.

* * *

Vera Vague has been signed by Columbia to star in six novelty short subjects on the 1948-49 *program, to be produced and directed by Ralph Staub. Films are to be comedy travelogues in which Vera Vague will appear and also narrate.*

* * *

James S. Burkett is mulling over the idea of making a sequel to the Monogram picture "16 Fathoms Deep." The suggestion came from the president of the Tarpon Springs Chamber of Commerce, where the original picture was made. Burkett and his associate, Arthur Lake and Irving Allen are giving this request considerable thought.

Studio Roundup

You get an idea of how Hollywood's production is down and British picture-making up from the facts that there are 35 films in work in Hollywood and 27 in Britain. Time was when local output any single week practically doubled that of England.

Columbia is typical of the slow pace. However, that studio starts "Law of the Barbary Coast" July 26. William Bishop gets the male lead, a crusading young San Francisco district attorney during the '90s. Wallace MacDonald produces. Columbia placed some regular thespians in their football special, "Triple Threat," with Pat Phelan, Gloria Henry, Mary Stuart and Richard Crane forming romantic duos. There's good news this week, too, from Harry Cohn's lot: Roy Acuff and his band are back in pictures. They started "Smoky Mountain Melody," the first of four scheduled for 48-49.

Alfred Hitchcock began filming "Under Capricorn" at MGM Elstree Studios in London for Warner Bros. Ingrid Bergman, Joseph Cotten and Michael Wilding head the cast of the Technicolor drama that opens in England in 1830 and then moves to Ireland and Australia. Hitchcock plans two months of shooting abroad for his second Transatlantic production for WB release. Then he will return to Burbank to continue at the studio ranch. At home, Zachary Scott's sudden attack of laryngitis forced a revision of schedule in U. S. Pictures' "South of St. Louis." Ray Enright meanwhile was signed to a long-term contract as a result of his current direction of the Joel McCrea-Alexis Smith-Scott starrer.

The second unit of Universal-International's Abbott & Costello comedy, "Mexican Hayride," returned to the lot after three weeks of location shooting at Juarez, Mexico. Simultaneously, Aaron Rosenberg's second unit on "Black Velvet" came back with a crew which had been working for five weeks in Kanab, Utah. And the curiosity of most Los Angeles visitors about the mysteries of movie-making was quickly gratified for new arrivals last week: as they got off the train, they practically stumbled over

Fairbanks Sees Video Expanding Theatre Business

"Television is something to anticipate with pleasure; something to begin preparing for," declares Jerry Fairbanks, Hollywood's leading producer of films made especially for the new medium. "Instead of hurting theatre business, video will expand it."

Thus, as Fairbanks sees it, theatre owners who fear television and foresee empty houses when it comes of age have a surprise in store for them. Television, he believes, will enhance programs and provide a greater incentive to go to the show.

"Trailers are the showman's best medium of advertising," Fairbanks declares. "Thanks to video, coming attractions will soon be shown to the more than 50 million potential moviegoers who do not see them now."



Jerry Fairbanks

Fairbanks, who is the official producer and buyer of video film for the NBC network, points out that home reception of television will not supplant the theatre any more than radio has supplanted the opera house or the concert stage. Instead, it will be as great a boon to movies as sound was to silent pictures. The producer also feels that films made for theatrical distribution will be obsolete for television purposes, since theatrical films do not televise satisfactorily. And finally, "television will never be able to afford films of the scale of present Hollywood product."—JAY GOLDBERG.

PICTURES STARTED LAST WEEK

COLUMBIA. Smoky Mountain Melody—Principals: Roy Acuff, Smoky Mountain Boys. Director, Ray Nazarro.

MGM. Luckiest Girl in the World—Principals: Barbara Bel Geddes, Frances Rafferty. Director, John Berry.

MONOGRAM. Bowery Comeback—Principals: Leo Gorcey, Huntz Hall, Frankie Darro. Director, Reginald LeBorg.

20th CENTURY-FOX. Miss Mink of 1949—Principals: Jimmy Lydon, Lois Collier, Richard Lane. Director, Glenn Tryon.

UNITED ARTISTS. Blondes Up—Principals: Marx Brothers, Ilona Massey, Vera-Ellen, Marian Hutton. Director, David Miller.

WARNER BROS. Under Capricorn (Technicolor)—Principals: Ingrid Bergman, Joseph Cotten, Michael Wilding. Director, Alfred Hitchcock.

TITLE CHANGES

"Indian Summer" (RKO) now
THE JUDGE STEPS OUT

"Enchanted" (RKO) now
ENCHANTMENT

"Boston Blackie's Honor" (Col.) now
BOSTON BLACKIE'S CHINESE VENTURE

a troupe working in the Union Depot. Before the visitors even collected their baggage, they saw Burt Lancaster, Yvonne DeCarlo, Dan Duryea and Stephen McNally in scenes for U-I's "Criss Cross."

Lester Cowan started "Blondes Up" for United Artists on July 13, with the Marx Brothers returning to the screen, plus Ilona Massey, Vera Ellen, and Marian Hutton, Betty's sister.

William Bacher's effort for Selznick Releasing Organization, "If This Be My Harvest," ran into trouble and was postponed; but editing of "Portrait of Jennie" was completed last week.

Republic's special effects department is rounding out the biggest assignment in its history with construction of three-full-sized ships for "Wake of the Red Witch." For the past two months, the boys have been building an American Clipper type craft to carry the name, "Red Witch." Of a size that makes it equivalent to a 460-ton sea-going vessel, it completely fills Stage 10, Republic's largest.

Bob Roberts' production at Enterprise, "The Numbers Racket," will shortly have a new title. The decision came this week in an effort to remove the stigma from the screen of too much "racket, terror and brutality," a practice that has been under much discussion in recent Johnston Office meetings. Enterprise said it will try hard to find a new title before production is completed and the negative turned over to MGM for distribution. Enterprise also has four camera crews at work on "Luckiest Girl in the World," to which Frances Rafferty was added.

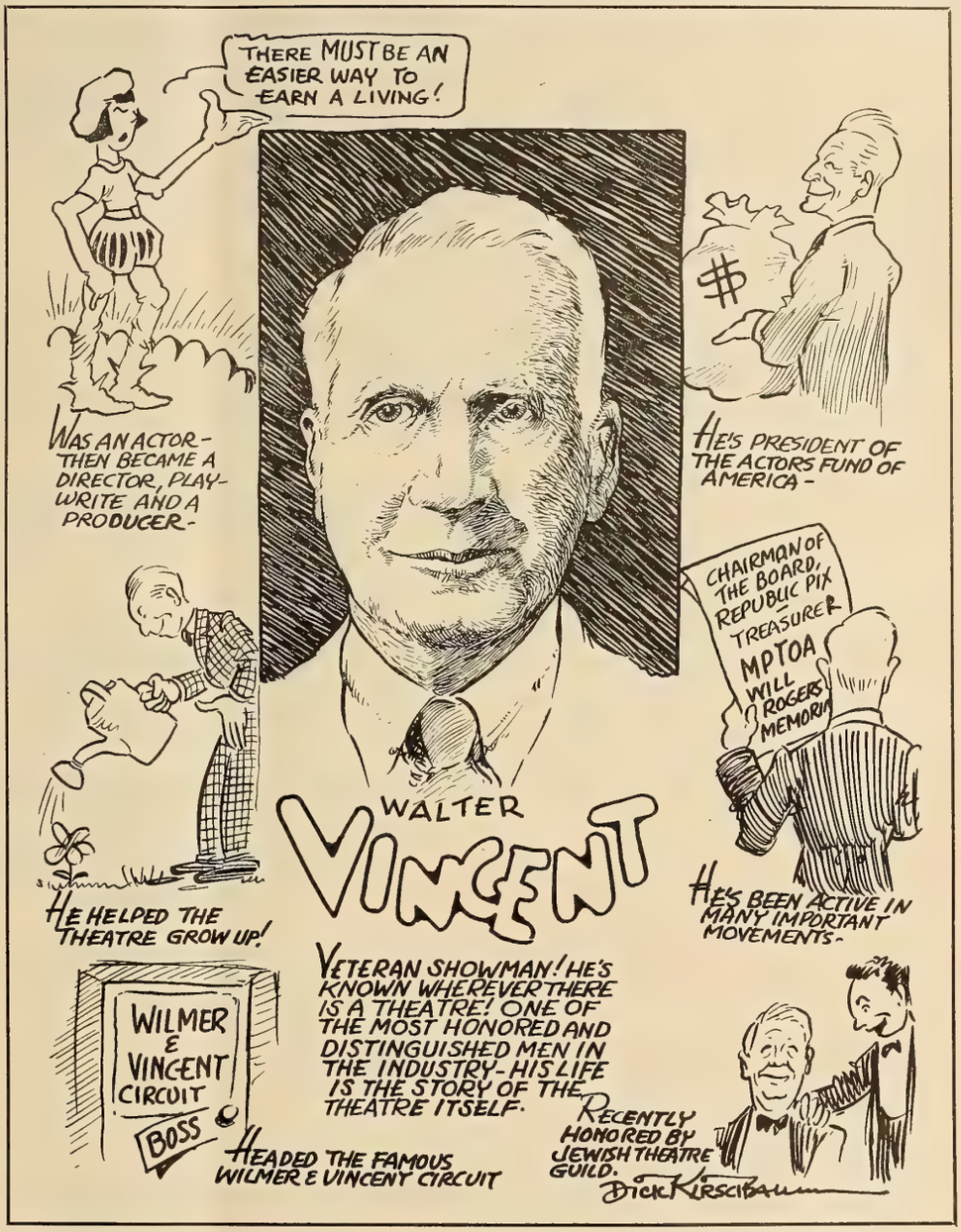
Sol M. Wurtzel started "Miss Mink of 1949," for 20th-Fox release, on July 15, at Motion Picture Center Studio.

Director Lewis Allen and a key crew left Hollywood July 21 by train for Chicago, Remainder of the troupe, including Alan Ladd and Donna Reed, will arrive there July 28 when shooting is scheduled to start on the Paramount suspense drama, "One Woman." June Havoc will fly from Westport, Conn., where she has been appearing in summer stock. They'll stay in the Windy City for nearly two weeks. Allen chose a dozen spots in Chicago from a photographic survey of over 200 possible shooting sites.

4 From Republic in Aug.

Four pictures have been set by Republic for August release. They are "Nighttime in Nevada," Aug. 2 (tentative); "Sons of Adventure," Aug. 9; "Out of the Storm," Aug. 23, and "Angel in Exile," also on Aug 23.

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



No Shutdown at RKO; Plan 5-Month Schedule

Despite the current curtailment of production at RKO Radio, preparatory to the new Howard Hughes regime, President N. Peter Rathvon has revealed that there will be no shutdown of the studio. Four top-budget features, plus four or five smaller-budget pictures and a steady program of short subjects will be made at the Gower Street plant during the next five months, Rathvon said.

Meanwhile, at his own request, John Paxton cancelled his producer-writer contract to make "Great Man's Whiskers," while another writer-producer, Herman Mankiewicz, left the lot when "The Life of Johnny Broderick," which was to have been made, was cancelled.

Gambling Scenes Trek

Renowned gambling places of Reno and Las Vegas will be photographed by Universal-International for scenes in Producer Michael Kraike's, 'The Gay Goddess," which is scheduled to start early this fall.

Waxman Engages Rapper To Direct 'Summit'

Philip A. Waxman, producer of the stageplay, "Strange Bedfellows," has arranged for Irving Rapper to direct the film, "Dreadful Summit," which Waxman intends to produce in Hollywood this fall. Budgeted at $600,000, the picture is being written by Peter Berneis from the novel by Stanley Ellin. Rapper was supposed to direct the William Bacher-David O. Selznick film, "If This Be My Harvest," postponed.

Waxman is in New York to complete plans for the road tour this fall of "Strange Bedfellows," after which he will return to Hollywood to conclude negotiations for his association with a major studio in the production of the screen version of "Strange Bedfellows," the rights to which he recently acquired.

In 'Bowery' Film

Dorothy Vaughn and Evelyn Eaton have been set for leading roles in "Bowery Comeback," current Monogram film starring Leo Gorcey and Huntz Hall.

It Has The Thrills Of TWO Pictu

One of the great productions in screen history is carving out a *second* history-making, glory-covered career as it not only matches but TOPS new high-budget hits in first 5 test dates:—

NEW YORK—first re-release ever to play the Rivoli and it opened to the Rivoli's top business in several months.

CHICAGO—first week 60% over its strong predecessor, a new high-budget hit.

ROCHESTER—18% over current new release featuring 3 outstanding stars . . . and within seven dollars of one of the industry's most sensationally grossing melodramas of 1948.

DENVER—beat receipts of new picture released in peak months of 1947.

SALT LAKE CITY—first 3 days topped by wide margin 3 important current-season, big-star hits.

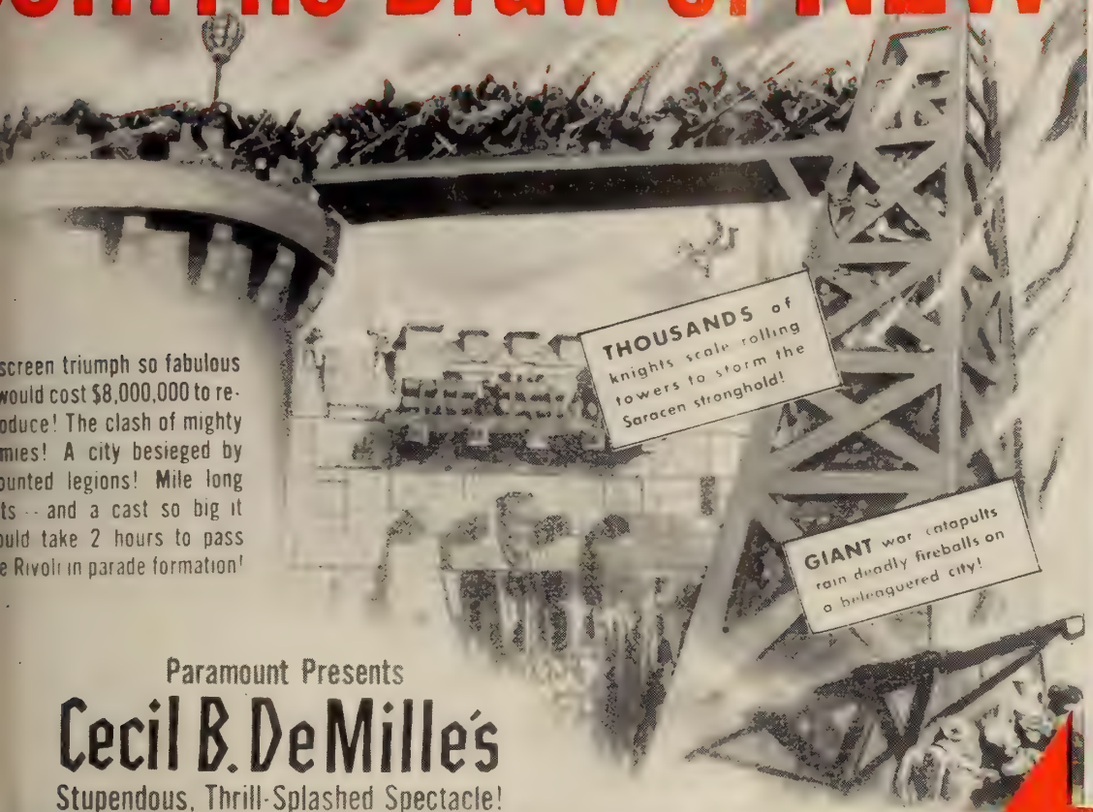
☛ You Can Do Above-Average New-Picture Business With This Spectacular Reissue from

Paramount

Cecil B. DeMille's

THE CRUSA

s...The Draw of NEW Pictures



screen triumph so fabulous would cost $8,000,000 to re-oduce! The clash of mighty mies! A city besieged by ounted legions! Mile long ts -- and a cast so big it uld take 2 hours to pass e Rivoli in parade formation!

Paramount Presents

Cecil B. DeMille's

Stupendous, Thrill-Splashed Spectacle!

THE CRUSADE

Cast of 10,000 with

LORETTA YOUNG · HENRY WILCOXON

Ian Keith · Katherine deMille · C. Aubrey Smith · Joseph Schildkraut
Alan Hale · George Barbier · Montagu Love · Pedro De Cordoba





K "THE MAGIC CITY"—FREE!



unt Presents
DeMille's

NEW ADS that pulled bigger first-*night* grosses at N.Y. Rivoli than full Saturday opening figures for a previous new show. Write home-office or our local representative for repro art.



Jackson . . .

(*Continued from Page* 14)

pan sufficient pay dirt to cover the cost of sluicing and sifting.

Moving to a different level of the customer mine is going to demand some new tools and new methods of approach. We'll have to junk most of our boom era mental processes—or were there any?—and jettison the bromides that lured the mobs. The job of salvaging from past practices to provide a nucleus from which to mould future effort must be handled with great care to prevent total divorcement from what remains of our once profitable customer strata. Since each theatre is certain to require tailored-to-measure plans conceived and executed according to the pattern of its patron possibilities, no general scheme of approach can be laid down here. However, having spent considerable time discussing possible maneuvers with men who have been studying the situation, it is possible that you may find some of the suggestions that follow of use in selecting the tools and methods most suitable for profitable development of the neglected, overlooked and unexplored customer pay dirt in your particular vicinity.

Most important is a breakdown of your newspaper advertising. The great majority of showmen I've talked with agree that the newspaper amusement page as such has lost face with the general public. The presence of everything from patent medicine ads to barber shops, beauty parlors and morticians advertising on the page once exclusively devoted to theatre ads, theatre news and theatre art is unquestionably accountable for this condition. Since newspapers themselves candidly admit that all an advertiser can expect is attention from 17 per cent of their readers, it stands to reason that display in different departments and on different pages is certain to bring theatre attractions to a far greater number of readers.

Go about this matter of breaking down your ads intelligently. When you have a feature where the attire of the female players is after the order of a fashion show, hit the women's page with a portion of your ad budget. If sports are prominent, go on the sporting page, etc. This can be accomplished by reducing the lineage on the so-called amusement page to dimensions that will still catch the eye of the rapidly vanishing show shopper. Try to make a tieup with the classified ad manager for a theatre contest to be run in that section. A great number of folk are scanning the classified sections as never before. Never overlook an opportunity to get news or to carry advertising in the society section, because the upper strata is the money strata, and if you make your message sufficiently appealing, you are certain to get action at the box-office. Try to break down the various elements of customer appeal in every attraction you play and get an ad—even a small one—in every section where readers most likely to respond can be contacted. It is more than possible that reducing the ad space on the page that was once our own will wake up the publishers and we will again enjoy the rights and privileges that we still pay for but seldom get.

Of next importance is meticulous attention to booking. Try to revamp your policy to include attractions off the beaten track. Nationally famous reviewers as well as those of smaller communities have been lavish with space devoted to chronicling beefs about the "crystallization of Hollywood," "the need of improvement and departure from established formula in movie plots," "the low, soap opera quality of movie stories" and so on *ad infinitum.* All this has had its effect on the line at the box-office and it is up to us to take steps to correct the existing belief that all movies are exactly like those that have gone before. We can best do that by carefully scanning availability sheets and varying the type of presentations. It may mean passing up an availability now and then but it's worth it to get away from the stigma of sameness.

Of growing appeal to the middle and upper class trade is the foreign-language film. It may be because the folks—or most of them—can't understand the dialog and are unable to find fault with voice inflections, etc. but certain it is that the big magazines are giving extensive space to the product from Europe. That our own producers are aware of this fact is proved by the many productions now in the making and scheduled for making in France, Italy, etc. with American stars heading all native casts. It may be that you'll chalk up a loss when you play the first couple of these films but the loss will turn to profit if the customers you attract for their exhibition—and they're the clique that have lost the movie habit—begin showing their faces at the box-office for other attractions. After all moviegoing is a habit, and if we can get 'em in the habit, any effort is well worth the making.

At this writing there is record of foreign films equal with some of Hollywood's better pictures. They are being heralded by the national magazines and famous reviewers whose raves whet the public appetite to the point where the chances of success for even the small town and neighborhood house is above average on a once-every-so-often basis. If you decide to try this, let me suggest that you plan carefully and don't go overboard on the policy. This is still America and the bulk of your patrons like Hollywood even if they do kick it around a lot. Try the European product on the "off" days of the month, advertise it to the proper element—and be sure to let your regulars know what they're in for—and see what happens. A few trailers will either result in good business or put you in position to set a swell case with the reviewers who are clamoring for "art" films.

Of prime importance is the job of circulating among the leaders of your vicinity and building up your public relations fences. Make your self the best liked, most sought after and man-most-willing-to-help in the vicinity and you'll be able to command community support of your every endeavor. This means stasching the golf clubs and setting aside a good portion of every day for visiting. Visits with the school teachers and principals; the preachers, the civic club leaders, the politicians, the bankers and the merchants. Get on a Jim-Jack-Bill-Tom basis with them all and stick your nose and your theatre into any and everything that promises good for the community.

Remember that the wage earners and little guys will come to the show whenever they have the price of a ticket, but the big fellow—the merchant, the banker and the top file can and will come regularly if you make 'em think you're giving 'em what they want.

Baby Carriage Park

A baby-carriage parking service at matinees only has been started by Manager Eddie Selette of the Crown, Hartford, Conn., where it is proving a hit with mothers of young children. Selette backed the innovation up with an extensive newspaper advertising campaign.

Local Pride Breaks Out in Minnesota Community as Theatre Marks Birthday

Is a theatre ever really appreciated by the community it serves? Lots of us have nursed the opinion that the residents of a town don't give a hoot about their local theatre as an institution—"we pay to get in, don't we?" But now we can present absolute proof that a community DOES appreciate its theatre—at least, we know of one town that does.

In Renville County, Minnesota, is the good-sized and progressive town of Franklin, in the heart of the butter country. Weddings, local baseball, school and church activities are front-page news in Franklin, which defines it as a typical American town or small city with a wholesome family background and a local pride that fiercely defends its own.

This local pride recently broke out in a fine burst of fireworks—because of what? Because the New Franklin Theatre was celebrating its eighth anniversary. In New York City when the Roxy Theatre celebrates its 25th anniversary there is a little stir among those connected with the house, but the event passes unnoticed by the general population. In Franklin, however, the New Franklin's eighth birthday was the biggest happening of the week, as attested by the leading article on the front page of the Franklin *Tribune,* a paper, by the way, which is in its fifty-first year and is a model rural sheet.

This lead story says Franklin residents are extending greetings to the owners of the theatre, Mr. and Mrs. William J. Fleischer, and then goes on to tell the history of the enterprise, describes the house in detail, and ends reminding its readers of the dates for "Community Appreciation nights in testimony to the many carefree hours of entertainment enjoyed through the efforts of the management and staff of the New Franklin Theatre." Dominating the page is a two-column cut of the theatre exterior.

But this is not all—not by a long shot. Inside there is a full-page ad bought by 23 merchants, including the lumber company, the bank and the hotel. The ad is headed by this simple declaration: "Franklin Congratulates the New Franklin Theatre." Under this are two large cuts, one the interior of the theatre, the other the projection room.

Then comes the body copy. We'd like to print it in full, but must content ourselves with a few excerpts to show the esteem in which Franklin holds the Fleischers. Here is some of it:

"There are times and occasions in every community that are important and significant. Such is the eighth anniversary of the operation of the New Franklin Theatre by Mr. and Mrs. William Fleischer. Every week is a good time to remind ourselves of the important contribution our theatre makes to the entertainment and educational phases of our community life. The best way to realize these contributions is to ask yourself, 'How would you like to live in a community that does not have a theatre'?"

The ad goes on to point out how the theatre helps cement friendships and contributes tremendously to the growth "of our trade territory." Then comes a final congratulatory paragraph.

It does your heart good to come across a thing like this, and we hereby also congratulate Mr. and Mrs. Fleischer because they have their community so finely in back of them and because they are really appreciated.

"RED RIVER"

...should be one of the top grossing pictures of all times!

— BOB O'DONNELL

INTERSTATE THEATRES

EXECUTIVE OFFICES

INTERSTATE CIRCUIT, INC.

☆ Majestic Theatre Building, Dallas, Texas ☆

May 24, 1948

Mr. Fred M. Jack
United Artists Corporation
1915 Elm Street
Dallas, Texas

Dear Fred:

Have just had an opportunity to once again screen RED RIVER, and you will recall that we had an opportunity to screen this picture of Mr. Howard Hawks' last December.

At that time I advised you that in my opinion it was one of the great Western pictures of all times and was of particularly great importance to us here in Texas, being based upon the Saturday Evening Post story CHISHOLM TRAIL. My opinion of this picture is increased even beyond my first outstanding thoughts due to the fact that the picture has been tightened up and should be one of the top grossing pictures of all times.

My sincere compliments to Howard Hawks and to your organization for developing this great attraction.

Yours sincerely,

R. J. O'DONNELL.

Red Hot from UA

Selling the Picture

News and Ideas Concerning Profitable Advertising, Publicity and Exploitation

Campaign Set for Debut Of 'Two Guys' in Texas

Warner Bros. has set up a regional territorial campaign to mark the world premiere of its Technicolor release, "Two Guys From Texas," at the Majestic, San Antonio, on Aug. 4, Mort Blumenstock, vice-president in charge of advertising and publicity, announced. As the company did on "The Voice of the Turtle," "The Woman in White" and currently for "Key Largo" in Florida, publicity, exploitation, newspaper advertising and radio coverage will reach outlying areas of the world premiere city for a radius of over 80 miles.

Headed by the appearance of the picture's stars, Dennis Morgan and Jack Carson, a host of special events has been prepared for the San Antonio opening. Among the scheduled activities are: Reception of stars by city and Interstate Theatre officials, plus nationally-known Mounted Sheriffs' Posse which will stage a demonstration at point of arrival; special breakfast at St. Anthony Hotel with newspaper and radio representatives, city officials, and fan club members attending; party to visit famed Alamo where the stars will be made honorary members of the Mounted Sheriffs' Posse; stars will make three stage appearances at the Majestic Theatre—one in the afternoon and two in the evening—accompanied by radio broadcasts; stars will have dinner with Governor Jester of Texas; later on the deck of the Battleship Texas the Governor will make the stars admirals in the Texas navy and present each with a gold emblem and scroll. (This battleship, presented to the State by the Government, is now part of San Jacinto Historic Park.)

"Two Guys From Texas" will be nationally released Sept. 4.

Murray Weiss Presents Old Programs to Academy

Murray Weiss, prominent New England theatre operator, has donated a large collection of rare theatre programs, early day opera and theatre publications, and a number of old newspaper clipping books to the Academy of Motion Picture Arts and Sciences, it was announced by the Academy last week.

Among the items of Mr. Weiss's gift are bound programs of the Boston Opera House from 1897 through 1902. Also programs dated 1891 through 1893 from the Hollister Street and Columbia theatres of Boston. Among the publications included is "John B. Jeffrey's Guide and Directory to the Opera Houses, Theatres, Public Halls and Bill Posters of Cities and Towns of America," published in 1899.

Watch Mag Breaks

The heavy advertising done by film companies in national magazines can be a boon to your lobby display. Cut out the pages (not just the ads) from half a dozen magazines and paste them on a board. Not only can it make an attractive display, if you take care in its preparation, but it's also something that will impress the movie shoppers.



SAYING IT WITH MUSIC. J. R. Springer (center), general theatre manager of Century Theatres, is not playing Santa Claus; he's presenting portable radios to Jack Dieber (left), manager of Century's Marine Theatre, and Saul Renick, manager of the Farragut, as winners of the monthly showmanship award.

Nasser Uses Fan Reaction As New Kind of Trailer

Something new in trailers is being introduced by James Nasser Productions in connection with "An Innocent Affair," Nasser's first for United Artists release. Patrons attending sneak previews in Hollywood, San Jose, Fresno and Pomona will be interviewed as they emerge from the theatre in familiar radio style, but there will be a difference. Cameras will be on hand and the interviews will be shot as they happen.

These reactions—if favorable, of course—will then be made up into several trailers, or parts of trailers, to be used in the regular way. Nasser says he tried the experiment recently in San Francisco with highly satisfactory results. The picture is a Fred MacMurray-Madeleine Carroll co-starrer.

'16 Fathoms Deep' Gets Five-Theatre L.A. Debut

Arthur Lake's Monogram production, "16 Fathoms Deep," will have a west coast premiere in five Los Angeles theatres on August 4, it was announced this week. The theatres set for the premiere are the Orpheum, Fox Belmont, El Ray, Vogue and Culver. Part of the Orpheum opening-night proceeds will go to the Marion Davies clinic.

The film itself is in Ansco color and was produced in Florida by James S. Burkett and Irving Allen, with the latter directing. Lake plays the leading role.

'Let's Live a Little' In Nat'l Lux Tieup

Eagle Lions' "Let's Live a Little," co-starring Hedy Lamarr and Robert Cummings, will be plugged in more than 100 leading key cities of the country through large-space newspaper ad tieup with Lux Soap.

The ad campaign will be timed to break concurrently with national regional release dates of the film.

Staff Cooperation Aids 'Miranda' Showmanship

Londoners far outside his neighborhood took notice when Manager H. A. Robertson of the Odeon, Greenwich, went to town to exploit the local screening of Rank's "Miranda," which Eagle Lion will release in the U. S. This is the story of a mermaid who goes into society, and with the cooperation of his cashier, Miss Ada Henning, Robertson set to work on this angle.

Unable to borrow the actual mermaid tail used in the film, he made one of his own from old barrage balloon fabric. Wearing this, a four-foot-long wig and corsage of seaweed, Miss Henning was driven through ten miles of London streets during rush hour to Tower Pier where she embarked with full ceremony upon the "Royal Eagle," the Thames River pleasure boat which sails daily down to sea, before 850 passengers as the ship's loud speaker system broadcast the theme song.

At Greenwich pier, she was disembarked and met by the pier master, King Neptune and the quarantine officer who passed her fit to land. The entourage proceeded to a restaurant for a fish meal before making a tour of the town by trolley and bus. At a fish market, she posed for photos.

On reaching the theatre, an "artist" proceeded to paint her picture.

Not only did Mr. Robertson get much publicity through the advance buildup and the actual stunt for his own house but for all other South London Odeons playing concurrently. It speaks well for the spirit prevailing in his cinema in these days of labor difficulties for the staff to join in so wholeheartedly and also for his relations with the local police, who are all too apt to frown on showmanship.

Gown, Cash, Tickets Prizes in Contest

Cash prizes totaling $50, as well as an "Easter Parade" gown and 20 guest tickets, were awarded last week to winners of the fashion sketch contest conducted by MGM and the Emily Shop, 5th Avenue, in connection with the current engagement of "Easter Parade" at Loew's State on Broadway.

Thousands were drawn to the store windows where original gowns from the picture were displayed and also the store's fashion department where live models posed in gowns worn by Judy Garland and Ann Miller in the Technicolor musical.

Staff of Life

Manager Murray Greene of Century's Vogue Theatre in Brooklyn had a novel sign on the French film, "The Boker's Wife," which caused a great deal of comment and many laughs. Copy was as follows:

The first 10 people who bring a loaf of bread (pumpernickel, please) will be admitted free. . . . P. S.:—You might also bring some cream cheese and lox. . . . management will supply coffee.

'Key Largo' Key Stunt Aids UN Overseas Fund

To promote the showing of "Key Largo" at the Strand Theatre in New York, Warner Bros. set up a "Key Largo" Treasure Chest at 52nd Street and Avenue of the Americas in cooperation with the American Overseas Aid—United Nations Appeal for Children.

The public was invited to donate whatever sum they chose to the fund, receiving in return a key with which they attempted to open the Treasure Chest containing many valuable prizes, including a diamond ring, pearl necklace, wristwatches, portable radios, luggage, etc.

Daily prizes were awarded to holders of the keys which the chest's lock would accommodate. On the last day—the fifth—the five daily winners were brought together and given a chance to choose the grand prize-winning key which entitled the fortunate person to the entire Treasure Chest of prizes.

Miami Mayor Proclaims 'Key Largo Day'

In honor of the opening of Warner Bros.' "Key Largo" this week at the Miami and Beach theatres, Miami, and several other situations in Florida, Mayor Robert L. Floyd proclaimed July 22 as "Key Largo Day."

Director John Huston and Producer Jerry Wald shot much of the film's action around the famous Florida keys, which gives it its title.

Pinball Machines to Aid Runyon Cancer Fund

The Damon Runyon Cancer Foundation, out to raise funds to conquer the dread disease, will sponsor a nation-wide competition to crown "The Pin-Ball Champion of the United States." The competition, with the coin proceeds to the Fund, will be held on glorified pin-ball machines similar to that used in "The Time of Your Life."

Six of the Prince of Pin-Ball Machines, complete with sound effects, are being especially constructed at a cost of $5,000 each by the coin machine industry. They will be placed in prominent locations in six cities and the public will be kept informed of the highest scorer through daily bulletins. In all, the machines will be used in approximately 20 cities during the competition.

'You May Be in It' Stunt Clicks for Burns

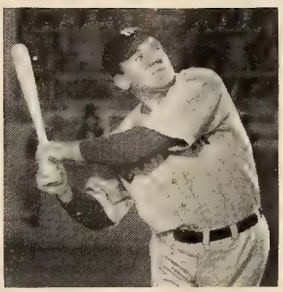
As many persons in Van Wert, Ohio, went to Lancaster in that state to watch some of the filming of 20th Century-Fox's "Green Grass of Wyoming," Manager Joe Burns of the Van Wert Theatre, who booked the film soon after its world premiere at Lancaster, based his campaign on the fact that many visitors on location were caught by the camera during the shooting of crowds, and used this line on top of all his newspaper ads: "Don't miss it. You may be in it." Local paper gave him a story on the early booking.

'Summer Hit Wave'

Manager M. D. "Babe" Cohn of the Paramount Theatre, Kansas City, Mo., is keying his summer advertising with the slogan, "Summer ads listing several forthcoming Paramount reads listing several forthcoming Paramount releases to help bolster summer business. "The Emperor Waltz" started the "wave."—K.C.

Potent Appeal for Public Makes 'The Babe Ruth Story' a Natural

Fortified with the desire and energy to restore showmanship standards, theatremen at last have the "perfect picture" with which to test their showmanship mettle. Some pictures appeal to this group, others to that one. Allied Artists' Roy Del Ruth production, "The Babe Ruth Story," which has its world premiere at the Astor Theatre in New York on July 26 for the benefit of The Babe Ruth Foundation, is a picture that goes right to the heart of the people. It has appeal for everyone throughout the nation (and the world, for that matter), because the career of Babe Ruth contains not only the amazing record of hitting more than 700 home runs in league games from 1914 to 1935 but also many humanitarian incidents that have touched the hearts of the American people and have endeared The Babe to millions.



BATTER UP. William Bendix portrays Babe Ruth, famous home run king, in Allied Artists' "The Babe Ruth Story."

And now that this story has been brought to the screen, there can be no doubt but that milions everywhere will be potential box-office customers when it plays the nation's theatres and, eventually, throughout the world. What could be a more potent source for tieups and other exploitation possibilities than the great masses of people themselves? That's what smart showmen have in "The Babe Ruth Story," and Allied Artists is leaving no possible angle untouched in its advertising, publicity and exploitation plans to make this picture a box-office bonanza for smart showmen.

In tieups and exploitation possibilities, there is the tremendous field offered by baseball, plus the fact that merchants apparently seem eager to tie-in with the picture because it gives them the prestige of the Babe Ruth name without having to get permission directly from Ruth to use his name.

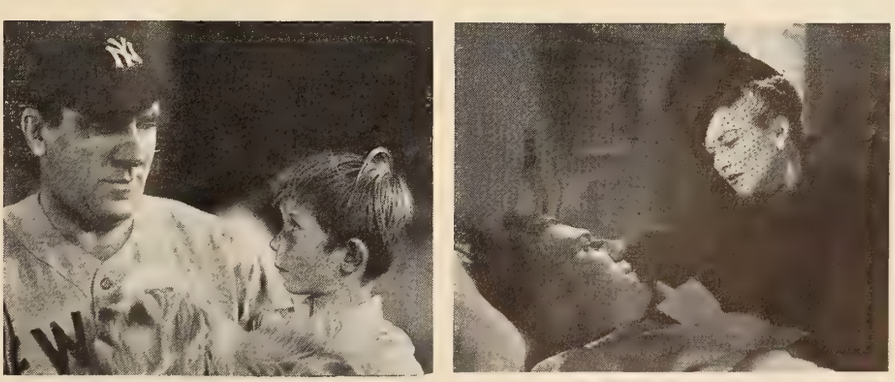
For tieups with humanitarian and animal societies, there are the incidents in Ruth's career which are also in the picture. One of these was when he was fined $1,000 for missing an afternoon's practice because he socked a ball right into some hero-worshipping boy's dog, injuring the animal seriously. Ruth took the dog to the hospital and remained there until he was assured the animal would recover. Another incident: During a practice game The Babe knocked a homer 600 feet, grinned up into the stand at a kid and smiled. The kid got up and walked—for the first time in his crippeld life. He's been walking ever since.

Ruth has friends in many an American city. Find one and you may find a man whose story could make him your guest of honor. The team with which Ruth served professionally for 15 years—the New York Yankees—also has retired players throughout the country. The same idea applies in this instance, too, with the stunt becoming a community celebration.

Local Ford dealers should be available for tieups, since this automobile appears in the picture. And then, too, the American Legion in each community should be a natural, since Ruth is consultant for its kid baseball teams.

These showmanship possibilities merely open the gates to the wealth of tieups, stunts, exploitation, ballyhoo and publicity available for the smart theatreman when he plays "The Babe Ruth Story." If ever there was a natural for showmanship, this is it. As soon as you know the picture is coming to your theatre—and let's hope you know well in advance, for there will be plenty to do—get busy by contacting merchants, civic leaders, heads of various organizations, religious and educational leaders, sports editors and local sportsmen, for tieups and all-out cooperation. Remember, smart showmen have been looking for a picture they could sink their showmanship teeth into. Now it's here! Get on the bandwagon—but quick!

—CHICK LEWIS



DO YOU REMEMBER THESE FAMOUS INCIDENTS? Few public favorites have had as many human-interest incidents in their careers as Babe Ruth, and two of them are shown here in 'scenes taken from Allied Artists' Roy Del Ruth production, "The Babe Ruth Story." Remember the time Ruth was fined $1,000 for missing an afternoon's practice because he socked a ball right into some hero-worshipping boy's dog? Photo at left shows the Babe consoling the youngster at the hospital. (A swell angle for tieups with humanitarian and animal societies.) Photo at right depicts an incident more recent in the baseball player's career when he underwent an operation for a malady in a New York hospital at the risk of his own life so that science might better learn how to combat the malady. William Bendix is seen as Babe Ruth, Tony Taylor as the boy, and Claire Trevor as Mrs. Ruth.

Intensive Campaign Launches 'Tap Roots' Area Premiere

The territorial world premiere of Walter Wanger's Technicolor "Tap Roots" at the Goldman Theatre in Philadelphia and in eight additional cities in the Philadelphia exchange area, backed by an intensive promotional campaign as part of Universal-International's observance of 'U-I World Premiere Month," has served to dramatically demonstrate the value of showmanship in helping to properly launch a picture to record grosses.

U-I's campaign, started several weeks in advance of the premiere, was climaxed by the personal appearances of the stars of "Tap Roots," Van Heflin, Boris Karloff, Julie London and Richard Long, at the Goldman Theatre in Philadelphia, July 14, at the Senate Theatre in Harrisburg, July 15, and at the Astor Theatre in Reading, July 16.

Featured Speaker

In addition to making some 20 radio appearances in Philadelphia starting three days in advance of the premiere, Van Heflin was a featured speaker at the Democratic National Convention. Heflin delivered a seven-minute eulogy on the late President Franklin D. Roosevelt, carried by all four of the national networks as well as by television and newsreels.

Radio, television, newspapers and ballyhoo were employed to provide national coverage of the territorial openings and exhibitors are certain to benefit from these promotions when they play "Tap Roots."

Two network programs saluted the world premiere before the final week of the campaign got underway. Previously, the American Broadcasting Company network program "Go For The House," saluted the premiere over 195 stations while the National Broadcasting Company's "Chesterfield Supper Club," network show heard over 143 stations, saluted Susan Hayward and the premiere for five successive nights during the week of July 12.

In holding a special midnight screening for newspapermen, columnists, radio personalities and prominent Democrats attending the convention the night before opening, U-I received national newspaper coverage.

The company set up special "Tap Roots" headquarters at the Ritz Carlton Hotel in Philadelphia two weeks in advance of opening. Here the administrative set-up rivalled that of the Democrats, with Al Horwits, U-I eastern publicity manager, acting as campaign manager at the headquarters; Charles Simonelli, U-I eastern exploitation manager, serving as platform manager and U-I press representatives filling other administrative posts.

Convention Spirit

Adhering to the spirit of the convention, U-I had four scantily-dressed models touring the streets starting three days in advance of opening to distribute badges which read, "I am a Delegate to the World Premiere of 'Tap Roots'." The models distributed 15,000 bags of Charms candy on the day of the premiere with copy reading "You'll be charmed by Susan Hayward's charms in "Tap Roots." This resulted from a national tieup with the candy company.

The Lane Bryant department store in Philadelphia devoted all its windows to a display of the original "Tap Roots," costumes and Julie London appeared at the store's fashion show the day before the opening. The store took newspaper advertising to call attention to the premiere. Also, all four stars appeared at Gimbels department store to autograph copies of the James Street novel on which the picture is based. Gimbels took newspaper advertising to feature the appearance and the premiere.

The Central News Company of Philadelphia bannered all its trucks serving news-stands with book copy and distributed some 3,000 posters to news dealers.

The Philadelphia Hairdressers Association made up posters featuring Susan Hayward demonstrating the "New Party Look," with 15,000 being distributed. Snellenburgs department store and several other stores tied in with this promotion.

More than 15,000 book marks were distributed through the libraries and booksellers who are members of the Philadelphia Booksellers Association. The Sun Ray Drug chain of Pennsylvania and New Jersey featured a special "Tap Roots Sundae" for a week. The Bud Westmore Cosmetics were featured in window displays in 50 leading stores tieing in the Westmore products with Susan Hayward and the picture.

Midnight Show

At the special midnight showing at the Goldman Theatre, attended by more than 1,000 press and radio representatives and delegates, the stars took a bow. For their personal appearances at the theatres in Philadelphia, Harrisburg and Reading, the quartet did a special 12-minute routine, in preference to a walk on or bow. This made an impressive hit with audiences.

U-I backed it promotion campaign with full-page advertisements in the Philadelphia dailies the day before opening. It all added up to record business, not only for the three theatres which featured the personal appearances of the stars but for the other theatres participating in the premiere, including the Hollywood Theatre in Atlantic City, the Shore in Wildwood, New Jersey, the Surf in Ocean City, N. J., the Earle in Allentown, Pa., the College in Bethlehem, Pa. and the Capitol in Lancaster and the Warner in Wilmington which premiered the picture July 15.



BULL BY THE HORNS. Disregarding the theory that non-New Yorkers pay no attention to motion picture reviews in the Big Town newspapers, Paramount Advertising Manager Stanley Shuford took the bull by the horns and prepared a national magazine ad (see above) quoting the critics, on the theory that when New York critics have such extraordinary things to say about "A Foreign Affair," which has not been seen elsewhere, it is news of interest to out-of-town moviegoers. Looks like Stan has something there!

Roehm Contacts Schools On 'Bill and Coo'

Guy Roehm, resident manager of Switow's Grand Theatre, New Albany, Ind., extended extra effort in his campaign on Republic's "Bill and Coo."

Guy contacted local public school principals and had them write letters to the teachers announcing the film's engagement and requesting that the student body be notified. Parochial school teachers were contacted in a similar manner, and the educators were invited to see the picture as guests of the management.

According to Guy, this extra effort paid off at the box-office.—LOU.

New Stamp Salutes Youth Month

Design for the new commemorative three-cent stamp, "Salue to Youth," was made public last week by the Post Office Department and



copies submitted to Theatre Owners of America, the national association of motion picture exhibitors which is sponsoring Youth Month during September at the request of Attorney General Tom C. Clark and the Department of Justice.

The stamp will be dedicated on August 11 by President Truman at special ceremonies at the White House to be attended by Charles P. Skouras, national chairman of Youth Month; Gael Sullivan, executive director, and other officials of Theatre Owners of America; representatives of national and regional welfare groups and organizations, and many prominent motion picture exhibitors of the nation.

The new stamp (*see cut*) is 0.84 by 1.44 inches arranged horizontally with a single outline frame. The left central portion depicts a girl and boy walking in step carrying books. To the right is a dark shield on which is a light panel bearing the words "Youth Month—Sept. 1-30." Five stars appear below this panel. The lettering "Saluting Young America" and "United States Postage" in dark Gothic appears across the top and bottom respectively.

An initial printing order of 75 million stamps has been authorized. Collectors desiring the first day cancellation of this new stamp may send not in excess of 10 self-addressed envelopes to the Postmaster at Washington, D. C. with postal note or money order to cover the cost.

Calling All Showmen!

TO UNITE IN A FELLOWSHIP FOR THEIR OWN ADVANCEMENT IN AND FOR THE IMPROVEMENT OF MOTION PICTURE SHOWMANSHIP STANDARDS

JOIN NOW

THE INSTITUTE OF MOTION PICTURE SHOWMANSHIP

Membership is *Free* . . . . there are no dues to pay, no obligations. If you are associated with a theatre as owner, manager, publicity or exploitation man, assistant manager, head of any department in a motion picture theatre, you are eligible for full membership.

Join now—make sure your name is among the honored showmen who will be identified as pioneers in one of the most progressive movements associated with the great profession of motion picture showmanship. If you are a veteran with years of achievement to your credit, or a newcomer ambitious to carve out a successful career, you belong in IMPS.

Read how IMPS will help you as you help fellow showmen through the activities of this new, modern organization of theatremen. Further details are on the following page. Read them—then fill out the card below with necessary information and your membership card will be sent to you promptly.

Card of membership—a handsome memento and a visible attest that you belong among the progressive showmen of the industry—is shown below. Your card, bearing your name and encased in a protective cover will be sent immediately your application for membership is acted upon by the IMPS governors.

INSTITUTE OF MOTION PICTURE SHOWMANSHIP
I·M·P·S
PROGRESS THRU PERSEVERANCE

LIVE SHOWMEN ARE

MEN OF ACTION

DON'T DELAY

GET YOUR APPLICATION IN

RIGHT AWAY

Chick Lewis
General Director
Institute of Motion Picture Showmanship:

7/24/48

Please send application blank for full membership in the Institute of Motion Picture Showmanship.

It is understood that my membership involves no obligation to pay dues or buy any article or articles.

Name .....

Theatre .....

Street .....

City..... State.....

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SHOWMEN'S TRADE REVIEW

1501 BROADWAY

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The Box-Office Slant

Current and Forthcoming Feature Product Reviewed from the Theatreman's Standpoint

Music Man

Monogram Musical 66 mins.

AUDIENCE SLANT: (Family) Mediocre musical that suffers from poor acting, uninspired numbers and hackneyed plot.

BOX-OFFICE SLANT: Won't add much to the program. Jimmy Dorsey name may help draw few of his fans.

Cast: Phil Brito, Freddie Stewart, Jimmy Dorsey, Alan Hale, Jr., June Preisser, Noel Neill, Grazia Narciso, Chick Chandler. Credits: Producer, Will Jason. Director, Will Jason. Associate producer, Maurice Duke. Original screenplay, Sam Mintz. Photography, Jackson Rose.

Plot: Two music-writing brothers are big successes until they quarrel and pull apart, Then they start on the downward path. Their mother, however, helps bring them back together in time for a big show that renews their once-great fame and fortune.

Comment: "Music Man" is a mediocre musical that suffers from poor acting, uninspired numbers and a hackneyed plot. The film is put together in spotty fashion and will have the audience squirming before it is finished. Phil Brito and Freddie Stewart both have pleasant singing voices but are not strong for their acting roles; and June Preisser, who is a dancer, is wasted in a purely dramatic part. Grazie Narciso gets a few laughs as the boys' mother, as does Alan Hale, Jr. as a milk driver. This picture won't add much to the program. Jimmy Dorsey's name may help draw a few of his fans, although his band doesn't get much a chance to perform.

The Babe Ruth Story

Allied Artists Comedy-Drama 111 mins.

AUDIENCE SLANT: (Family) This picture about one of the most colorful personalities in our history is genuine entertainment, the kind that most folks will be anxious to see. It has exceptional appeal for the male members of the family and all those interested in baseball.

BOX-OFFICE SLANT: With the type of story, the title draw and the marquee strength of the star names, this picture is destined to be a big box-office success.

Cast: William Bendix, Claire Trevor, Charles Bickford, Sam Levene, William Frawley, Gertrude Niesen, Fred Lightner, Stanley Clements, Bobby Ellis, Lloyd Gough, Matt Briggs, Paul Cavanagh, Pat Flaherty, Tony Taylor, Richard Lane, Warren Douglas, Mark Koenig, Harry Wismer, Mel Allen, H. V. Kaltenborn, Knox Manning, Bucky Harris, Bob Meusel, Ziggy Sears, Gertrude Niesen, The King's Men, Mitchell Boychoir. Credits: Produced and directed by Roy Del Ruth. From the book "The Babe Ruth Story" by Bob Considine. Screenplay by Bob Considine and George Callahan. Photography, Philip Tannura. Assistant to producr, D. Ross Lederman. Associate producer, Joe Kaufman.

Plot: This is the story of Babe Ruth's life, from the time he was a little boy getting into trouble and being sent to a school for boys, until the time he became ill.

Comment: For a human interest story and a natural box-office bet, what could be more perfect than this film about one of the most colorful personalities in our history? Everybody knows or has heard of Babe Ruth, which means the picture is one most folks will be anxious to see. It is genuine entertainment, the kind that will bring in extra male patronage, with tremendous appeal for the youngsters, the Saturday matinee crowds and all the younger element of moviegoers who make up the largest percentage of movie patrons. With this kind of story, plus the title draw and the marquee strength of the star names, "The Babe Ruth Story" is destined to be a big box-office success. As "The Babe" William Bendix turns in an outstanding performance; he seems to personify the man as most people think of him. Excellent, too, is Claire Trevor, as Mrs. Ruth and Charles Bickford as Brother Matthias, the man responsible for instructing and counselling Ruth throughout the years. Same Levene does a fine job as a newspaperman and Fred Lightner gives an exceptionally strong delineation of Miller Huggins, the fiery little manager of the Yanks from 1918 through 1929. The entire picture is a tribute to all concerned with its making, especially Producer-Director Roy Del Ruth, who originally conceived the idea and carried it through to complete and successful fruition.

National Reviewing Committees Audience Classifications

NIGHT HAS A THOUSAND EYES (Para.)
MATURE—National Board of Review.
CLASS A—SEC. 2—National Legion of Decency.

A DATE WITH JUDY (MGM)
FAMILY—National Board of Review.
CLASS A—SEC. 1—National Legion of Dececy.

TAP ROOTS (U-I)
MATURE—National Board of Review.
CLASS A—SEC. 2—National Legion of Decency.

Shed No Tears

Eagle Lion Drama 70 mins.

AUDIENCE SLANT: (Adult) This drama of an attempt by a man and his wife to fake his death so insurance money can be collected, is good entertainment.

BOX-OFFICE SLANT: An excellent bet for secondary support of double bills; particularly good to offset a top comedy feature.

Cast: Wallace Ford, June Vincent, Robert Scott, Frank Albertson, Richard Hogan, Elena Verdugo, Johnstone White. Credits: Equity Pictures presentation of Frost Films production. Producer, Robert Frost. Director, Jean Yarbrough. Screenplay, Brown Holmes and Virginia Cook. From novel by Don Martin. Photography, Frank Redman.

Plot: A woman and her husband fake the husband's death so they can collect large insurance money. He goes away to hide out, and while he is gone she cheats on him. He returns and finds out, and kills her secret lover; she then tries to kill him, but he has emptied the bullet from the gun. Eventually, she does slay him, but is accidentally killed immediately thereafter.

Comment: A very good drama, "Shed No Tears" is based on the attempt of a man and his wife to fake his death so that insurance money can be collected. Producer Robert Frost deserves credit for making a marketable film his first time out. He has solid supporting-feature names for the fans in Wallace Ford, June Vincent and Frank Albertson. Newcomers Robert Scott and Johnstone White handle their assignments nicely.

The Velvet Touch

RKO Radio Drama 97 mins.

AUDIENCE SLANT: (Adult) A strong dramatic offering with special appeal for the women, who will find satisfactory entertainment in the story of a woman's fight to protect her love. It is an excellent picture for general adult audiences.

BOX-OFFICE SLANT: If sold correctly, this should satisfy not only the Rosalind Russell fans but should also bring in above-average returns because of the word-of-mouth it will create.

Cast: Rosalind Russell, Leo Genn, Claire Trevor, Sydney Greenstreet, Leon Ames, Frank McHugh, Walter Kingsford, Dan Tobin, Lex Barker, Nydia Westman, Theresa Harris, Irving Bacon, Esther Howard, Howard Hayden, William Erwin, Martha Hyer and others. Credits: Presented by Independent Artists. Directed by John Gage. Story by William Mercer and Annabel Ross. Adaptation by Walter Reilly. Screenplay by Leo Rosten. Photography, Joseph Walker. Produced by Frederick Brisson.

Plot: Fear of losing the man she loves causes an actress to kill her producer because he will not let her go. She manages to escape detection but finally gives herself up because her conscience bothers her, and also because another woman commits suicide.

Comment: Special attention to the important details, such as story, cast and production values, are evidenced in this first picture turned out by the independent producing company(known as Independent Artists), formed by Rosalind Russell and her husband, Frederick Brisson. It is an auspicious start for a new company, especially at this time when the general public is choosing its screen fare only after careful deliberation. This is a good picture; one that the average adult will find exceptionally fine dramatic entertainment. It contains the ingredients that usually appeal, especially to the women, and has a cast of outstanding players. Numbered among them are such performers as Claire Trevor, Leon Ames, Sydney Greenstreet and Leo Genn. Most of the picture is all Miss Russell's show and she gives a fine delineation of the actress caught between the love of two men. Direction is a first for John Gage, and it is first-rate.

Strange Victory

Target Films Documentary 73 mins.

AUDIENCE SLANT: (Family) This treatment of the problems and discrimination against minority groups is powerful and persuasive; it pulls no punches; it is attention-compelling in its presentation. Its message should be projected on the screen of every theatre in America, and everyone should see it.

BOX-OFFICE SLANT: If "Strange Victory" does not have quite the box-office appeal that a Hollywood-made product would have, it is still nevertheless worth showing and worth exploiting, with civic, religious and community organizations contacted for support.

Cast: Virgil Richardson, Cathy McGregor, Sophie Maslow, Jack Henderson and unnamed people. Credits:

(Continued on Page 33)

Regional Newsreel

News of Events and Personalities Reported by Correspondents Throughout the Nation

ST. LOUIS

Sheldon Donald Lending, son of Mr. and Mrs. Theodore Lending of University City who own the Kirkwood at Kirkwood, Mo., was married to Frances Adele Liverant. Engagement has been announced of Ruth Portman to Marvin Rosecan, son of Mr. and Mrs. Al Rosecan of University City. The elder Rosecan operates the Princess, St. Louis, while his brother Edward J. Rosecan owns the Rialto, Cape Girardeau and the Rialto, Hannibal.

Arnold Amusement Company was set to open the remodeled State in Centralia, Ill., this week. Vernal M. Elliott is the new manager, succeeding Harman H. Ferguson. Norman Probstein's 1100-seat Crest Theatre Affton, St. Louis County, was opened July 20 with the night's proceeds turned over to the American Cancer Society. Probstein has leased the theatre to the Crest Amusement Company recently incorporated by Anthony L. Matreci, E. L. Matreci, M. Larkin and H. Zarkadas.

Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois will hold its annual meeting at the Hotel Jefferson, St. Louis, Sept. 27.

President Ray Colvin of the Theatre Equipment Dealers Protective Ass'n is touring the country speaking on present day problems of the industry. He recently spoke in Denver, Salt Lake City and yesterday in Portland, Ore.

Wilfred Fromm has bought the Enfield at Enfield, Mo., from Vernal M. Elliott. Dezel Booker Nick O'Brien is visiting his brother who is ill, in Green Bay, Wis.

INDIANAPOLIS

Twentieth Century-Fox Manager George T. Landis resigned July 17 to manage his theatre interests—Amusement Enterprises, operator of the Oriental, Uptown, St. Clair and Strand Theatres in Indianapolis. Tom O. McCleaster, former sales manager, succeeds him. McCleaster joined the organization in 1933 as assistant booker, served in the army as Flight Officer and on his return to the company in 1946 was made sales manager.

William H. McNabb, operator of the Ritz, Mooresville, Ind., is vacationing in Canada. Paramount Office Manager Hobart Kaylor has resigned to join the Selznick Releasing Organization as salesman. RKO Manager Russell Brentlinger has gone to New York City on business.

George Settos Theatres has acquired the new theatre, now under construction, in East Evansville. Ind. Fred Dolle of the Fourth Avenue Amusement Company passed through the city on his way to Chicago where he will visit his former business associate, Harry Katz.

MILWAUKEE

The Two Rivers, Wis., Rivoli has signed for 20th-Fox product first-run and will operate at 55 cents evenings and 40 cents for Wednesday and Saturday matinees and for Sundays and holidays till 5 P. M. The house is undergoing an improvement program.

Ralph Johnson has opened his new Norway at Morrisonville. The State at Waupaca is now under management of Albert Behm, Jr., who operates the Iola at Iola and who took over the State from Irving Ashe.

Mae Dalton left 20th-Fox exchange to become a hostess at a local restaurant. Alvin Goodwin of Quality Premiums spent a week with Vincent DeLorenzo. Ray Smith, theatre equipment distributor, and Mrs. Smith with Frank DeLorenzo, projectionist of the Alhambra, and Mrs. DeLorenzo are vacationing at Three Lakes in northern Wisconsin. H. L. Beecroft, who subbed for Joe Neger at the Fox, while Manager Neger was vacationing, has returned to Kansas City. The Abby here has started regular dinnerware premiums.

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SCHARY SIGNS UP. Dore Schary (left), who quit as vice-president of RKO Radio recently when Principal Stockholder Howard Hughes interfered with production plans, signs up as vice-president in charge of MGM production under Louis B. Mayer, executive production head, who looks on as contract is inked in his office.

CINCINNATI

William Thalheimer, Logan, W. Va., Roy Letsinger, Amherstdale, W. Va., and Frank Allara, Matewan, W. Va., have acquired the King Cole Theatre, Jenkins, Ky., and are operating the house, which was formerly owned by the Lincoln Theatre Company of Marion, Va.

Jack Keating resigned as branch manager of the Selznick Releasing Organization. The wife of L. Knostman, Minster, Ohio, is in a hospital in Lima, Ohio. The local Variety Club is planning its 14th annual golf tournament at the Summit Hills Country Club, Monday, Aug. 23. Allan Moritz, Maurice White, and Totty Weisbaum are co-chairmen. Booker Lee Heidingsfeld, RKO, and his wife, left Saturday morning on a motor trip to Texas; They also plan to spend several days in Mexico.

Dale Tysinger, manager of the Shea circuit, Newark, and John Woodward, Zanesville, are vacationing.

HARRISBURG

Kenneth Strickline, Reading, is substituting for assistant manager Bill Blankinship of Loew's Regent, who is vacationing in New Hampshire. Other local vacationers are Ginger Coleman and Catherine Furjanic, Senate; Alfred Green, doorman, and Miss Genevieve Funk, secretary, both of the Colonial.

Columbia Exploiteer Milt Young, his wife and young daughter were week-end guests of Colonial Manager Jack O'Rear and Mrs. O'Rear at their summer home.

Barry Sullivan, Hollywood actor, husband of Harrisburg's Marie Brown, is playing currently at the Westchester Playhouse. He and his wife met in a summer theatre directed by Harrisburg Director Dick Gage several years ago.

Trudy Lawatsch, former movie columnist of the deceased Harrisburg *Telegraph*, was married in Minneapolis, to Ensign William M. Schaefer, Chicago. Dick McCrone, movie critic, was on leave, and his substitute was Bill McCartney.

VANCOUVER

First-run business in Vancouver suffered a drop as a hot spell drove the people to the out-of-doors in search of coolness. The weather benefitted the picnic of the entire amusement industry unions at Bowen Island which was tops. Odeon Circuit won most of the events. Famous Players won the beauty contest.

Vacationists going and returning: Bill Baillee, Famous Players art shop; Louise Booth, Eagle Lion cashier; Al Mitchell, Odeon, Hastings; Ernie Sauer and Harry Lawrence, Lux; Ann Thompson, Dunbar; Jeanne Lewis, Orpheum, and Elsie Krakonchuk, Strand.

Stanley Manager Jack Burdett will marry a Vancouver girl on July 31. Paradise Assistant Manager William Turner is engaged to Margaret Connolly of the Pacific Air Lines. Frank Cristou of the Lux, Banff, is modernizing the house which plays to the tourist trade.

Calgary played host to a record stampede this year. Among Vancouverites attending were Jack Randall, manager of the Strand, and MGM Canadian General Manager Henry Nathanson.

REGIONAL NEWSREEL

LOUISVILLE

Foster Lane's new 600-seat Lane Theatre, Williamsburg, Ky., was opened July 15. Lane also operates the town's other theatre, the Dixie. The opening of William Tell Theatre Company's new Swiss Theatre in Tell City, Ind., has been moved back to July 27, under the supervision of Silver Raley, one of the owners. Harry Whitefield expects an early opening of his new theatre at Morganfield, Ky. A new drive-in at Glasgow, Ky., was set to open July 15.

Russell Morga of the Shelby Theatre, Louisville, is leaving for a vacation in Benton Harbor, Mich.

Louisville will have a new drive-in theatre, the Jefferson County Planning and Zoning Commission having given the project at Miller's Lane and Cane Run Road the green light. H. J. Shelby plans a drive-in at Kevil, Ky., W. H. Hahn and J. F. Burnette are building a drive-in near Bardstown on the Louisville road. It will accommodate 600 cars with capacity jumped to 1,000 cars next year.

CLEVELAND

Mark Goldman last week resigned as Eagle Lion branch manager and has been succeeded by Robert Richardson who resigned as RKO salesman to accept the post.

Carolyn Bryer has announced her engagement to Richard Chessin of Cleveland. She is a daughter of the former Schine manager in Bucyrus, O., and one-time manager of the Imperial, Cleveland.

R. T. Priest, one of the owners of the Sharve in Edgerton, has sufficiently recovered from a recent operation at St. Vincent's Hospital here, to call at the local film row exchanges.

Vacationing are Republic Head Booker Margaret Macsay and Laura Novack, secretary to Universal-International District Manager Peter Dana, in New York; Warner Office Manager Yarro Miller and family on the Jersey coast; Warner Theatre District Manager Frank Harpster and family in Miami; U-I Cashier Marie Roessel in Buffalo and Canada.

Lillian Brooks, secretary to Warner Publicity Director J. Knox Strachan has returned from the coast.

Charles G. Deckman, 58, well-known in movie circles for his many theatre interests as well as in the brick and tile business, died suddenly of a heart ailment while spending a weekend at his Canadian fishing camp.

ATLANTA

Wilby-Kincey Theatres President R. B. Wilby donated $15,000 to the Scottish Rite Hospital to build a new laundry.

RKO Exploiteer Charlie Kinney has returned to New York from Atlanta. Ed Stevens of Stevens Pictures is back from New York. Lam Amusement Company of Rome announces that it will start work on two new drive-ins—one at Rome, the other at La Grange. Eddie Foster has quit Republic to take over a drive-in at Knoxville. He also owns one with Hap Barnes in Montgomery.

Headed for the West Coast will be John W. Mangham, president of Georgia's Screen Guild and producer of pictures with Lash LaRue. He expects to make more westerns for SG. Rasul Lotos has been appointed manager for the Southern Automatic Candy Company. Mrs. Mildred Rudsill has quit Columbia.

Swamp Telephones

When it became known that the introductory music to Fox Movietonews was the recent "Stop the Music" mystery tune, 20th Century-Fox exchanges everywhere were besieged by telephone calls from persons wanting to know the name of the tune. Philadelphia alone received 200 calls in a day. Atlanta had 500 calls in a day. Exchangites, even if they knew the name of the tune, were pledged to secrecy and were relieved when the mystery tune was correctly named last Sunday night.

Dorothy Garland, who smiles at folks from behind the candy counter at the Fox, married A. J. Anglin in Conyers, Ga., July 10.

Filmrow visitors and vacationists this week were Mr. and Mrs. John Carter of the Brookhaven, Ga., Sidney Laird of West Point, Edd Duncan of Duncan and Richards; Fred Levine, manager of the Ponce DeLeon; Charlie Karr, Atlantic booking manager for Martin's circuit.

LOS ANGELES

The Film Exchange Employes, Local B61, IATSE, held a Film Row Party and Monte Carlo Day, July 17, at the Chase Hotel in Santa Monica. It was a full day, with games, swimming, dancing and door prizes in the evening. The proceeds have been turned over to the union's death benefit fund.

The Melvan, under new ownership, opened recently as a foreign-picture house.

The Lux Theatre on 3rd and Figueroa has been trying a stage policy with two features. Last week, Ramus II, modestly billed as "World's Greatest Crystal Gazer," was on stage.

Well-liked Stony Goad won't be selling films any longer for Realart and Screen Guild. He's on the other side of the fence now, having just purchased Joe Rogers' Lamont Theatre in Lamont, which he takes over Aug. 1.

Correction: Max Rothafel, 63, whose death was reported in these columns July 17, is the father, not the son of District Manager Bob Rothafel, as erroneously stated at that time.

Sherril Corwin is in New York City, scouting vaudeville talent for his Million Dollar Theatre.

Screen Guild's sales chief, Francis A. Bateman, is in Cedars of Lebanon Hospital, where he was operated on July 15. Bateman was stricken with acute ppendicitis in Dallas and was flown to Los Angeles on an emergency flight.

COLUMBUS

Myer S. Fine of Cleveland's Associated Theatres, has been named to the directorate of the Independent Theatre Owners of Ohio, succeeding the late John B. Kalafat.

A new CC drive-in was opened by Harold Schwartz and Frank Yassenoff on Harrisburg Pike. A novelty is that the installation has the screen at the back of the plot, not the front.

A 1,000-seat theatre will be erected on the Olentangy River Road across from the proposed new hospital by C. S. Kennedy, Washington builder. It will be part of a group project including an office building, sports building and a building with four-family apartments.

SAN FRANCISCO

Proceeds of Deborah Kerr's "Courageous Mr. Penn" throughout California state will go to the Variety Club's $150,000 Heart Fund for a nursery home for blind babies. The picture, not yet released on the west coast, is the property of the Variety Club which will allocate its 60 per cent of the receipts directly to its Heart Fund. The Blumenfeld Circuit will tee off "Mr. Penn" for August release along with "So This Is New York." The picture is slated for playdates in key houses in Oakland, Stockton, Sacramento and Fresno.

Jay Golden, division manager West Coast RKO Theatres, was named a judge in the Farmers' Market Fiesta Queen contest held July 28.

Phil Lampkin, former musical director of Fanchon & Marco shows here and ex-lieutenant colonel with the Army's Special Services Division and the armed forces' radio service, was appointed head of Veteran Hospital Camp Show production department.

Jack Frazier, head of Film Messenger Service, is on a two-week vacation at Lake Tahoe.

The Clay, Herbert Rosener's art house, closed for several weeks after fire damage, is set to reopen this week newly furnished, painted and with latest air condition system.

Malcolm Kingsberg, executive vice-president

(*Continued on Page 30*)



MAKING THE ELECTION LEGAL. Directors and officers of the Kentucky Association of Theatre Owners look pleased to have finished the verification of ballots. You can almost hear them sigh with relief. Seated is Mrs. Nell G. Borden, Louisville. Standing, left to right: Col. Henry J. Stites, Louisville; C. R. Mitchell, Barbourville, Ky.; Guthrie F. Crowe, LaGrange, Ky.; C. Kenneth Arnold, Bardstown, Ky.; J. Van Snook, LaGrange; E. L. Ornstein, Marengo, Indiana; E. S. Huber, Louisville; John T. Edmunds, Louisville; Johnson Mussellman, Louisville.

REGIONAL NEWSREEL

LONDON OBSERVATIONS

Showmen Get Concessions, Rank Wins Many Converts As Both Sides Triumph at CEA Meet on Rentals, Films

By JOCK MacGREGOR

In retrospect, J. Arthur Rank's address to the CEA General Council on rentals and British pictures was a triumph for both parties. The showmen got concessions and an assurance that fifty per cent would be the top rental for a program. In turn, the celluloid miller made many converts to his policy. The majority came to scoff, but left acknowledging him a master. He had a soundly prepared speech or, perhaps one should say, argument. His proposal of an independent tribunal to settle disputes on terms flayed criticism.



Jock MacGregor

However, Mr. Rank and British films did not have it all their own way. Opening the attack, Councillor J. C. Whittaker of Oswaldtwistle alleged they did well on Odeon as they had American second features. Tommy France wanted GFD to regain its former goodwill. Fred Prior reminded Mr. Rank that he should speak of "our" association and not "your."

Mr. Rank listened to many complaints and promised to investigate those he could not answer immediately. Most unspoken critic was Bournemouth's Harry Mears who was armed with the audited takings for 30 GFD releases at three cinemas during the past few months. These revealed the exhibitor paid GFD £2156.19.4 (approximately $8,624) involving him in a loss of £369.14.8 ($1,476).

H. S. Gent of Sheffield had analyzed his rentals for the past two years and found that on three-day locations, the average takings were the same as for other product but that GFD charged approximately four and one half per cent more than 20th-Fox or MGM. In the six-day houses, they grossed 10 per cent less than 20th-Fox and 11 per cent less than MGM, though they cost on the average three per cent more.

Mr. Rank said he was not surprised by the figures. His own cinemas had not done so well until the public got used to British films, but they were now making money. He claimed he would feel happier if some exhibitors would support him by saying his films do take the cash.

Bob Godfrey from Cheshire accepted the challenge. He was glad to confirm that in four first-run locations in good neighborhoods they did excellently, but in two subsequent houses in working-class areas they were poorly received. General evidence suggests that the further north or away from town centres one gets, the less popular the home product.

Veteran Jackson Withers wanted to know whether he would let independents in opposition have some of the sixty pictures he would release first run to meet their 45 per cent quota obligations. He gave Chippenham as an example. This 9,000-population country town has the Gaumont and his own Astoria both 1000-seaters. Changing programs bi-weekly, over ninety British films are wanted for quota. He claimed that GFD had been good enough to offer him only one—"Vice Versa" (described by STR as "novelty booking for art houses"). Mr. Rank replied: "I think you have some grievance," and subsequently the film became the butt of all jokes to the obvious displeasure of Sir Alexander King who claimed the news ruined his morning as he still has to play it in 50 locations!

To those delegates who wanted more letters and less phone calls from GFD to avoid misunderstandings, Mr. Rank replied: "I set a bad example. I like talking to people."

Mr. Rank admitted that he was not familiar with all difficulties, but was determined to learn everything in the next twelve months. He denied he was the country's biggest monopolist. He did not feel he was as big as some in the room who in solo positions pay flat-rate rentals. He wanted all to be more enthusiastic over British films and help him put them over.

While remarkably few decisions were taken, the air was considerably cleared and delegates returned to their branches feeling that something had been achieved. An obviously relieved Mr. Rank left the council chamber, smilingly assuring them that "There's a good time coming."

* * *

Despite the fury over the ad valorem duty and the 45 per cent quota, I do not feel Britain's shortage of dollars for luxuries has been fully appreciated. Too many have been apt to crack at Mr. Rank and overlook the fact he has endeavored to produce a program to keep as many British cinemas going as possible should the government again get panicky. Consequently, he requires a return for his investment. To-day, the quota is more a protection for the Treasury than the producer.

Mr. Rank is the last to admit that his lineup will not include duds, but he has some genuine box-office films. The exhibitors are mainly shy of the arty pictures which he has dropped. While it is wrong to pre-judge pictures, I cannot see Korda's current "Last Days of Dolwyn" being a winner. It is being written and directed by Emlyn Williams who also stars but has not been in a studio for some years. Dame Edith Evans, a fine old trouper but a newcomer to the screen, plays opposite him in this story of a Welsh village which is to be flooded in a dam-building scheme. Artistic integrity is not enough.

It is understood that to help out exhibitors the authorities are extending the "lives" of many quota pictures, particularly those handled pre-war by American renters.

* * *

While the weather was none too kind the "Sunday Pictorial" Film Garden Party to aid charity was again a triumph of organization. One hundred and fifty artists faced 15,000 fans, and victory night in Times Square had nothing on the seething masses that surrounded the jeeps carrying the stars to the various stalls. From Ingrid Bergman down, they took it in good spirit, even though expensive dresses were torn.

* * *

For the record: "Oliver Twist" is beating "Best Years" figures . . . Congratulations to Al Daff on his wedding—to Bill Gell, Jr., on becoming a father.

(*Continued from Page 29*)

of RKO studios, was here to inspect the $100,000 remodeling and building program under way at Golden Gate Theatre.

Roy Cooper, film buyer, C. V. Taylor, general manager, and John McCollum, statistician, Golden State circuit, flew to Culver City to confer with MGM heads on reopening negotiations for picture-buying deal for the circuit. MGM product has been out for an extensive period.

WASHINGTON

A farewell luncheon for MGM Biller Audrey Smith, resigned, was given by her fellow MGM-ites Vivian Kelly, Betty Moore, Zelda Stough, Audrey Poulos and Dorothy Boggs. Evelyn Cohen is the new biller.

The Motion Picture Theatre Owners of the District of Columbia held a business meeting, followed by a beach party, at the farm of its president, A. Julian Brylawski.

Film row vacation notes: Warner Theatre Manager Fred McMillan is back from a vacation in New York; Catherine Murphy, MGM manager's secretary, has returned from Florida, Esther Blendman of the cashier's department is holidaying in the New England states, and Ida Barezojsky is in New York state; Earl Yates of the Warner contract department is in Canada. Anna DeMello, secretary to Wade Skinner, is at Colonial Beach, Mrs. Helen Armstrong of the contract department is visiting her daughter's family at Fort Leavenworth, Kan.

Mrs. Thomas Jeanrenaud, the former Pat Jones of the Warner publicity department, visited the local offices recently. She was accompanied by her daughter Sharon.

CHARLOTTE

Exhibitors estimate movies will suffer a 40 per cent attendance reduction during the polio ban restricting children under seventeen years of age from public assemblage. The ban was slapped on Charlotte and Mecklenburg county July 10, and since then there has been an increase of polio, ranging from one to two cases per day.

Kenneth Klontz, head of Fox projection staff, resigned his position on the Charlotte Civil Service board recently. E. L. Hearne of the Alameda Theatre at Albemarle, N. C., announced the wedding last week of his daughter, Betty Jane, to James B. Garrison, of Badin, N. C. H. H. Hearne of Exhibitor's Service has returned from Boston where he spoke at a banquet in the interests of the Will Rogers Memorial Sanitarium at Saranac Lake, N. Y. Hearne was some years ago a patient in the institution.

Funeral services were held this week for Max William Bryant, 54, owner of the Bryant Theatre Supply Company, who died July 18 at his home in Rock Hill, S. C., Bryant, a charter member of the Charlotte Variety Club, and prominent in theatre circles throughout the Carolinas, never fully recovered from a stroke he suffered in 1947. He is survived by his widow, Lillian, and three children.

KANSAS CITY

Fox Midwest Theatres will hold the annual manager's convention August 31 and September 1 at the Muehlebach.

Warners' Division Chief Hall Walsh came up from St. Louis last week to chin over busi-

REGIONAL NEWSREEL

ness and new product with Russel Borg, Kansas City exchange manager. Under present plans Don Walker, field publicity representative, probably will go to Dallas, Tex., for the next month or so to team with George Bannan, Dallas exploitation man. That makes plenty of territory for Walker, as he recently had Denver territory hitched on to his regular Kansas City-St. Louis-Des Moines-Omaha run.

Riverside Drive-In Manager Paul Stonum which was set to open Thursday, July 22, is publicizing the height of his screen as an important part of the new outdoor theatre. The screen is high as a six-story building, says the publicity in last Sunday's Kansas City *Star*. The theatre will accommodate about 900 cars.

RKO Orpheum Manager Laurence Lehman is trying something new for first runs here—a serial shown only at matinees.

Roy Cato, manager of the Warwick Theatre for Fox Midwest, is back on the job after his recent vacation-honeymoon trip to Chicago. He was married to Mary MacDonald on June 15, but few except close friends knew of the marriage until after the wedding trip.

HARTFORD

The zoning board of appeals in Bristol, Conn, turned down the application of Albert Bernstein, president of the Bristol Live Stock Company, to erect a drive-in theatre on the complaint of property owners that the theatre would damage their property.

The town of West Springfield, Mass., will soon have two open-air theatres in operation. The Weymouth Drive-In Corporation of Boston is building a 600-car location for end-of-the-month operation. The E. M. Loew Circuit will build a 600-car drive-in at Montville, Conn.

Saul Karp, assistant manager of the Poli, Springfield, Mass., is on leave of absence with his post being temporarily filled by Holly Sweeney, assistant at the Poli-Strand in Waterbury, Conn.

Walter Lloyd of the M. & P. Allyn back in town following vacation visit with his brother-in-law, Jesse Clark, Paramount Theatres district manager in Tampa, Fla. Henry Boehm of the State Theatre leaves August 1 for a vacation through Canada. It'll be California in August for George E. Landers, Hartford division manager for E. M. Loew's Theatres.

PHOENIX

Two workmen were critically injured while doing construction work on the new drive-in theatre at Mission Drive and Indian School Road. The men plunged 50 feet when their scaffold fell while they were plastering the screen. A third plasterer narrowly escaped injury by jumping to an adjacent scaffold.

Finals in the Junior Chamber of Commerce beauty and talent contest were run off at the Fox, with Donna McElroy emerging as the winner. A near capacity house looked on as she was crowned Miss Phoenix of 1948.

Moses S. Valdez has been appointed manager of the new Star Theatre in Nogales. Rialto Manager Bob McCracken underwent an operation on his spine and will be on the inactive list until August.

A lone gunman held up the cashier of the Drive-In and escaped with $324. The cashier saved most of the night's receipts by saying the manager had picked up the cash minutes before. Garfield Anderson, co-owner of the theatre with Harry L. Nace, was sitting in front of his tourist court across the street when the holdup occurred.

Exhibitor Hits Cop

Jerry Temple, secretary to United Artists' district manager, has a friend who's a mortorcycle cop. Last week the policeman's motorcycle was overturned by a motorist, the cop suffering a broken right arm which was just mending from a previous accident. The motorist whose car struck the motorcycle turned out to be an exhibitor.

SALT LAKE CITY

Vern Austin, for the past seven years city manager for Cooper-Foundation Theatres in Grand Junction, Colo., is the new manager of the Joseph L. Lawrence Rialto Theatre, Salt Lake City, replacing James Pearson who resigned to become manager of a theatre in Montana. Austin is an industry veteran and prior to assuming his Grand Junction post was associated with Fox Intermountain Theatres in Denver. He was welcomed to Salt Lake City by Lawrence who was here from Los Angeles.

Assistant Manager John Ramey of the Uptown is expected back in a few days from a vacation trip to Portland, Me. Following Ramey's arrival, Manager Ashton will go to Denver on a combined vacation and business trip.

RKO Branch Manager Giff Davison will attend the RKO meeting in San Francisco, July 27. MGM Booker Dean Wilson was pleasantly surprised by a visit from the son of his buddy in the U. S. armed services, Wright Roy, of Hempstead, Texas.

BOSTON

Sigmund Cohen left this week for a brief visit to the film districts of New Haven and Bridgeport. Paramount Publicist Jack Saef is enjoying a two-week vacation at the seashore near Boston. Rudolph Elie, Boston film critic, has returned from a business visit throughout the southwestern states. An attempt at robbery of the Kenmore Theatre was foiled by quick thinking of a cashier. According to reports received from authentic sources television will not enter the Springfield district for some time to come.

Art Moger arranged a special showing of films for members of the American Osteopathic Association now meeting in Boston publicizing Warner releases.

George B. Rowell, film attorney and first assistant attorney general, was elected chairman of the Board of Suffolk University.

DENVER

The Black Hills Amusement Company is moving its Denver office to 925 Twenty-First St., on film row. Fred Brown is film buyer and booker for the circuit. Sam Feinstein has sold the Rialto, Haxtun, Colo., to Mrs. Lucille Campbell.

Milt Overman, publicity man for Eagle Lion, is vacationing at Grand Lake, Colo.

Bryan Foy of Eagle Lion will make two more pictures in Colorado. He was persuaded to do this because of the huge success of "Canon City," which world-premiered at Canon City, where the plot of the story took place. The films to be made in the immediate future in the state are "Big Cat" and "Red Stallion in the Rockies." "Canon City" rolled up 110 bookings within a week of the opening, a record.

United Artists District Manager W. E. Calloway was here a few days conferring with Branch Manager Kenneth Mackaig and calling on major accounts. Lynn Fetz, manager of the Denver Inspection and Shipping Center, is working on a plan that may get a commodity rate on films from the Railway Express so that the rate would mean a saving for exhibitors. About $35,000 was spent on the rehabilitation of the Rialto, what with new projection, seats, floor, etc. Lynn Zorn is putting the Hippodrome, Julesburg, Colo., through a major overhaul, putting the restrooms in the basement, new seats, making over the lobby and remodeling the interior.

TORONTO

Exhibitors in this area are complaining about the new tax forms for the provincial 20 per cent admission tax on the grounds that it is too complicated—the new form has four pages with a lot of questions which have to be answered within 10 days after the end of the month. The Motion Picture Theatre Owners Association of Ontario is protesting officially and asking for simpler forms. Meanwhile the motion picture branch of the Toronto Board of Trade has appointed a committee with J. Earl Lawson as chairman, to continue to work for a modification of the tax.

The local Variety Club took in $31,000 for its heart fund from a benefit baseball game, Chairman Morris Stein reported. Money goes to the Variety Village for Ontario's crippled children.

Herbert Ochs and Daughter Patricia Hill have opened their third drive-in at Britannia Bay. It accommodates 750 cars and is managed by Gordon White with J. Murray Hall as chief projectionist.

The Canadian Motion Picture Pioneers plans to hold its annual picnic around the end of August. Canadian motion picture golf championships will be held around the same time.

Mark Mehr has been appointed manager of the new Willow in Willowdale.

DALLAS

Interstate's suburban Fair has reduced prices on its Tuesday through Friday run from 35 to 30 cents, with Saturday matinee set at 25 cents. Saturday night, all day Sunday and Mondays continue at 35 cents. Claude Morris is in town to arrange the regional premiere in 250 houses of "Red River" which locally will be at the Majestic on Aug. 26. Jack Wrather of Dallas is here for two weeks to supervise filming of "Strike It Rich" in East Texas. Company of 60 has been shooting at Lindale and Tyler, Texas. Wrather announced he will premiere it in Dallas in December. R. J. O'Donnell, vice-president and general manager of Interstate, is back in Dallas following his wedding on Thursday (July 15) to Mrs. Vinnie Pearson DeCasasus in New Orleans. The Capitan Theatre here, of which W. W. Lewis is manager, was host Friday night to 100 Dallas male baby sitters at a showing of "Sitting Pretty." Arthur Treacher completes a week's engagement in "Rosalie" at

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REGIONAL NEWSREEL

(*Continued from Page* 31)

State Fair Casino Monday night, leaves thereafter for Louisville and New York. He played here earlier in the summer with Gertrude Niesen in "Anything Goes." Jack Carson, Dennis Morgan and Dorothy Malone are to be at the Majestic here Aug. 5 for premiere showing of "Two Guys From Texas."

Guy Madison, Diana Lynn and Audie Murphy due at Palace in the flesh for world premiere of "Texas, Brooklyn and Heaven."

PHILADELPHIA

The Stanley-Warner Earle may resume stage shows come September. The house, formerly the only vaudeville theatre in town, has been on a picture basis for more than a year.

A city ordinance prohibiting carrying of lighted cigars, pipes, or cigarettes into any public building "in which a public assembly is being held," including all theatres and indoor athletic arenas, is under consideration by the Council's public safety committee. Penalty for violation will be $10 fine or 10 days in jail.

Republic Booker Jim Flynn is back at his desk after a siege of illness. RKO Branch Manager Charley Zagrans and Sales Manager Ely Epstein attended a regional sales meeting in Buffalo. 20th Century-Fox Salesman Howard Smith became the proud daddy of a bay girl.

The United Artists local offices are being completely repainted and refurbished. Columbia Publicist Joe Joel in Australia for many years, visited Philadelphia to get acquainted with the American exploitation system and exchange operations.

New at RKO is Joan Morris, who replaces Mary Malhern, clerk. Elmer Hollander, formerly with Stanley-Warner and more recently with PRC, has joined Eastern Allied, the independent theatre men's organization. Elmer will head the new booking and buying service which gets under way in a few weeks. Marie Bland, at Columbia for 13 years, and now assistant cashier, has announced her engagement.

CHICAGO

Robert C. Ruben, son of Great Sales States Maintenance Director Claude Ruben, married Rose Pecoll of Sheboygan, Wis., at Joliet.

Essaness President Eddie Silverman plans to produce films in Hollywood with Producer Nat Perrin; first picture will be on the life of Van and Schenck.

John Balaban and family are at their summer home in Mercer, Wis. W. D. Saltiel, who heads the Marshall Grant Films, is back from a Hollywood trip and says "Moonrise," the company's first, will have an early premiere.

More than 200 film row folks and their friends turned out for the fifth annual summer golf tournament of the Variety Club at the Westward Ho Country Club last week. Arrangements committee consisted of Harry Lustgarten, Charley Cottle and Henri Elman.

Vacationing: Essaness Publicity and Advertising Manager Norman Kassell at South Haven, Mich.; Margaret Hockfelder, Essaness office secretary, her mother and sister are doing a round-the-lake motor trip; MGM Publicity Director Bill Bishop and wife are at Shady Rest, Wis.

Appointments: Lee Behrens, trainer manager, Uptown staff; Lee J. Rhuby, Jr., assistant manager, Four Star Theatre; Eddie Maloney, chief of service at the Lake; Steve Gregory, assistant manager, the Paramount; Harold Teel, manager, Empire, Terre Haute, Ind.; Bob Campbell, manager, Empire Chrisman, Ill.; William Waring, manager of the drive-in at Cobden, Ill.

Victor H. Touseley, 73, secretary-treasurer, International Ass'n of Electrical Inspectors, well-known to the theatre trade, died recently. Ludwig Sussman, independent theatre owner and director of Illinois Allied Theatres Ass'n, is recovering from an operation at the Sacred Heart Sanitorium, Milwaukee.



AT WORLD PREMIERE OF 'ILLEGALS'. Shown above at last week's world premiere of Meyer Levin's "The Illegals" at the Ambassador Theatre in New York are (l-r) Mr. Levin, who produced the film for Mayer-Burstyn release; Henry Morgenthau, Jr., head of the United Jewish Appeal; Major Audrey Eban, chief of the Israel Delegation to the United Nations; and Bartley C. Crum, publisher of the New York Star and chairman of Americans for Haganah, which presented the picture.

BALTIMORE

Jack Sidney, Loew publicist is back on the job after enjoying a vacation. Earl Morris, Arcade Theatre, Princess Ann, is driving a new Hudson. Congratulations to Burly Mears, Idle Hour Theatre, Bell Haven, Va., on the birth of a new son.

Loew Eastern Division Manager Carter T. Barron is out of the hospital after an operation on his knee. Layton Ayres, Ayres Circuit, Seaford, Del., is booking and buying for the Rex in Berlin, Md. Bill Saxton, Loew City manager is off for an eastern shore vacation. Herman Purnell and Lee Insley of the Insley circuit are New York visitors. Sam Mellits of the Mellits circuit lost his mother.

Bill Myers, Echo and Deluxe, is in Newport News for the weekend. Mrs. Danny Rosenthal and daughter Tami, wife and daughter of Eagle Lion representative, are vacationing in Ocean City, Md. Milton Schwaber, Schwaber circuit, is vacationing in Atlantic City. Harry Welch, Mayfair publicist, has returned from a Hollywood fortnight. Clarence Carey, Capitol, Ocean City, has fully recovered from his recent illness. Barry Goldman, Diane, Lenox and Fulton, is spending weekends with his wife and son in Atlantic City. Eddie Perotka, Aero and Watersedge Theatres, threw a party for local film men. Tom Ayres, Ayres circuit, is convalescing at his Rehoboth Beach home.

Al Vogelstein, Baltimore Poster Company, is off to Ocean City for a two-week vacation. Mr. and Mrs. Jack Dawses celebrated their first wedding anniversary at the Variety Club. Jim Dixon has resigned from the managerial staff of the Hippodrome to take over the management of the new Elkridge Drive-In.

New Theatres

Milwaukee—North State Enterprise, bids for an outdoor, Madison to cost $30,000; Architects, Liebenberg and Kaplan, Minneapolis. H. Fredericks is asking bids for a new house at Woodruff; Rowinski Engineering is the designer.

St. Louis—Ground broken for the 1,000-car Villa drive-in, Manchester Road, owner Norman Probstein.

Philadelphia—George Fishman, a theatre at 51st and City Line, Philadelphia.

Hartford, Conn.—Weymouth Drive-In Corporation of Boston, a 600-car theatre, West Springfield, Mass. E. W. Loew Theatres, a drive-in at Montville, Conn.

Louisville—H. J. Shelby of Kevil, Ky., drive-in. W. H. Hahn and J. F. Burnette, a 600-car drive-in near Bardstown, Ky.

Atlanta, Ga.—Lam Amusement Company drive-ins at Rome and LaGrange, Ga., and a Negro theatre in Rome.

Dallas—Robb and Rowley plan a 1,000-seat theatre in Western Oak Cliff to cost $200,000.

Stamps, Ark.— Cecil Kelly of Plain Dealing, La., a 600-seat costing $40,000.

South Ogden, Utah—Country Club Enterprises, a 500-seat to be called the Country Club Theatre, cost $100,000.

Carmichaels, Pa.—Lund Theatres will build an 850-seater to cost $100,000.

Shreveport, La.— Saenger-Ehrlich Enterprises, a 1,000-seater on Crockett Street.

NEW YORK

Gladys Nuncie of Monogram International was married July 17 to Harold W. Thompson of the Isbrandsten Steamship Company.

Vacations: Bess Allen Goldstein, 20th-Fox, off to Long Beach for three weeks on doctor's order who says that thyroid trouble needs rest. Joe Burke, 20th-Fox office manager. Janet Moses of United Artists at White Lake, N. Y.; Beatrice Petrosino to the Poconos. Alex Arnswalder, back from Connecticut; Tony Agoglia going to East Hampton, Conn.

Deaths: Russell Warren Takiff, 5½-year-old son of Columbia's Home Office Harry Takiff, drowned while swimming at a summer camp in Maine. Isadore Seider, Treasurer of Associated Prudential Theatres and Prudential Film Distributors, 65. Survived by two brothers, three sisters, three sons.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN has it!

"Voice of Theatre Speakers"
JOE HORNSTEIN has it!

REGIONAL NEWSREEL

Harry Nestler, for the past 10 years an Interboro Circuit theatre manager in Brooklyn, has bought a theatre building and loft at Florence, N. J., from Martin Fischbein. He will personally operate the house, the 450-seat Florence.

DES MOINES

Howard S. Brookings, Oakland, Ia., past president of the Allied Independent Theatre Owners of Iowa and Nebraska, topped the Republican candidates for state representative in his county at the primaries.

Eagle Lion Office Manager Herman Coffman, has been appointed salesman to replace Jim Kunath who resigned to go into business for himself. Rex Truesdell is leaving the Ames Theatre Company of Ames, Ia., to enter business on the west coast. Buck DeNeune has sold the Majestic, DeWitt, Ia., to E. Garbett of Des Moines. DeNeune was forced to retire due to ill health. L. R. Howorth has sold the Manilla, Manilla, Ia., to M. H. Noragon. Bob Johnson, Fonda, Ia., has leased the Legion's Memorial, Thompson, Ia., and will open about Aug. 1 with films.

Republic has moved its Des Moines exchange to newly remodeled offices at 1205 High Street. Jack Gibson, former Eagle Lion salesman, is the father of a new baby. Paul Kirkham has purchased the Leado theatre at Manly from Doc Twedt.

Don Bloxham, manager of the Varsity, Des Moines, has been named local office manager and booker for Eagle Lion.

Roy DeBow has sold the Rio, Wall Lake, Ia., to Herbert Anderson of Lynd, Minn.

Robert Kenney has been promoted to manager of the State, Cedar Rapids, replacing Vernon D. Kinkead, resigned. Reed J. Jeffrey will succeed Kenney as assistant at the Paramont, Cedar Rapids, and Gene Sobehart will become assistant manager of the State.

Nyberg to Portland

Oscar F. Nyberg has been named manager of the Orpheum, Portland, Ore., having been transferred there from the Fox, Spokane. He is a veteran Evergreen manager. His first industry job was an assistant manager of the Pantages (now the Orpheum) under Harry W. Pierong, remaining in that post after RKO bought the house. He takes over his new duties Aug. 1. Earl Robinson, present Orpheum manager has been promoted to general manager for Evergreen in Eugene, Ore.

New Duryea Contract Permits Outside Films

With a year and a half yet to run on his present long-term contract with Universal-International, Dan Duryea, together with U-I executives, announced over the weekend that his request for a revision in his contract, allowing for non-exclusive services, had been granted. As a result, after September, Duryea will make one picture per year for four years for U-I, leaving him free to accept other outside film commitments.

Duryea, who plans to make two outside film productions each year, disclosed that his agent, Mitchell Hamilburg, is conferring with Hal Chester for the starring role of the small-town reporter in the Craig Rice mystery, "The Big Story," to be produced by Chester for United Artists. Three other film offers are being considered by Duryea, whose latest films for U-I are "Larceny," stil unreleased, and "Criss Cross," which is due to wind up late this month.

U-I Schedules 7 For Scully Month

"Larceny" and "One Touch of Venus" will head a list of seven pictures designated to be part of the William A. Scully month, Universal-International Pictures President Nate J. Blumberg announced this week. The drive, set for September, will seek to book as many theatres as possible, Blumberg said.

BOX-OFFICE SLANTS

Strange Victory

(*Continued from Page 27*)

Produced by Barnet L. Rosset, Jr. Written, directed and edited by Leo Hurwitz. Narration by Saul Levitt. Cameramen, Peter Glushanok, George Jacobson and others, unnamed. Musical score, David Diamond. Orchestra conducted by Lehman Engel. Editing assistants, Mavis Lyons, Faith Elliott. Narrated by Alfred Drake, Muriel Smith and Gary Merrell.

Plot: This subject deals with the problems and discrimination against minority groups. It shows how "the lie" was started by the Nazis, how it developed, and how, despite the victory over Naziism, "the lie" of the vanquished is still gaining ground in the land of the victors.

Comment: There are no glamorous Hollywood stars in this film to attract record-breaking crowds; the problems and discrimination against minority groups are not given the "slick story" treatment to combine entertainment with social significance. But the lack of these assets—if it *is* a lack, and if they can be called *assets*—do not rob this documentary film of its power and strength of purpose. On the contrary, the treatment of the problem by Barnet L. Rosset, Jr., Leo Hurwitz, Saul Levitt and those associated with them is probably the most daring and provocative the screen has yet had. It is difficult to imagine how anyone viewing this outstanding production could help but be deeply moved and impressed. Granted it's a little too long and somewhat repetitious, the fact still remains that nothing that has been written or picturized, so effectively treats the subject of racial prejudice and bigotry as this 73-minute documentary. It is powerful and persuasive; it pulls no punches; it is attention-compelling in its method of presentation. If the screen can be a force for good, then this documentary is undoubtedly one of its most potent weapons today. Its message should be projected on the screen of every theatre in America (that is not likely to happen, but it should), and *everyone* should see it. If "Strange Victory" does not have quite the box-office appeal that a Hollywood-made product would have, it is still nevertheless worth showing and worth exploiting, with civic, religious and community organizations contacted for support.

Eyes of Texas

(Trucolor)

Republic Western 70 mins.

AUDIENCE SLANT: (Family) Another Roy Rogers western that furnishes good outdoor entertainment of comedy, action, beautiful scenery and some music for his fans and those who like this type of picture.

BOX-OFFICE SLANT: This typical Roy Rogers picture should duplicate the business of his past release.

Cast: Roy Rogers, Trigger, Lynne Roberts, Andy Devine, Nana Bryant, Roy Barcroft, Danny Morton, Francis Ford, Pascale Perry, Stanley Blystone, Bob Nolan and the Sons of the Pioneers. **Credits:** Directed by William Witney. Original screenplay by Sloan Nibley. Photography, Jack Marta. Associate producer, Edward J. White.

Plot: Roy Rogers, as a U. S. marshal, is sent to investigate the death of a well-known rancher, who died under mysterious circumstances. He had turned his ranch into a camp for orphaned boys, in memory of his beloved nephew, who was reported missing in action during the last war. The woman lawyer, who handles all his affairs, brings the news that the nephew isn't really dead and is coming back. The rancher is so thrilled with the news, that he turns all his affairs over to this woman, and that's when things begin to happen.

Comment: "Eyes of Texas" is another Roy Rogers film with all of the western ingredients the fans want in these pictures. It has the novelty of a slightly different story, plus lovely scenery in Trucolor and some cute tricks by Trigger and a very intelligent police dog to give it added appeal. Action is up to par and there are three good musical numbers presented by Rogers, Bob Nolan and the Sons of the Pioneers. The comedy lines are in Andy Devine's capable hands and Nana Bryant proves herself a very convincing villainess. Lynn Roberts looks attractive and does well with the leading feminine role and Roy Barcroft carries out the dirty deeds in true fashion. All in all, the picture is a nice package of western fare that will more than satisfy in the usual spots. Direction was by William Witney; production by Edward J. White.





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NEWSREEL SYNOPSES

(Released Wednesday, July 21)

MOVIETONE (Vol. 31, No. 57—Truman, Barkley nominated by Democrats—Southern group bolts the convention.

NEWS OF THE DAY (Vol. 19, No. 291)—Democratic convention's dramatic highlights—Victory for Truman; Death calls General Pershing; America's athletes sail for Olympics.

PARAMOUNT (No. 94)—Crucial test confronts Democrats—Truman and Barkley nominated.

WARNER PATHE (Vol. 19, No. 96)—Truman, Barkley nominated; General Pershing dead at 87; U. S. Olympic team sails.

UNIVERSAL NEWS (Vol. 21, No. 161)—Truman nominated—President calls for special session in acceptance speech. Sports: Cycle classic in Holland—Crashes mark "midget" debut.

ALL AMERICAN (Vol. 6, No. 300)—Bishop Brooks is president of Methodist Federation for Special Action; Puerto Rico expects record pineapple harvest; American track stars compete in Olympic finals; Democrats hold national convention.

TELENEWS (Vol. 2, No. 29)—Showdown in Europe?—Frankfort, England, Turkey, Finland; Communist leader shot in Italy; Israel between the truces; Second year of Phillipines independence celebrated; Rump session follows Dixie Democrats walkout; Wallace gets in condition for campaign. The Warrens—a family portrait; Last rites for General Pershing; Jap prison camp sadist found in the U. S.; Sports: British ready for Olympics—Baseball manager shakeup hits National League.

(Released Saturday, July 24)

MOVIETONE (Vol. 31, No. 58)—Security Council vote forces new Palestine truce;; Nation mourns General Pershing; "Dixiecrats" hold own convention in Birmingham; Berlin East-West crisis nears new climax; Italian reds in mass demonstration following shooting of Italy's communist leader; Sports: Durocher leaves Brooklyn to manage N. Y. Giants—60,000 turf fans at Hollywood's $100,000 Gold Cup race.

NEWS OF THE DAY (Vol. 19, No. 292)—America's tribute to General Pershing; Showdown near in Berlin; Togliatti shot, Rome reds riot (except New Orleans, Memphis and Milwaukee); Record blast (Memphis and New Orleans only); Milwaukee celebrates firemen's week (Milwaukee only); Anti-Truman forces name own ticket; Sports: Durocher leaves Dodgers for N. Y. Giants—Football season on the way.

PARAMOUNT (No. 95)—New truce in Palestine as Jews and Arabs heed U.N. order; South's state's rights convention names ticket; Dodgers to Giants—Durocher astounds baseball; Pershing goes to rest in U. S.—last tribute to A.E.F. chief.

UNIVERSAL (Vol. 21, No. 162)—"Dixiecrats"—Governor Thurmond heads state's rights slate; General Pershing, nation's top soldier, buried at Arlington; Bernadotte leaves; Big blast; Sports: Blocking the dummy in football practice—Air show.

WARNER PATHE (Vol. 19, No. 97)—Togliatti shot, reds riot; U.N. wins new Palestine truce; Nation mourns General Pershing; People in the news—Gromyko, Josephina Guerrero, Anthony Eden; Sports: Baseball surprise (Durocher to N. Y. Giants)—Log-rolling champs.

ADVANCE DATA
On Forthcoming Product

South of St. Louis (Warner Bros.) Technicolor. Principals: Joel McCrea, Alexis Smith, Zachary Scott. Director, Ray Enright. A drama of the Civil War that takes place in Texas, and involves a gang of smugglers who are eventually wiped out, except for the leader.

The Younger Brothers (Warner Bros.) Technicolor. Principals: Wayne Morris, Janis Paige, Bruce Bennett. Director, Edwin L. Marin. Three brothers are paroled from prison and subsequently fight to stay out of trouble until they can secure pardons from Minnesota and return to their home in Missouri; obstacles nearly prevent this.

The Girl From Jones Beach (Warner Bros.) Principals: Virginia Mayo, Ronald Reagan, Eddie Bracken. Director, Peter Godfrey. A comedy about an artist and an attractive school teacher, who have troubles aplenty until they finally get together.

Fighter Squadron (Warner Bros.) Technicolor. Principals: Edmond O'Brien, Robert Stack. Director, Raoul Walsh. A semi-documentary of the 17th Fighter Squadron of the 3rd Fighter Group, involving a leader who has a penchant for getting into trouble and finally crashes on D-Day in an attack.

S.O.S. Submarine (Screen Guild) Principals: Italian Navy. Director, F. DeRobertis. Underseas drama involving the Italian Navy and a submarine unable to regain the surface until a sailor gives his life for his fellow crewmen and the ship.

The Plunderers (Republic) Trucolor. Principals: Rod Cameron, Ilona Massey, Adrian Booth, Forrest Tucker. Director, Joseph Kane. A drama of the frontier West involving a U. S. Cavalry officer sent to capture a young outlaw, only to form a strong friendship with him after he saves his life. Indians, by killing the outlaw in a raid, prevent the officer from exercising his painful duty.

The Fan (20th-Fox) Principals: Jeanne Crain, George Sanders, Madeleine Carroll, Richard Greene. Director, Otto Preminger. In modern-day London a woman seeks to buy a fan at an auction, and runs into a British lord, whom she hasn't seen for 50 years; a story begun a half-century ago is completed by her, involving a daughter who never knew that this lady was her mother.

New Ideal Theatre Chairs
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THEATRE LEASE AND 16-MM. EQUIPMENT in Brick building. $4,750. Theatre Exchange Co., 201 Fine Arts Bldg., Portland 5, Oregon.

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INTERMITTENTS CHEAP! (Rebuilt—New)—"How Set Sound Lenses-Film" $1.50—Catalogue. Westley Trout, Theatre Specialities, Box 575 Enid, Oklahoma.

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Feature Booking Guide

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases and re-issues) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listing.

SHOWMEN'S TRADE REVIEW

A

Title	Company
Abbott & Costello Meet Frankenstein	U-I
A Connecticut Yankee	Para.
Accused, The	Para.
Act of Violence	MGM
A Date With Judy	MGM
A Double Life	U-I
Adventures of Casanova	EL
Adventures of Don Juan	WB
Adventures of Gallant Bess	EL
Adventures of Silverado	Col.
A Foreign Affair	Para.
A Lady Surrenders	U-I
Albuquerque	Para.
Alias A Gentleman	MGM
All My Sons	U-I
All's Well	Ind.
Always Together	WB
A Man About the House	20th-Fox
An Act of Murder	U-I
An Ideal Husband	20th-Fox
Angel in Exile	Rep.
Angels' Alley	Mono.
Angry God, The	UA
An Innocent Affair	UA
Anna Karenina	20th-Fox
Another Part of the Forest	U-I
Apartment for Peggy	20th-Fox
April Showers	WB
Arch of Triumph	UA
Are You With It?	U-I
Arizona Ranger	RKO
Arthur Takes Over	20th-Fox
A Song Is Born	RKO
A Southern Yankee	MGM
Assigned to Danger	EL
Atlantis, The Lost Continent	U-A

B

Bachelor and the Bobby-Soxer	RKO
Babe Ruth Story, The	Allied
Bad Sister	U-I
Baltimore Escapade	RKO
Behind Locked Doors	EL
Berlin Express	RKO
Best Man Wins	Col.
Best Years of Our Lives	RKO
Betrayal, The	Astor
Beyond Glory	Para.
B. F.'s Daughter	MGM
Big Cat, The	EL
Big City	MGM
Big Clock, The	Para.
Big Dan	20th-Fox
Big Punch, The	WB
Big Sombrero, The	Col.
Big Town After Dark	Para.
Big Town Scandal	Para.
Bill and Coo	Rep.
Bishop's Wife, The	RKO
Black Arrow, The	Col.
Black Bart	U-I
Black Eagle	Col.
Black Velvet	U-I
Blanche Fury	U-I
Blonde Ice	FC
Blonde Savage	EL
Blondes Up	UA
Blondie's Anniversary	Col.
Blondie's Night Out	Col.
Blondie's Reward	Col.
Blondie's Secret	Col.
Blood on the Moon	RKO
Body and Soul	UA
Bodyguard	RKO
Born to Fight	EL
Borrowed Trouble	UA
Boston Blackie's Chinese Venture	Col.
Bowery Buckaroos	Mono.
Bowery Comeback	Mono.
Boy With Green Hair, The	RKO
Bribe, The	MGM
Bride Goes Wild, The	MGM
Broken Journey	EL
Brothers, The	U-I
Brothers in the Saddle	RKO
Bungalow	20th-Fox
Bush Christmas	U-I
Bush Pilot	SGP

C

Caged Fury	Para.
Calcutta	Para.
Calendar, The	EL
Call Northside 777	20th-Fox
Campus Honeymoon	Rep.
Campus Sleuth	Mono.
Canon City	EL
Captain from Castile	20th-Fox
Captain Boycott	U-I
Caravan	EL
Carnegie Hall	UA
Casbah	U-I
Case of the Baby Sitter	SGP
Cass Timerlane	MGM
Catherine the Great	FC

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION OR BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) Biographical	*(C) Comedy*
(D) Drama	*(Doc) Documentary*
(G) Gangster	*(M) Musical*
(H) Horror	*(W) Western*
(My) Mystery	*(Wa) War*

(See final page of Guide for Re-Issues)

ALLIED ARTISTS

CURRENT

			Time Mins.	Rel. Date	Refer to
3	Gangster, The (D)A	Belita-B. Sullivan-J. Lorring	83	11/22/47	b10/4/47
5	Hunted, The (D)A	Preston Foster-Belita	85	4/7/48	b2/7/48
7	Panhandle (W)F	R. Cameron-C. Downs	84	2/22/48	b2/14/48
6	Smart Woman (D)A	B. Aherne-C. Bennett-B. Sullivan	93	4/30/48	b3/13/48
4	Song of My Heart (D)F	Frank Sundstrom-Audrey Long	85	1/31/48	b11/8/47

COMING

	Babe Ruth Story, The	W. Bendix-C. Trevor-C. Bickford		9/6/48	a6/12/48
8	Dude Goes West, The (C)F	E. Albert-G. Storm-J. Gleason	87	8/15/48	b5/1/48
	Last of the Badmen	B. Sullivan-M. Reynolds-B. Crawford			
	Strike It Rich	R. Cameron-B. Granville			
	When a Man's a Man	G. Madison-R. Calhoun-G. Storm			

ASTOR PICTURES

	Deadline	Sunset Carson-Pat Starling	64	4/15/48	New Release
	Fighting Mustang	Sunset Carson-Pat Starling	62	3/1/48	New Release
	Western Terror	Dave "Tex" O'Brien-Buzzy Henry	60	12/20/47	New Release

Westerns (Coming)

	Battling Marshal	Sunset Carson-Pat Starling			
	Six-Shooter	Sunset Carson-Pat Starling			
	Sunset Carson Rides Again	Sunset Carson-Pat Starling			
	Sunset Carson Strikes Back	Sunset Carson-Pat Starling			

COLUMBIA

CURRENT

	Adventures in Silverado (W)F	W. Bishop-G. Henry-E. Buchanan	73	3/25/48	b5/8/48
	Best Man Wins (C)F	E. Buchanan-A. Lee-R. Shayne	73	5/6/48	b5/22/48
	Blondie's Anniversary (C)F	P. Singleton-A. Lake-L. Simms	67	12/18/47	b1/3/48
	Blondie's Reward (C-D)	P. Singleton-A. Lake-L. Simms	67	6/3/48	a2/21/48
	Coroner Creek *C (D)A	R. Scott-M. Chapman-G. Macready	90	July '48	b6/5/48
915	Crime Doctor's Gamble, The (M)A	Warner Baxter-Micheline Cheirel	66	11/27/47	b12/13/47
	Devil Ship (D)F	Richard Lane-Louise Campbell	62	12/11/47	b12/20/47
	Fuller Brush Man, The (C)F	Red Skelton-Janet Blair	93	June '48	b2/28/48
	Glamour Girl (M)F	G. Krupa-V. Grey-M. Duane	68	1/16/48	b1/3/48
929	Her Husband's Affairs (C)A	F. Tone-L. Ball-E. E. Horton	86	11/12/47	b7/26/47
	I Love Trouble (My)A	F. Tone-J. Blair-J. Carter	94	Jan. '48	b1/10/48
	It Had to Be You (C-D)A	Ginger Rogers-Cornel Wilde	98	Dec. '47	b10/25/47
905	Key Witness (D)A	John Beal-Trudy Marshall	67	10/9/47	b11/15/47
	Lady from Shanghai, The (My)A	Rita Hayworth-Orson Welles	87	May '48	b4/17/48
917	Lone Wolf in London (M)A	Gerald Mohr-Nancy Saunders	68	11/13/47	b12/6/47
	Lost One, The (O)A	Nelly Corradi-Gino Mattera	84		b4/3/48
	Mary Lou (M)F	R. Lowery-J. Barton-G. Farrell	65	1/23/48	b2/28/48
	Mating of Millie, The (C)F	G. Ford-E. Keyes-R. Randall	85	Apr. '48	b3/13/48
	My Dog Rusty (D)F	T. Donaldson-J. Litel-J. Lloyd	64	4/8/48	b6/12/48
	Port Said (D)A	Gloria Henry-William Bishop	68	4/15/48	b5/15/48
	Prince of Thieves *C (D)F	J. Hall-P. Morison-A. Jergens	72	Jan. '48	b3/6/48
	Relentless *T (D)F	R. Young-M. Chapman-W. Parker	93	2/20/48	b1/17/48
	Return of the Whistler (My)F	M. Duane-L. Aubet-R. Lane	61	3/18/48	b4/3/48
	Rose of Santa Rosa	Hoosier Hot Shots-E. Noriega	65	12/25/47	
	Sign of the Ram, The (D)A	S. Peters-A. Knox-P. Thaxter	84	Mar. '48	b2/7/48
	Song of Idaho (M-C)F	Hoosier Hot Shots-Kirby Grant	67	3/30/48	b4/10/48
	Swordsman, The *T (D)F	L. Parks-E. Drew-G. Macready	81	1/9/48	b10/11/47
981	The Last Round-Up (W)F	Gene Autry-Jean Heather	77	11/5/47	b10/11/47
	Thunderhoof (D)F	P. Foster-M. Stuart-W. Bishop	76	7/8/48	b7/10/48
	To the Ends of the Earth (D)A	D. Powell-S. Hasso-Maylia	109	2/27/48	b1/24/48
	Trapped By Boston Blackie (M)	C. Morris-J. Vincent-R. Lane	78	5/13/48	b6/19/48
919	Two Blondes and a Redhead (F)M	J. Porter-J. Lloyd-J. Preisser	70	11/6/47	b1/10/48
	Woman from Tangiers, The (D)A	A. Jergens-S. Dunne-M. Duane	66	2/12/48	b3/6/48
	Wreck of the Hesperus (D)F	Willard Parker-Edgar Buchanan	68	2/5/48	b5/29/48

COMING

	Arkansas Swing, The	H. Hot Shots-G. Henry-S. Hart		7/29/48	
	Big Sombrero, The *C	Gene Autry-Elera Verdugo			a9/20/47
	Black Arrow, The (D)F	L. Hayward-J. Blair-G. Macready	76		b7/3/48
	Black Eagle	W. Bishop-V. Patton-G. Jones		8/26/48	a7/3/48
	Blondie's Night Out (C)	P. Singleton-A. Lake-L. Simms			a1/10/48
	Blondie's Secret	Singleton-Lake-Kent-Simms			a7/3/48
	Boston Blackie's Chinese Venture	C. Morris-R. Lane-G. E. Stone			a7/17/48
	Dark Past, The	William Holden-Lee J. Cobb			a7/10/48
	FBI Meets Scotland Yard	Dennis O'Keefe-Louis Hayward			
	First Gentlemen, The (D)A	Jean-Pierre Aumont-Joan Hopkins	111		b5/8/48
	Gallant Blade *C (D)	Larry Parks-Marguerite Chapman			a2/21/48
	Gentleman From Nowhere	Warner Baxter-Fay Baker			a7/3/48
	Her Wonderful Life	Janis Carter-Marc Platt			
	I Surrender Dear	Gloria Jean-David Street			a5/15/48
	Ladies of the Chorus	A. Jergens-R. Brooks-M. Monroe			a7/3/48
	Loaded Pistols *C	Gene Autry-Barbara Britton			a7/3/48
	Loser Take All	C. Mitchell-J. Nigh-B. Edwards			a6/12/48
	Lovers, The	Cornel Wilde-Patricia Knight			
	Loves of Carmen *T	R. Hayworth-G. Ford-Luther Adler			a5/1/48
	Lulu Belle (D)	D. Lamour-G. Montgomery-A. Dekker	87	Aug. '48	b6/12/48
	Man from Colorado, The *T (D)	Glenn Ford-Ellen Drew-Wm. Holden			a5/24/47
	Manhattan Angel	G. Jean-R. Ford-A. Tyrrell			a6/12/48
	Racing Luck	Stanley Clements-Gloria Henry			a7/17/48
	Return of October, The *T (C)	Stanley Clements-Gloria Henry			
	Rusty Leads the Way	Donaldson-Doran-Moffett-Litel			a6/5/48
	Rusty Saves a Life	T. Donaldson-G. Henry-S. Dunne			a7.10/48
	Singin' Spurs	Hoosier Hot Shots-Patricia White			
	Slightly French	Lamour-Carter-Parker-Ameche			a5/8/48
	Song of India	Sabu-G. Russell-T. Bey			
	Strawberry Roan, The *C (W)F	G. Autry-G. Henry-J. Holt	76	Aug. '48	b4/24/48
	Triple Threat	Sammy Baugh-Charles Trippi			
	Undercover Man	Glenn Ford-Nina Foch			
	Untamed Breed, The *C	S. Tufts-B. Britton-G. "G" Hayes			a6/5/48
	Walking Hills, The	R. Scott-E. Raines-W. Bishop			a7/3/48
	Wings Westward *C	Gene Autry-Jimmy Lloyd			

Westerns (Current)

864	Last Days of Boot Hill (W)	Charles Starrett-Smiley Burnette	56	11/20/47	a7/19/47	
	Phantom Valley	Charles Starrett-Smiley Burnette	52	2/19/48		
	Six Gun Law (W)	C. Starrett-S. Burnette	54	1/9/48		
	West of Sonora	Charles Starrett-Smiley Burnette	55	3/25/48		
	Whirlwind Raiders	Charles Starrett-Smiley Burnette	54	5/13/48		

Westerns (Coming)

	Blazing Across the Pecos	Charles Starrett-Smiley Burnette	55	7/1/48		
	Challenge of the Range	Charles Starrett-Smiley Burnette				
	El Dorado Pass	Charles Starrett-Smiley Burnette				
	Quick On The Trigger	Charles Starrett-Smiley Burnette				
	Smoky Mountain Melody	Roy Acoff-Smoky Mountain Boys				
	Trail to Laredo	C. Starrett-S. Burnette-J. Bannon	54	8/12/48		

EAGLE LION

CURRENT

812	Adventures of Casanova (D)F	DeCordova-Bremer-Bey-Sutton	83	2/7/48	b2/28/48	
821	Assigned to Danger (My)	G. Raymond-N. Nash-R. Bice	66	5/19/48	a4/17/48	
807	Blonde Savage (D)F	L. Erickson-G. Sherwood	62	11/22/47	b10/11/47	
826	Canon City (Doc) A	S. Brady-J. Corey-W. Bissell	82	6/30/48	b6/26/48	
824	Close-Up	Alan Baxter-Virginia Gilmore	76	6/9/48		
820	Cobra Strikes, The (My)F	S. Ryan-R. Fraser-L. Brooks	61	4/24/48	b5/22/48	
817	Enchanted Valley, The *C (D)F	A. Curtis-A. Gwynne-C. Grapewin	77	3/27/48	b4/3/48	
810	Heading for Heaven (C)F	S. Erwin-G. Farrell	71	1/17/48	b12/20/47	
808	Linda Be Good (C)A	E. Knox-J. Hubbard-M. Wilson	66	1/3/48	b11/1/47	
806	Love From a Stranger (My)A	J. Hodiak-S. Sidney-A. Richards	81	11/15/47	b11/8/47	
815	Man from Texas (D)F	J. Craig-J. Johnston-L. Bari	71	3/6/48	b4/3/48	
825	Mickey *C (C)F	L. Butler-B. Goodwin-I. Hervey	87	6/23/48	b6/19/48	
819	Noose Hangs High (C)F	Abbott-Costello-Downs-Calleia	77	4/17/48	b4/10/48	
818	October Man, The (D)A	J. Mills-J. Greenwood-E. Chapman	85	3/20/48	b9/6/47	
813	Open Secret (D)A	J. Ireland-J. Randolph-R. Bohnen	70	5/5/48	b7/17/48	
822	Raw Deal (D)A	D. O'Keefe-C. Trevor-M. Hunt	79	5/26/48	b5/22/48	
804	Return of Rin Tin Tin (D)F (Color)	D. Woods-B. Blake-C. Drake	67	11/1/47	b11/8/47	
816	Ruthless (D)A	Z. Scott-L. Hayward-D. Lynn	102	4/3/48	b4/3/48	
811	Smugglers, The *T (D)A	Michael Redgrave-Jean Kent	85	1/31/48	b4/12/47	
827	Spiritualist, The	T. Bey-L. Bari-C. O'Donnell	79	7/7/48		
823	Sword of the Avenger (D)A	R. Del Gado-Sigrid Gurie	72	6/2/48	b5/15/48	
809	T-Men (D)F	Dennis O'Keefe-Mary Meade	91	1/10/48	b12/20/47	
814	Take My Life (D)F	Greta Gynt-Hugh Williams	80	2/28/48	b5/17/47	
805	Whispering City (D)A	H. Dantine-P. Lukas-M. Anderson	89	11/15/47	b11/15/47	

COMING

	Adventures of Gallant Bess *C (D)	Cameron Mitchell-Audrey Long			a3/20/48	
	Behind Locked Doors	L. Bremer-R. Carlson-T. Henry			a7/10/48	
	Big Cat, The *T	Lon McCallister-Peggy Ann Garner				
	Born to Fight	Scott Brady-Anabel Shaw			a6/5/48	
	Broken Journey (D)A	P. Calvert-M. Grahame-F. L. Sullivan	89		b4/24/48	
	Calendar, The (C)A	Greta Gynt-John McCallum	79		b6/5/48	
	Hollow Triumph	Paul Henreid-Joan Bennett			a5/15/48	
	It Always Rains on Sundays	G. Withers-J. Warner	92		b11/29/47	
	Lady at Midnight	R. Denning-F. Rafferty-J. Searle			a5/29/48	
	Let's Live a Little	Hedy Lamarr-Robert Cummings			a6/5/48	
	Man Wanted	Anabel Shaw-Robert Lowery				
	Million Dollar Weekend	G. Raymond-O. Massen-F. Lederer				
	Mystic, The	T. Bey-C. O'Donnell-L. Bari			a5/15/48	
830	Northwest Stampede *C (C)F	J. Leslie-J. Craig-J. Oakie	79	7/28/48	b7/3/48	
828	Oliver Twist (D)F	R. Newton-A. Guinness-K. Walsh	116	7/14/48	b7/3/48	
	Philo Vance's Peril	W. Wright-L. Belasco-R. Ames			b1/25/47	
	Red Stallion in the Rockies *C	Red Stallion-Arthur Franz				
829	Shed No Tears	W. Ford-J. Vincent-R. Scott	70	7/21/48	a5/29/48	
	Strange Mrs. Crane, The	M. Lord-P. Watkin-J. McGuire				
	29 Clues	Scott Brady-Richard Basehart			a7/10/48	
	Tulsa *T	S. Hayward-R. Preston-P. Armendariz				

Westerns (Current)

853	Check Your Guns (W)F	E. Dean-R. Ates-N. Gates	55	1/24/48	b11/22/47	
856	Hawk of Powder River, The (W)F	E. Dean-R. Ates-J. Holt	54	4/10/48	b3/27/48	
857	Prairie Outlaws	E. Dean-R. Ates-J. Holt	57	5/12/48		
852	Shadow Valley (W)F	E. Dean-R. Ates-J. Holt	58	11/29/47	b12/13/47	
758	Stage to Mesa City (W)F	Lash LaRue-Fuzzy St. John	52	11/1/47	b1/31/48	
858	Tioga Kid, The (W)F	E. Dean-R. Ates-J. Holt	54	6/17/48	b3/20/48	
854	Tornado Range (W-S)F	Eddie Dean-Roscoe Ates-J. Holt	56	2/21/48	2/21/48	
855	Westward Trail, The (W)F	E. Dean-R. Ates-P. Planchard	56	3/13/48	b3/13/48	

Westerns (Coming)

	Gun Fighter	Lash LaRue-Fuzzy St. John-Mary Scott			a12/18/47	

FILM CLASSICS

CURRENT

	Blonde Ice (D)A	Leslie Brooks-Robert Paige	73	May '48	b5/22/48	
	Devil's Cargo (M)A	J. Calvert-R. Hudson-R. Karns	61	Apr. '48	b3/20/48	
	Discovery (Doc)F	Admiral Byrd-Members of Expedition	74	Jan. '48	b4/24/48	
	For You I Die (D)A	C. Downs-P. Langton-M. Auer	76	Jan. '48	b1/3/48	
	Furia (D)A	Isa Pola-Rosanno Brazzi	89	Jan. '48	b10/25/47	
	Inner Sanctum	Mary Beth Hughes-Charles Russell				
	Miraculous Journey *C	R. Calhoun-A. Long-V. Grey		July '48		
	Money Madness	H. Beaumont-F. Rafferty-H. Warde	73	Apr. '48	b4/3/48	
	Sofia *C	Gene Raymond-Sigrid Gurie		July '48		
	Spirit of West Point (D)F	Glenn Davis-Felix Blanchard	77	Nov. '47	b10/4/47	
	The Argyle Secrets (My)F	W. Gargan-M. Lord-R. Byrd	63	May '48	b4/24/48	
	Unknown Island *C	V. Grey-B. MacLane-P. Reed				
	Will It Happen Again? (Doc)A	Adolph Hitler-Eva Braun	62	May '48	b5/22/48	
	Women in the Night (D)A	Tala Birell-William Henry	90	Jan. '48	b1/17/48	

METRO-GOLDWYN-MAYER

CURRENT

831	A Date With Judy *T (C)F	W. Beery-J. Powell-E. Taylor	113	July '48	b6/19/48	
818	Alias a Gentleman (C-D)A	W. Beery-T. Drake-D. Patrick	76	Mar. '48	b2/7/48	
820	B. F.'s Daughter (D)A	B. Stanwyck-Heflin-C. Coburn	108	Apr. '48	b2/21/48	
827	Big City (D)M	M. O'Brien-R. Preston-D. Thomas	103	June '48	b3/27/48	
819	Bride Goes Wild, The (C)F	V. Johnson-J. Allyson-B. Jenkins	97	Mar. '48	b2/28/48	
813	Cass Timberlane (D)A	Spencer Tracy-Lana Turner	119	Jan. '48	b11/8/47	
829	Easter Parade *T(M)F	J. Garland-F. Astaire-P. Lawford	103	July '48	b5/29/48	
810	Good News (M-C)F *T	June Allyson-Peter Lawford	95	Dec. '47	b12/6/47	
811	Green Dolphin Street (D)F	Lana Turner-Van Heflin	141	Nov. '47	b10/18/47	
815	High Wall (D)A	R. Taylor-A. Totter-H. Marshall	99	Feb. '48	b12/20/47	
826	Homecoming (D)A	Gable-Turner-Baxter-Hodiak	113	May '48	b4/10/48	
728	Hucksters, The (C-D)A	C. Gable-D. Kerr-A. Menjou	115	Aug. '47	b6/28/47	
814	If Winter Comes (D)A	W. Pidgeon-D. Kerr-A. Lansbury	97	Jan. '48	b12/27/47	
809	Killer McCoy (D)A	M. Rooney-A. Blyth-B. Donlevy	104	Dec. '47	b10/25/47	
825	Pirate, The *T (M)A	J. Garland-G. Kelly-W. Slezak	102	June '48	b4/3/48	
708	Show-Off, The (C)F	R. Skelton-Marilyn Maxwell	83	Dec. '47	b8/18/47	
824	State of the Union	S. Tracy-K. Hepburn-V. Johnson	124	Apr. '48	b3/27/48	
821	Summer Holiday *T (C)A	Rooney-De Haven-Huston-Morgan	92	5/20/48	b3/13/48	
816	Tenth Avenue Angel (D)F	M. O'Brien-A. Lansbury-G. Murphy	74	Feb. '48	b1/17/48	
808	This Time for Keeps *T (M-S)	E. Williams-L. Melchior	105	Nov. '47	b10/11/47	
817	Three Daring Daughters *T (M)F	J. MacDonald-J. Iturbi-J. Powell	115	Mar. '48	b2/14/48	

Title	*Company*
Challenge, The	20th-Fox
Checkered Coat, The	20th-Fox
Cheyenne	WB
Chicken Every Sunday	20th-Fox
Cleopatra Arms	WB
Closeup	EL
Cobra Strikes	EL
Command Decision	MGM
Corpse Came C. O. D., The	Col.
Corridor of Mirrors	U-I
Counterfeiters, The	20th-Fox
Countess of Monte Cristo	U-I
Cover-Up	UA
Cowboy Cavalier	Mono.
Crack Up	RKO
Creeper, The	20th-Fox
Crime Doctor's Gamble	Col
Crimson Key, The	20th-Fox
Criss-Cross	U-I
Cry Wolf	WB

D

Daisy Kenyon	20th-Fox
Danger Woman	U-I
Dangerous Years	20th-Fox
Daredevils of the Clouds	Rep.
Dark Circle	Para.
Dark Delusion	MGM
Dark Past	Col.
Daughter of Darkness	Para.
Dead Don't Dream, The	UA
Dear Ruth	Para.
Decision of Christopher Blake	WB
Deep Waters	20th-Fox
Denver Kid, The	Rep.
Design for Death	RKO
Devil Ship	Col.
Dick Tracy's Dilemma	RKO
Disaster	Para.
Discovery	FC
Docks of New Orleans	Mono.
Dream Girl	Para.
Drums Along the Amazon	Rep.
Dude Goes West, The	Allied
Duel in the Sun	Selznick
Dynamite	Para.

E

Easter Parade	MGM
Easy to Wed	MGM
Embraceable You	WB
Emperor Waltz, The	Para.
Enchanted Valley	EL
Enchantment	RKO
Escape	20th-Fox
Every Girl Should Be Married	RKO
Eyes of Texas	Rep.

F

FBI Meets Scotland Yard	Col.
Fabulous Texan, The	Rep.
False Paradise	UA
Fame Is the Spur	U-I
Family Honeymoon	U-I
Feudin', Fussin' and A-Fightin'	U-I
Fiesta	MGM
Fighter Squadron	WB
Fighting Back	20th-Fox
Fighting Father Dunne	RKO
Fighting Mad	Mono.
Flame, The	Rep.
Flaxy Martin	WB
For the Love of Mary	U-I
For You I Die	FC
Fort Apache	RKO
Fountainhead, The	WB
Four Faces West	UA
French Leave	Mono.
Fugitive	RKO
Fuller Brush Man	Col.
Furia	FC
Fury at Furnace Creek	20th-Fox

G

Gallant Blade	Col.
Gallant Legion, The	Rep.
Gangster, The	Allied
Gay Intruders	20th-Fox
Gay Ranchero, The	Rep.
Gas House Kids Go West	EL
Gentleman From Nowhere	Col.
Gentleman's Agreement	20th-Fox
Girl From Jones Beach	WB
Girl From Manhattan, The	UA
Give My Regards to Broadway	20th-Fox
Glamour Girl	Col.
Golden Eye, The	Mono.
Good News	MGM
Good Sam	RKO
Good Time Girl	U-I
Great Expectations	U-I
Great Gatsby, The	Para.
Green Dolphin Street	MGM
Green Grass of Wyoming	20th-Fox
Guilt of Janet Ames	Col.
Guns of Hate	RKO

H

Half-Past Midnight	20th-Fox
Hamlet	U-I
Hat Box Mystery	SG

Title	Company
Hatter's Castle	Para.
Hazard	Para.
Heading for Heaven	EL
Hearsay	Col.
Heartaches	EL
Heart of Virginia	Rep.
Heiress, The	Para.
Henry the Fifth	UA
Her Husband's Affairs	Col.
Her Wonderful Life	Col.
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High Tension	Mono.
High Wall	MGM
Hills of Home	MGM
Holiday Camp	U-I
Hollow Triumph	EL
Hollywood Barn Dance	SG
Homecoming	MGM
Homicide for Three	Rep.
Honeymoon	RKO
Hoppy's Holiday	UA
Hucksters, The	MGM
Hungry Hill	U-I
Hunted, The	Allied

I

I Became a Criminal	WB
I Cover Big Town	Para.
Idol of Paris	WB
If I'm Lucky	20th-Fox
If Winter Comes	MGM
If You Knew Susie	RKO
I, Jane Doe	Rep.
I Know Where I'm Going	U-I
I Love Trouble	Col.
Indian Agent	RKO
Indian Scout	UA
Indian Summer	RKO
Inner Sanctum	FC
Interference	RKO
Intrigue	UA
I Remember Mama	RKO
Iron Curtain	20th-Fox
Isn't It Romantic?	Para.
I Surrender Dear	Col.
It Always Rains on Sunday	EL
It Had to Be You	Col.
Ivy	U-I
I Walk Alone	Para.
I Wouldn't Be in Your Shoes	Mono.

J

Jassy	U-I
Jiggs & Maggy in Society	Mono.
Jimmy Steps Out	Astor
Jinx Money	Mono.
Joan of Arc	RKO
Joe Palooka in Fighting Mad	Mono.
Joe Palooka in Winner Take All	Mono.
John Loves Mary	WB
Johnny Belinda	WB
Judge Steps Out, The	RKO
Julia Misbehaves	MGM
June Bride	WB
Jungle Goddess	SGP

K

Key Largo	WB
Kidnapped	Mono.
Killer McCoy	MGM
Kilroy Was Here	Mono.
King of the Bandits	Mono.
King of the Gamblers	Rep.
Kings of the Olympics (Pt. 1)	UA
Kiss in the Dark	WB
Kissing Bandit	MGM

L

Ladies of the Chorus	Col.
Lady at Midnight	EL
Lady From Shanghai, The	Col.
Laff-Time	UA
Larceny	U-I
Last of the Badmen	Allied
Last of the Redmen	Col.
Law and Martin Rome, The	20th-Fox
Le Silence est D'Or	RKO
Leave It to the Irish	20th-Fox
Let's Live a Little	EL
Letter From an Unknown Woman	U-I
Let's Live Again	20th-Fox
Lighthouse	EL
Lightnin' in the Forest	Rep.
Linda Be Good	EL
Little Miss Broadway	Col.
Little Women	MGM
Locker, The	RKO
Lone Wolf in London	Col.
Long Denial, The	RKO
Look for the Silver Lining	WB
Loser Take All	Col.
Lost Moment's, The	U-I
Lost One, The	Col.
Louisiana	Mono.
Love From a Stranger	EL
Lovers, The	Col.
Loves of Carmen	Col.
Luck of the Irish, The	20th-Fox
Luckiest Girl in the World	MGM
Lucky Stiff	UA
Lulu Belle	Col.
Luxury Liner	MGM

COMING

	A Southern Yankee	R. Skelton-B. Donlevy-A. Dahl	Sept. '48	a5/29/48
	Act of Violence	Van Heflin-Robert Ryan		
	Bribe, The	Taylor-Gardner-Laughton-Hodiak		
	Command Decision	Gable-Hodiak-Johnson-Pidgeon		
	Hills of Home *T	Lassie-E. Gwenn-J. Leigh		a11/15/47
	Julia Misbehaves	G. Garson-W. Pidgeon-C. Romero	Sept. '48	a5/29/48
	Kissing Bandit, The *T	F. Sinatra-K. Grayson		a8/23/47
	Little Women *T	Allyson-O'Brien-Taylor-Lawford		
	Luckiest Girl in the World	Barbara Bel Geddes-Frances Rafferty		
	Luxury Liner *T	G. Brent-F. Gifford-J. Powell		a11/15/47
	No Minor Vices	Dana Andrews-Lilli Palmer		
	Numbers Racket, The	John Garfield-Thomas Gomez		
828	On An Island With You *T (M)F	E. Williams-P. Lawford	107	b5/1/48
	Piccadilly Incident (D)A	Anna Neagle-Michael Wilding	88	b8/31/47
830	Search, The (D)F	Montgomery Clift-Aline MacMahon	105...Aug. '48	b3/27/48
	Stormy Waters (D)A	J. Gabin-M. Morgan	77	b8/9/47
	Sun in the Morning *T	J. MacDonald-C. Jarman, Jr.J-Lassie		
	Three Godfathers *T	J. Wayne-P. Armendariz-H. Carey, Jr.		
	Three Musketeers *T	Turner-Kelly-Heflin-Allyson		a5/22/48
	Words and Music *T	J. Garland-M. Rooney-T. Drake		

MONOGRAM

CURRENT

4708	Angels' Alley (D)F	L. Gorcey-H. Hall-B. Benedict	67	3/21/48	b1/31/48
4713	Campus Sleuth (My)F	F. Stewart-J. Preisser-B. Sherwood	57	4/18/48	b6/5/48
626	Chinese Ring, The (My)F	R. Winters-W. Douglas-V. Sen Young	68	12/6/47	b12/27/47
4712	Docks of New Orleans (My)F	Roland Winters-Victor Sen Young	64	4/4/48	b5/15/48
4709	Fighting Mad (D)F	L. Errol-J. Kirkwood-E. Knox	75	2/7/48	b2/21/48
4714	French Leave (C-D)F	Jackie Cooper-Jackie Coogan	64	4/25/48	b5/8/48
4720	Golden Eye, The	R. Winters-M. Moreland	69	8/22/48	
4716	I Wouldn't Be in Your Shoes (My)A	Don Castle-Elyse Knox	70	5/23/48	b5/8/48
4704	Jiggs & Maggie in Society (C)F	Joe Yule-Renie Riano	67	1/10/48	b2/14/48
4717	Jinx Money (My)F	Gorcey-Hall-Caldwell-McKay	68	6/27/48	b5/22/48
4719	Joe Palooka in Winner Take All	Joe Kirkwood, Jr.-Elyse Knox			a6/19/49
624	King of the Bandits	G. Roland-C. Martin-A. Greene	66	11/8/47	
4703	Louisiana (C-D)F	Jimmie Davis-Margaret Lindsay	85	11/1/47	b8/9/47
4707	Perilous Waters (D)A	D. Castle-A. Long	64	2/14/48	a12/13/47
4705	Rocky (D)F	Roddy McDowall-"Rags"-E. Barrier	76	3/7/48	b5/8/48
4710	Rose of the Rio Grande	Movita-John Carroll	60	3/14/48	
627	Smart Politics (M-C)F	F. Stewart-J. Preisser-F. Darro	68	1/3/48	b3/6/48
4715	Stage Struck (D)A	Audrey Long-Kane Richmond	71	6/13/48	b5/15/48

COMING

	Bowery Comeback	Leo Gorcey-Huntz Hall-Frankie Darro			
	High Tension	Gorcey-Hall-Dell-Parrish			a7/10/48
	Kidnapped	Roddy McDowall-Ferris Taylor			
4719	Michael O'Halloran (D)F	Scotty Beckett-Allene Roberts	79	8/8/48	b6/19/48
4721	Music Man	Phil Brito-Freddie Stewart			a7/17/48
	My Brother Jonathan (D)A	M. Denison-D. Gray	105	Oct. '48	b3/13/48
4718	Shanghai Chest, The	R. Winters-D. Best-J. Alvin	65	7/11/48	
4801	Sixteen Fathoms Deep (D)F	L. Chaney-A. Lake-T. Chandler		7/25/48	b6/12/48
	Smugglers' Cove	L. Gorcey-H. Hall-G. Dell			a6/5/48
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	Nov. '48	b3/29/47

Westerns (Current)

4762	Cowboy Cavalier	J. Wakely-C. Taylor		7/4/48	
4755	Crossed Trails	Johnny Mack Brown-Raymond Hatton	53	4/11/48	
4756	Frontier Agent	Johnny Mack Brown-Raymond Hatton	56	5/16/48	
674	Gun Talk (W)F	J. M. Brown-R. Hatton-C. McIntyre	57	12/20/47	b1/3/48
624	King of the Bandits (D)F	G. Roland-C. Martin-A. Greene	66	11/8/47	b10/18/47
4761	Oklahoma Blues	J. Wakely-C. Taylor-V. Belmont	56	3/28/48	
4751	Overland Trail	J. Mack Brown-R. Hatton-V. Belmont	58	1/31/48	
4765	Partners in the Sunset	J. Wakely-Cannonball Taylor	53	5/6/48	
4766	Range Renegades	J. Wakely-C. Taylor-C. Larson	54	6/6/48	
686	Song of the Drifter	J. Wakely-C. Taylor-M. Coles	53	1/17/48	
4752	Triggerman	Johnny Mack Brown-Raymond Hatton	56	6/20/48	

Westerns (Coming)

4757	Back Trail	Johnny Mack Brown-Raymond Hatton	54	7/18/48	
4753	Fighting Ranger	Johnny Mack Brown-Raymond Hatton		8/15/48	
	Sheriff From Medicine Bow	Johnny Mack Brown-Raymond Hatton			
	Silver Trails	Wakely-Taylor-Larson			

PARAMOUNT

CURRENT

4709	Albuquerque *C (WD)F	R. Scott-B. Britton-G. Hayes	89	2/20/48	b1/24/48
4713	Big Clock, The (M-D)A	R. Milland-C. Laughton-M. O'Sullivan	95	4/9/48	b2/21/48
4706	Big Town After Dark (D)A	Philip Reed-Hillary Brooke	69	12/12/47	b11/22/47
4711	Caged Fury (D)F	Richard Denning-Sheila Ryan	61	3/5/48	b2/14/48
4720	Emperor Waltz, The *T (C)F	Bing Crosby-Joan Fontaine	103	7/2/48	b5/8/48
4718	Hatter's Castle (D)A	R. Newton-J. Mason-D. Kerr	105	6/18/48	b4/17/48
4716	Hazard (C)F	P. Goddard-M. Carey-F. Clark	100	5/28/48	b3/20/48
4708	I Walk Alone (D)F	B. Lancaster-L. Scott-K. Douglas	96	1.16/48	b12/20/47
4712	Mr. Reckless (D)F	W. Eythe-B. Britton-W. Catlett	66	3/26/48	b2/28/48
4707	Road to Rio (C)F	B. Crosby-B. Hope-D. Lamour	101	12/25/47	b11/22/47
4710	Saigon (D)A	A. Ladd-V. Lake-D. Dick	94	3/12/48	b2/7/48
4714	Sainted Sisters, The (C-D)A	V. Lake-J. Caulfield-B. Fitzgerald	89	4/30/48	b3/13/48
4717	Shaggy *C (D)F	B. Joyce-G. Nokes-R. Shayne	71	6/11/48	b4/17/48
4715	Speed to Spare (D)F	R. Arlen-J. Rogers-R. Travis	57	5/14/48	b3/13/48
4725	Unconquered *T (D)F	Gary Cooper-Paulette Goddard	146	4/2/48	b9/27/47
4719	Waterfront at Midnight (D)A	W. Gargan-M. B. Hughes-R. Travis	63	6/25/48	b5/8/48
4613	Welcome Stranger (CD)F	Bing Crosby-Barry Fitzgerald	107		b5/3/47
4704	Where There's Life (C)A	B. Hope-S. Hasso-W. Bendix	75	11/21/47	b10/11/47

COMING

	A Connecticut Yankee *T (MC)	B. Crosby-R. Fleming			a1/31/48
	Accused, The	L. Young-R. Cummings-W. Corey			a6/19/48
4724	A Foreign Affair (C)A	J. Arthur-M. Dietrich-J. Lund	116	8/20/48	b6/19/48
4726	Beyond Glory (D)F	A. Ladd-D. Reed-G. Macready	82	9/3/48	b6/19/48
4722	Big Town Scandal (D)F	Philip Reed-Hillary Brooks	61	7/30/48	
	Dark Circle	R. Milland-T. Mitchell-A. Totter			a7/10/48
	Daughter of Darkness (D)A	Anne Crawford-Maxwell Reed	91		b2/
4806	Disaster	R. Denning-T. Marshall-D. O'Flynn	60	12/3/48	a6/19/48
4721	Dream Girl (C)F	B. Hutton-M. Carey-P. Knowles	85	7/23/48	b5/8/48
	Dynamite	William Gargan-Leslie Brooks			a6/12/48
	Great Gatsby, The	A. Ladd-B. Field-B. Sullivan			a6/12/48
	Heiress, The	De Havilland-Richardson-Clift-Hopkins			
4802	Isn't It Romantic?	Lake-DeWolfe-Knowles-Freeman	10/8/48		a5/29/48
	My Own True Love (D)	Phyllis Calvert-M. Douglas			a8/16/47
4803	Night Has a Thousand Eyes, The (D)A	E. G. Robinson-G. Russell-J. Lund	81		b7/17/48
	Now and Forever	C. Rains-M. Carey-W. Hendrix			a5/15/48
4807	Paleface, The *T	Bob Hope-Jane Russell	83	11/2/48	a3/6/48
4808	Sealed Verdict (D)	Ray Milland-Florence Marly	83	11/5/48	a3/6/48
	Special Agent	W. Eythe-L. Elliott-C. Mathews			a6/26/48
4723	So Evil My Love (D)A	R. Milland-A. Todd-G. Fitzgerald	109	8/6/48	b3/13/48

	Sorrowful Jones	Bob Hope-Lucille Ball			a7/10/48
4801	Sorry, Wrong Number	B. Stanwyck-B. Lancaster-A. Richards.	89	9/24/48	a5/15/48
	Streets of Laredo	Holden-Carey-Bendix-Freeman			
4805	Tatlock Millions	Hendrix-Lund-Fitzgerald-Woolley		11/19/48	a6/19/48
	Whispering Smith *T	A. Ladd-R. Preston-B. Marshall			a6/14/47

RKO RADIO

CURRENT

					Trade Shown
814	Arizona Ranger, The (D)F	T. Holt-J. Holt-N. Leslie	63	May '48	b4/3/48
751	Best Years of Our Lives, The (D)A	D. Andrews-M. Loy-F. March	172	Dec. '47	b11/23/46
815	Berlin Express (D)R	Oberon-Ryan-Korvin-Lukas	86	June '48	b4/10/48
852	Bishop's Wife, The (D)A	C. Grant-L. Young-D. Niven	108	Nov. '47	b11/22/47
871	Design for Death (Doc)F	Japanese Cast	48	Jan. '48	b2/7/48
816	Fighting Father Dunne (D)F	Pat O'Brien-Darryl Hickman	93	June '48	b4/10/48
870	Fort Apache (D)A	J. Wayne-H. Fonda-S. Temple	127	Mar. '48	b3/13/48
863	Fugitive, The (D)A	Henry Fonda-Dolores Del Rio	104	Nov. '47	b11/8/47
819	Guns of Hate (W)F	Tim Holt-Nan Leslie	61	June '48	b5/22/48
811	If You Knew Susie (C)F	E. Cantor-J. Davis-A. Joslyn	90	Jan. '48	b2/7/48
868	I Remember Mama (C-D)F	I. Dunne-B. Bel Geddes-O. Homolka	134	Mar. '48	b3/13/48
893	Melody Time *T (M)F	R. Rogers-D. Day-Andrews Sisters	75	7/1/48	b5/22/48
869	Miracle of the Bells (D)	F. MacMurray-Valli-F. Sinatra	120	Mar. '48	b3/6/48
865	Mourning Becomes Electra (D)A	R. Russell-K. Paxinou-R. Massey	173	Nov. '47	b11/22/47
806	Night Song (D)A	D. Andrews-M. Oberon-E. Barrymore	102	Nov. '47	b11/15/47
810	Out of the Past (D)A	Robert Mitchum-Jane Greer	96	Nov. '47	b11/22/47
867	Pearl, The (D)A	Pedro Armendariz-Maria Elena Marques	78	Feb. '48	b2/14/48
821	Race Street (D)A	G. Raft-W. Bendix-M. Maxwell	79	July '48	b5/15/48
817	Return of the Badmen (W)A	Randolph Scott-Anne Jeffreys	90	July '48	b5/15/48
807	So Well Remembered (D)A	M. Scott-J. Mills	86	Nov. '47	b11/1/47
813	Tarzan and the Mermaids (D)F	Weissmuller-Joyce-Christian	67	May '48	b4/3/48
866	Tycoon *T (D)F	John Wayne-Laraine Day	128	Dec. '47	b12/6/47
812	Western Heritage (W)F	Tim Holt-Nan Leslie	61	Jan. '48	b1/31/48
808	Wild Horse Mesa (W)F	Tim Holt-Nan Leslie	61	Nov. '47	b11/22/47

COMING

	A Song Is Born *T (M)	D. Kaye-V. Mayo-B. Goodman		Oct. '48	a3/20/48
	Baltimore Ecapade	R. Young-S. Temple-J. Agar			
	Blood on the Moon	Mitchum-Bel Geddes-Preston-Brennan			a6/12/48
	Bodyguard	Lawrence Tierney-Priscilla Lane			a7/3/48
	Boy With Green Hair *T	O'Brien-Ryan-Hale-Stockwell			a6/12/48
	Brothers in the Saddle	T. Holt-R. Martin-R. Powers			
	Enchantment	David Niven-Teresa Wright		Nov. '48	a7/3/48
	Every Girl Should Be Married	C. Grant-F. Tone-D. Lynn			
	Good Sam (C)	Gary Cooper-Ann Sheridan		Sept. '48	a2/14/48
	Indian Agent	T. Holt-R. Martin-N. Leslie			a7/5/47
	Interference	Mature-Ball-Tufts-Scott			
	Joan of Arc *T (D)	I. Bergman-J. Ferrer-J. Emery			a1/3/48
864	Le Silence est D'Or (C)A	Maurice Chevalier-M. Derrien	89		b10/25/47
	Long Denial, The	M. O'Hara-M. Douglas-B. Williams			a6/5/48
	Mr. Joseph Young of Africa	Johnson-Armstrong-Toomey-Moore			
822	Mystery in Mexico (My)F	W. Lundigan-J. White-R. Cortez	65		b6/26/48
	Outlaw Valley	Tim Holt-Richard Martin			
	Rachel and the Stranger (D)	L. Young-W. Holden-R. Mitchum		Nov. 48	a12/27/47
	Roughshod (D)	R. Sterling-C. Jarman-G. Grahame			a9/6/47
	Set-Up, The	Robert Ryan			
	Station West (D)	D. Powell-J. Greer-A. Moorehead		Nov. '48	a12/13/47
	Tarzan and the Arrow of Death	L. Barker-E. Ankers-B. Joyce			
	The Judge Steps Out (D)	A. Knox-A. Southern-G. Tobias			a7/5/47
820	Twisted Road, The (D)A	C. O'Donnell-F. Granger-H. DaSilva	95	Sept. '48	b6/26/48
	Variety Time	Paar-Carle-Errol-Kennedy			
872	Velvet Touch, The (D)	Russell-Genn-Trevor-Greenstreet		Aug. '48	a2/14/48
	Weep No More	Cotten-Valli-Paar-Byington			a7/3/48
	Window, The	B. Hale-B. Driscoll-A. Kennedy			a5/15/48

REPUBLIC

CURRENT

728	Bill and Coo *U (N)F	George Burton's Birds	61	3/28/48	b12/27/47
703	Campus Honeymoon (MC)F	Wilde Twins-R. Crane-A. Mara	61	2/1/48	b1/31/48
732	Eyes of Texas *U	Rogers-Roberts-Sons of Pioneers	70	7/15/48	a7/10/48
624	Fabulous Texan, The (W)F	W. Elliott-J. Carroll-C. McLeod	95	11/9/47	b11/8/47
628	Flame, The (D)A	J. Carroll-V. Ralston-R. Paige	97	11/24/47	b1/10/48
644	Gay Ranchero *U (W)F	R. Rogers-T. Guizar-J. Frazee	72	1/10/48	b1/31/48
707	Heart of Virginia (D)F	Janet Martin-Robert Lowery	60	4/25/48	b5/8/48
710	I, Jane Doe (D)F	R. Hussey-J. Carroll-V. Ralston	85	5/25/48	b5/15/48
705	Inside Story, The (C-D)F	M. Hunt-W. Lundigan-C. Winninger	87	3/14/48	b3/27/48
709	King of the Gamblers (D)A	Janet Martin-William Wright	60	5/10/48	b6/5/48
706	Lightnin' in the Forest (D)F	L. Roberts-D. Barry-W. Douglas	58	3/25/48	b4/24/48
704	Madonna of the Desert (D)F	L. Roberts-D. Castle-D. Barry	60	2/23/48	b3/13/48
701	Main Street Kid, The (C)F	A. Pearce-J. Martin-A. Mowbray	64	1/1/48	b1/17/48
714	Moonrise	D. Clark-G. Russell-E. Barrymore	90	7/11/48	a5/8/48
708	Old Los Angeles (W)	W. Elliott-J. Carroll-C. McLeod	88	4/25/48	a1/17/48
711	Secret Service Investigator (D)F	Lynn Roberts-Lloyd Bridges	60	5/31/48	b6/5/48
'02	Slippy McGee (D)A	D. Barry-D. Evans-T. Brown	65	1/15/48	b1/24/48
712	Train to Alcatraz (D)A	D. Barry-J. Martin-W. Phipps	60	6/28/48	b7/17/48
731	Under California Stars *U (W)F	R. Rogers-J. Frazee-A. Devine	70	5/1/48	b5/15/48

COMING

	Angel in Exile	Carroll-Mara-Gomez-Bedoya			a7/17/48
	Daredevils of the Clouds	Robert Livingston-Mae Clark	60	8/10/48	a5/22/48
	Drums Along the Amazon	Brent-Ralston-Aherne-Bennett			
715	Gallant Legion, The (W)F	W. Elliott-J. Schildkraut-A. Booth	88	7/25/48	b5/29/48
	Homicide for Three	W. Douglas-A. Young-F. Withers			a7/17/48
	Macbeth (D)	O. Welles-J. Nolan-R. McDowell			a8/23/48
	Nighttime in Nevada *U	R. Rogers-A. Mara-A. Devine			a7/10/48
	Out of the Storm	Jimmy Lydon-Lois Collier		8/9/48	
	Plunderers, The *U	R. Cameron-I. Massey-A. Booth			
	Red Pony, The *T (D)	M. Loy-R. Mitchum-L. Calhern			a10/25/47
	Sons of Adventure	Russel Hayden-Lynne Roberts		8/27/48	
	Wake of the Red Witch	John Wayne-Gail Russell			

Westerns Current)

752	Bandits of Dark Canyon (W)F	Allan Lane-Bob Steele	59	12/15/47	b12/13/47
754	Bold Frontiersman, The (W)F	Allan Lane-Black Jack	60	4/15/48	b5/8/48
654	California Firebrand *U (W)F	Monte Hale-Adrian Booth	63	4/1/48	b5/8/48
755	Carson City Raiders (W)F	A. Lane-E. Waller-B. Jons	60	5/13/48	b5/29/48
753	Oklahoma Badlands (W)F	A. "Rocky" Lane-Black Jack	59	2/22/48	b4/24/48
656	Timber Trail *U (W)F	M. Hale-L. Roberts-J. Burke	67	6/15/48	b7/10/48
652	Under Colorado Skies *U	Monte Hale-Adrian Booth	65	12/15/47	b12/27/47

Westerns (Coming)

	Denver Kid, The	A. Lane-E. Waller-C. Gallagher			
	Desperadoes of Dodge City	A. Lane-E. Waller-M. Coles			
	Grand Canyon Trail *U	R. Rogers-A. Devine-F. Willing			
756	Marshal of Amarillo	Allan "Rocky" Lane-Eddy Waller	60	7/25/48	
	Son of God's Country	Monte Hale			

SHOWMEN'S TRADE REVIEW

Title	*Company*

M

Macbeth	Rep.
Madonna of the Desert	Rep.
Mad Wednesday	UA
Magic Bow	U-I
Main Street Kid	Rep.
Man-Eaters of Kumaon	U-I
Man of Evil	UA
Man From Colorado, The	Col.
Man From Texas	EL
Manhattan Angel	Col.
Man Wanted	EL
Mark of the Lash	SGP
Martin Rome	20th-Fox
Mary Lou	Col.
Mating of Millie	Col.
Meet Me at Dawn	20th-Fox
Melody Time	RKO
Mexican Hayride	U-I
Michael O'Halloran	Mono.
Mickey	EL
Million Dollar Weekend	EL
Mine Own Executioner	20th-Fox
Miracle of the Bells	RKO
Miracle on 34th St.	20th-Fox
Miraculous Journey	FC
Miss Mink of 1949	20th-Fox
Mr. Blandings Builds His Dream House	SRO
Mr. Joseph Young of Africa	RKO
Mr. Peabody and the Mermaid	U-I
Mr. Reckless	Para.
Money Madness	FC
Moonrise	Rep.
Moss Rose	20th-Fox
Mourning Becomes Electra	RKO
Music Man	Mono.
My Brother Jonathan	Mono.
My Dear Secretary	UA
My Dog Rusty	Col.
My Dream Is Yours	WB
My Own True Love	Para.
Mystery in Mexico	RKO
My Girl Tisa	WB
My Wild Irish Rose	WB
Mystic, The	EL

N

Naked City	U-I
Nicholas Nickelby	U-I
Night Beat	WB
Night Has a Thousand Eyes	Para.
Night Song	RKO
Night Unto Night	WB
No Minor Vices	MGM
Noose Hangs High	EL
Northwest Outpost	Rep.
Northwest Stampede	EL
Now and Forever	Para.
Numbers Racket, The	MGM

O

Odd Man Out	U-I
O'Flynn, The	U-I
Oh Say Can You Sing	Univ.
Old Los Angeles	Rep.
Oliver Twist	EL
On an Island With You	MGM
On Our Merry Way	UA
One Last Fling	WB
One Sunday Afternoon	WB
One Touch of Venus	U-I
Open Secret	EL
Other Love	UA
Out of the Past	RKO
Out of the Storm	Rep.
Outlaw Valley	RKO
Outpost in Morocco	UA

P

Paleface	Para.
Panhandle	Allied
Paradine Case	Selznick
Perilous Waters	Mono.
Perils of Pauline	Para.
Philo Vance Returns	EL
Philo Vance's Peril	EL
Piccadilly Incident	MGM
Pirate, The	MGM
Pirates of Monterey	U-I
Pitfall, The	UA
Plunderers, The	Rep.
Police Reporter	SGP
Port Said	Col.
Portrait of Jennie	SRO
Prairie, The	SG
Prince of Thieves	Col

R

Race Street	RKO
Rachel and the Stranger	RKO
Racing Luck	Col.
Raw Deal	EL
Red Pony, The	Rep.
Red River	UA
Red Stallion in the Rockies	EL
Relentless	Col.
Return of October	Col.
Return of Rin Tin Tin	EL
Return of the Whistler	Col.
Return of Wildfire	SGP
Riff-Raff	RKO
River Lady	U-I
Road House	20th-Fox
Road to Rio	Para.
Road to the Big House	SG
Robin Hood of Texas	Rep.
Rocky	Mono.

Title	Company
Rogues' Regiment	U-I
Romance on the High Seas	WB
Roosevelt Story, The	UA
Rope	WB
Rose of Santa Rose	Colo.
Rose of the Rio Grande	Mono.
Roses Are Red	20th-Fox
Roughshod	RKO
Rupert of Hentzau	SRO
Rusty Leads the Way	Col.
Rusty Saves a Life	Col.
Ruthless	EL

S

Saddle Pals	Rep.
Saigon	Para.
Sainted Sisters	Para.
Sand	20th-Fox
Saxon Charm, The	U-I
Scudda Hoo, Scudda Hay	20th-Fox
Sealed Verdict	Para.
Search, The	MGM
Secret Beyond the Door, The	U-I
Secret Life of Walter Mitty	RKO
Secret Service Investigator	Rep.
Senator Was Indiscreet	U-I
Set-Up, The	RKO
Seven Keys to Baldpate	RKO
Shaggy	Para.
Shanghai Chest, The	Mono.
Shed No Tears	EL
Show-Off	MGM
Silent Conflict	UA
Silver River	WB
Sinister Journey	UA
Sign of the Ram, The	Col.
Sitting Pretty	20th-Fox
Sixteen Fathoms Deep	Mono.
Sleep, My Love	UA
Slightly French	Col.
Slippy McGee	Rep.
Smart Girls Don't Talk	WB
Smart Politics	Mono.
Smart Woman	Allied
Smugglers, The	EL
Smugglers Cove	Mono.
Snake Pit, The	20th-Fox
Snowbound	U-I
So Evil My Love	Para.
Sofia	FC
Son of Rusty	Col.
Song of Idaho	Col.
Song of India	Col.
Song of My Heart	Allied
Sons of Adventure	Rep.
Sorry, Wrong Number	Para.
Sorrowful Jones	Para.
So This Is New York	UA
South of St. Louis	WB
So Well Remembered	RKO
Special Agent	Para.
Speed to Spare	Para.
Spirit of West Point	FC
Spiritualist, The	EL
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stage Struck	Mono.
State of the Union	MGM
Station West	RKO
Step-Child	EL
Stork Bites Man	UA
Strange Gamble	UA
Strawberry Roan	Col.
Strange Mrs. Crane, The	EL
Street With No Name	20th-Fox
Streets of Laredo	Para.
Strike It Rich	AA
Summer Holiday	MGM
Sun in the Morning	MGM
Sweetheart of the Blues	Col.
Sword of the Avenger	EL
Swordsman	Col.

T

Take My Life	EL
Tap Roots	U-I
Tarzan and the Arrow of Death	RKO
Tarzan and the Mermaids	RKO
Tatlock Millions, The	Para.
Tawny Pipit, The	U-I
Temptation Harbour	Mono.
Tender Is the Night	SRO
Tender Years, The	20th-Fox
Tenth Avenue Angel	MGM
Texas, Brooklyn & Heaven	UA
That Lady in Ermine	20th-Fox
That Wonderful Urge	20th-Fox
That's My Gal	Rep.
That's My Man	Rep.
The Argyle Secrets	FC
The Fan	20thFox
The Inside Story	Rep.
The Kissing Round-Up	Col.
The Open Secret	EL
The Window	RKO
Thirteen Lead Soldiers	20th-Fox
This Happy Breed	U-I
This Time for Keeps	MGM
This Was a Woman	20th-Fox
Three Daring Daughters, The	MGM
Three Godfathers	MGM
Three Musketeers	MGM
Three Wives	20th-Fox
Thunderbolt	Mono.
Thunder in the Valley	20th-Fox
Thunderhoof	Col.
Time of Your Life	UA
T-Men	EL
To the Ends of the Earth	Col.
To the Victor	WB
Trail of the Mounties	SG

SCREEN GUILD PRODUCTIONS

CURRENT

S-7	Duke of West Point	L. Hayward-J. Fontaine	108	8/24/48		1938
S-5	Flirting With Fate	J. E. Brown-B. Roberts	72	9/10/48		1938
4802	Jungle Goddess	G. Reeves-L. Leeds-Armida		8/13/48		
S-4	King of the Turf	A. Menjou-D. Costello	89	7/16/48		1939
HC20	Law of the Pampas	W. Boyd-R. Hayden	79	6/4/48		1939
	Mark of the Lash	L. Lakue-A. St. John-P. Stewart				
X-3	Miracle in Harlem	Stepin Fetchit	71	6/11/48		
S-8	Miss Annie Rooney	S. Temple-W. Gargan	88	9/24/48		
4615	Police Reporter	Wade-MacDonald-Blackley-Barnett	70	5/17/47		
4705	Prairie, The (D)	L. Aubert-A. Baxter	76	5/21/48		a12/27/47
4801	Return of Wildfire	R. Arlen-P.Morison-M. B. Hughes				
4706	Road to the Big House, The (D)A	J. Shelton-A. Doran-G. Williams	72	12 27/47		b11/1/4
S-3	Runaway Daughter	B. Stanwyck-R. Young	71	7/23/48		
S-6	That's My Boy	J. Durante-R. Tauber	81	9/10/48		1932
4708	Trail of the Mounties	R. Hayden-Jennifer Holt	42	2/21/48		
4707	Where the North Begins (D)F	R. Hayden-J. Holt-T. Coffin	40	12/13/48		b4/17/48

SELZNICK RELEASING ORGANIZATION

CURRENT

	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	138	4/17/47		b1/4/47
	Mr. Blandings Builds His Dream House (C)F	C. Grant-M. Loy-M. Douglas	94			b3/27/48
	Paradine Case, The (D)A	G. Peck-A. Todd-C. Laughton-Valli	132	Jan. '48		b1/3/48

COMING

	Portrait of Jennie (D)	J. Jones-J. Cotten-E. Barrymore				a11/1/47

20TH-FOX

CURRENT 1947-'48

809	An Ideal Husband *T (C-D)A	P. Goddard-M. Wilding-D. Wynyard	96	Mar. '48		b11/29/47
820	Anna Karenina (D)A	V. Leigh-R. Richardson-K. Moore	110	May '48		b2/28/48
817	Arthur Takes Over (C)F	Lois Collier-Richard Crane	63	May '48		b4/10/48
805	Call Northside 777 (D)A	J. Stewart-R. Conte-L. J. Cobb	111	Feb. '48		b1/24/48
801	Captain from Castile (D)F *T	T. Power-J. Peters-C. Romero	140	Jan. '48		b11/29/47
807	Challenge, The (D)F	T. Conway-J. Vincent-R. Stapley	68	Mar. '48		b2/28/48
825	Checkered Coat, The	T. Conway-N. Nash-H. Hatfield	67	July '48		
819	Counterfeiters, The (My)A	John Sutton-Doris Merrick	74	June '48		b6/5/48
731	Daisy Kenyon (D)A	J. Crawford-D. Andrews-H. Fonda	98	Dec. '47		b11/29/47
804	Dangerous Years (D)F	William Halop-Ann E. Todd	61	Feb. '48		b12/20/47
821	Deep Waters (D)F	D. Andrews-J. Peters-C. Romero	85	July '48		b7/3/48
815	Fury at Furnace Creek (W)	V. Mature-C. Gray	88	May '48		b4/10/48
806	Gentleman's Agreement (D)F	G. Peck-D. McGuire-J. Garfield	118	Mar. '48		b11/15/47
827	Give My Regards to Broadway *T (C)F	D. Dailey-C. Winninger-N. Guild	89	June '48		b5/22/48
818	Green Grass of Wyoming *T (D)F	P. Cummins-C. Coburn-R. Arthur	89	June '48		b4/24/48
808	Half Past Midnight (D)F	K. Taylor-P. Knudsen-J. Sawyer	69	Mar. '48		b3/6/48
816	Iron Curtain, The (D)A	D. Andrews-G. Tierney-J. Havoc	87	May '48		b5/8/48
813	Let's Live Again (D)F	J. Emery-J. Millican-T. Holmes	68	Apr. '48		b3/6/48
812	Meet Me at Dawn (C)A	W. Eythe-S. Holloway-B. Campbell	89	Apr. '48		b3/20/48
824	Mine Own Executioner (D)A	B. Meredith-K. Moore-D. Gray	102	July '48		b12/6/47
823	Street With No Name, The (Doc)A	M. Stevens-R. Widmark-L. Nolan	91	July '48		b6/26/48
734	Roses Are Red (My)A	Don Castle-Peggy Knudsen	67	Dec. '47		b11/8/47
811	Scudda Hoo, Scudda Hay *T (D)F	J. Haver-L. McCallister-W. Brennan	95	Apr. '48		b3/6/48
810	Sitting Pretty (C)A	R. Young-M. O'Hara-C. Webb	84	Apr. '48		b2/28/48
814	Thirteen Lead Soldiers (My)F	Tom Conway-Maria Palmer	66	Apr. '48		b6/5/48
720	Thunder in the Valley *T (D)F	P. A. Garner-L. McCallister-E. Gwenn	103	Nov. '47		b6/7/47
802	You Were Meant for Me (MC-D)F	J. Crain-D. Dailey-O. Levant	91	Feb. '48		b1/24/48

COMING

	A Man About the House	M. Johnson-D. Gray-K. Moore	94			b6/28/47
	Apartment for Peggy *T	J. Crain-W. Holden-E. Gwenn				a5/1/48
	Big Dan	C. Russell-V. Christine-G. Gray-Flame				a6/5/48
	Bungalow	Tom Conway-Margaret Hamilton				
	Chicken Every Sunday	D. Dailey-A. Young-C. Holm				a7/17/48
	Creeper, The	J. Baragrey-O. Stevens-E. Ciannelli				
822	Escape (D)A	Rex Harrison-Peggy Cummins	77			
828	Fighting Back	Paul Langton-Gary Gray	61	Aug. '48		
	Gay Intruders, The (C)A	John Emery-Tamara Geva	68			b6/19/48
	Luck of the Irish, The	T. Power-A. Baxter-C. Kellaway				a5/15/48
	Martin Rome	Victor Mature-Richard Conte				a5/8/48
	Miss Mink of 1949	Jimmy Lydon-Lois Collier-Richard Lane				
	Road House	Lupino-Wilde-Holm-Widmark				a6/5/48
	Sand	M. Stevens-C. Gray-C. Grapewin				a7/17/48
	Snake Pit, The (D)	O. deHavilland-L. Genn-M. Stevens				a10/11/47
836	That Lady in Ermine *T (M)A	B. Grable-D. Fairbanks, Jr.	89	Aug. '48		b7/17/48
	That Wonderful Urge	T. Power-G. Tierney-R. Gardiner				a6/19/48
	The Fan	Crain-Sanders-Carroll-Greene				
	This Was a Woman (D)A	Sonia Dresdel-Barbara White				a1/24/48
	Three Wives	Darnell-Crane-Lynn-Sothern				a7/17/48
	Trouble Preferred	C. Russell-P. Knudsen-L. Roberts				a6/19/48
	Tucson	J. Lydon-P. Edwards-C. Russell				a7/17/48
	Unfaithfully Yours	R. Harrison-L. Darnell-R. Vallee	108			a5/29/48
826	Walls of Jericho, The (D)A	Wilde-Darnell-Baxter-Douglas	111	Aug. '48		b7/10/48
	West of Tomorrow	C. Miller-A. Franz-R. Jaeckel				
	When My Baby Smiles at Me *T	Grable-Dailey-Oakie-Havoc				a5/29/48
	While I Live (D)A	T. Walls-C. Evans-C. Raye	85			b10/18/47
829	Winner's Circle, The (Doc)F	Johnny Longden-Morgan Farley	75	Aug. '48		b6/19/48
	Yellow Sky *T	G. Peck-A. Baxter-R. Widmark				a7/17/48

UNITED ARTISTS

CURRENT

	Arch of Triumph (D)A Sp	I. Bergman-C. Boyer-C. Laughton	120	Mar. '48		b2/21/48
	Body and Soul (D)A	John Garfield-Lilli Palmer	105	Nov. '47		b8/16/47
	Four Faces West (D)F	J. McCrea-F. Dee-C. Bickford	90	5/15/48		b5/15/48
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134			b4/27/46
	Here Comes Trouble *C (C)F	B. Tracey-J. Sawyer-E. Parnell	50	4/9/48		b4/17/48
	Intrigue (D)A	G. Raft-J. Havoc-H. Carter	88	Dec. '47		b12/27/47
	Laff-Time	W. Tracy-P. Morgan-E. Janssen	110	4/9/48		
	Kings of the Olympics (Pt. 1) (Doc.) F	Bill Slater—Narrator	65	Apr. '48		b1/24/48
	Man of Evil (D)A	J. Mason-P. Calvert-A. Stephens	90	Jan. '48		b2/7/48
	On Our Merry Way	B. Meredith-P. Goddard-F. MacMurry	107	Feb. '48		b2/7/48
	Roosevelt Story, The F	K. Lynch-E. Begley-C. Lee	76	Nov. '47		b7/5/47
	Silent Conflict (W)F	W. Boyd-A. Clyde-R. Brooks	61	Apr. '48		b4/17/48
	Sleep, My Love (D)A	C. Colbert-D. Ameche-R. Cummings	97	Jan. '48		b1/17/48
	So This Is New York (C)F	H. Morgan-R. Vallee-H. Herbert	80	May '48		b5/15/48
	Time of Your Life (D)A	J. Cagney-Wm. Bendix-J. Cagney	109	5/27/48		b5/29/48
	Who Killed 'Doc' Robbin? *C (C)F	V. Grey-D. Castle-G. Zucco	51	Apr. '48		b5/8/48

COMING

	An Innocent Affair	Fred MacMurray-Madeleine Carroll
	Angry God, The	Alicia Parla-Casimiro Ortega
	Atlantis, The Lost Continent	Maria Montez-Jean Pierre-Aumont
	Blondes Up	Marx Bros.-Massey-Vera-Ellen-Hutton
	Borrowed Trouble	William Boyd-Andy Clyde
	Cover-Up	William Bendix-Dennis O'Keefe
	Dead Don't Dream, The (W)	W. Boyd-A. Clyde
	False Paradise	Wm. Boyd-Andy Clyde
	Girl from Manhattan, The	Montgomery-Lamour-Laughton
	Indian Scout	George Montgomery-Ellen Drew

	Lucky Stiff	D. Lamour-B. Donlevy-C. Trevor			
	Mad Wednesday (D)F	H. Lloyd-R. Washburn-J. Conlin	89		b2/22/47
	My Dear Secretary	L. Day-K. Douglas-K. Wynn			
	Outpost in Morocco	George Raft-Akim Tamiroff			
	Pitfall, The	Powell-Wyatt-Scott-Burr			a6/12/48
	Red River (WD)F	J. Wayne-M. Clift-W. Brennan	125	8/26/48	b7/17/48
	Sinister Journey	Wm. Boyd-Andy Clyde			
	Strange Gamble (W)	W. Boyd-A. Clyde-R. Brooks			a12/13/47
	Texas, Brooklyn, and Heaven (CD)A	G. Madison-D. Lynn-J. Dunn	76	8/11/48	b7/17/48
	Vendetta (D)	Hillary Brooke-Faith Domergue			a5/10/47
	Vicious Circle (D)A	Conrad Nagel	77	7/24/48	b5/29/48

UNIVERSAL-INTERNATIONAL

CURRENT

664	Abbott & Costello Meet Frankenstein (C)F	Abbott-Costello-Chaney-Lugosi	83	July '48	b7/3/48
650	A Double Life (D)A	R. Colman-S. Hasso-E. O'Brien	104	Mar. '48	b1/3/48
657	All My Sons (D)A	Edward G. Robinson-Burt Lancaster	94	May '48	b2/21/48
656	Are You With It? (M)F	D. O'Connor-O. San Juan-M. Stewart	90	May '48	b3/13/48
634	A Woman's Vengeance (D)A	Charles Boyer-Ann Blyth	96	Feb. '48	b12/20/47
663	Bad Sister	M. Lockwood-I. Hunter	91	July '48	b12/6/47
653	Black Bart *T(W-D)A	Y. DeCarlo-D. Duryea-J. Lynn	80	Apr. '48	b1/31/48
629	Black Narcissus *T (D)F	Deborah Kerr-David Farrar	91	Dec. '47	b5/3/47
662	Captain Boycott (D)F	Stewart Granger-Kathleen Ryan	93	Jan. '48	b9/6/47
655	Casbah (D)A	Y. DeCarlo-T. Martin-P. Lorre	94	Apr. '48	b3/6/48
658	Dear Murderer (D)A	E. Portman-G. Gynt-D. Price	94	May '48	b6/7/48
	End of the River, The (D)A	Sabu-Bibi Ferreira	80	June '48	b11/29/47
665	Feudin', Fussin' and A-Fightin'	D. O'Connor-M. Main-P. Kilbride	78	July '48	
654	Jassy *T (D)A	M. Lockwood-P. Roc-D. Price	96	Mar. '48	b8/23/47
659	Letter from an Unknown Woman (D)A	Joan Fontaine-Louis Jourdan	90	June '48	b4/10/48
666	Man-Eater of Kumaon (D)F	Sabu-W. Corey-J. Page	80	July '48	b6/19/48
651	Naked City, The (D)A	B. Fitzgerald-H. Duff-D. Hart	96	Mar. '48	b1/24/48
632	Pirates of Monterey *T (D)F	M. Montez-R. Cameron-P. Reed	77	Dec. '47	b11/15/47
661	River Lady *T (D)A	Y. DeCarlo-D. Duryea	78	June '48	b5/8/48
627	Secret Beyond the Door (D)A	J. Bennett-M. Redgrave-A. Revere	98½	Feb. '48	b1/10/48
633	Senator Was Indiscreet, The (C)A	W. Powell-E. Raines	83	Jan. '48	b12/13/47
662	Up in Central Park (C)F	D. Durbin-D. Haymes-V. Price	87	June '48	b5/29/48

COMING

	A Lady Surrenders (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/48
	An Act of Murder	F. March-E. O'Brien-F. Eldridge			
	Black Velvet	A. Blyth-G. Brent-H. Duff			
	Blanche Fury (D)A *T	V. Hobson-S. Granger	95		b3/20/48
677	Brothers, The (D)A	Patricia Roc-Will Fyffe	98		b5/24/47
635	Bush Christmas (D)F	C. Rafferty-J. Fernside	76	Dec. '48	b11/29/47
	Corridor of Mirrors (D)A	E. Portman-E. Romney	105		b3/27/48
	Countess of Monte Cristo	S. Henie-O. San Juan-F. Trenkler			a6/19/48
	Criss-Cross	B. Lancaster-Y. DeCarlo-D. Duryea			
	Fame Is the Spur (D)A	M. Redgrave-R. Johns	112		b10/4/47
	Family Honeymoon	C. Colbert-F. MacMurray-H. McDaniel			
	For the Love of Mary	Durbin-O'Brien-Taylor-Lynn			
	Good Time Girl (D)A	Jean Kent-Dennis Price	92		b5/28/48
	Hamlet (D)F	Laurence Olivier-Jean Simmons	150		b5/15/48
679	Holiday Camp	Flora Robson-Jack Warner-D. Price		May '48	
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109		b1/18/47
	Larceny	J. Payne-J. Caulfield-D. Duryea			a6/19/48
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/48
	Mexican Hayride	Abbott & Costello			7/17/47
	Mr. Peabody and the Mermaid (C)A	W. Powell-A. Blyth-I. Hervey	89		b7/10/48
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105		b3/22/47
	O'Flynn, The	D. Fairbanks-H. Carter-R. Greene			
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	One Night With You (C)F	Nino Martini-Patricia Roc	92		b5/1/48
	One Touch of Venus	R. Walker-A. Gardner-D. Haymes			a5/29/48
	Rogues' Regiment	D. Powell-M. Toren-V. Price			a6/26/48
	Saxon Charm, The	R. Montgomery-S. Hayward-J. Payne			
	Snowbound	R. Newton-D. Price	86		
	Tap Roots *T (D)F	V. Heflin-S. Hayward-B. Karloff	109		b6/26/48
680	Tawny Pipit, The (D)A	Bernard Miles-Rosamund John	81		b9/6/47
	Unafraid, The	J. Fontaine-B. Lancaster-R. Newton			a6/19/48
	Years Between, The (D)A	M. Redgrave-V. Hobson-F. Robson	87		b9/13/47
	You Gotta Stay Happy	J. Fontaine-J. Stewart-E. Albert			

WARNER BROS.

CURRENT

713	Always Together (C)F	R. Hutton-J. Reynolds	78	1/10/48	b12/20/47
719	April Showers (C)F	J. Carson-A. Sothern-R. Alda	95	3/27/48	b3/13/48
727	Big Punch, The (D)A	W. Morris-L. Maxwell-G. MacRae	80	6/26/48	b5/29/48
717	I Became a Criminal (D)A	Sally Gray-Trevor Howard	78	3/6/48	b7/12/47
715	My Girl Tisa (C-D)F	L. Palmer-S. Wanamaker-A. Tamiron	95	2/7/48	b1/24/48
711	My Wild Irish Rose *T (MC-D)F	D. Morgan-A. King-A. Hale	101	12/27/47	b12/13/47
728	Romance on the High Seas *T (M)F	J. Carson-J. Paige-D. DeFore	99	7/3/48	b6/12/48
725	Silver River (W)A	Errol Flynn-Ann Sheridan	107	5/29/48	b5/8/48
720	To the Victor (D)A	D. Morgan-V. Lindfors-V. Francen	101	4/10/48	b4/3/48
714	Treasure of Sierra Madre (D)A	H. Bogart-W. Huston-T. Holt	127	1/24/48	b1/10/48
716	Voice of the Turtle (C)A	R. Reagan-E. Parker-E. Arden	103	2/21/48	b12/27/47
726	Wallflower (C)F	J. Reynolds-R. Hutton-J. Paige	77	6/12/48	b5/22/48
721	Winter Meeting (D)A	B. Davis-J. Davis-J. Paige	100	4/24/48	b4/10/48
724	Woman in White, The (My)A	A. Smith-E. Parker-S. Greenstreet	109	5/15/48	b4/24/48

COMING

	Adventures of Don Juan *T (H-R)	Errol Flynn-Viveca Lindfors			a2/7/48
	Cleopatra Arms	David Niven-Jane Wyman			a6/26/48
	Decision of Christopher Blake, The (D)	A. Smith-R. Douglas			a10/11/47
732	Embraceable You	Dane Clark-Geraldine Brooks	80	8/21/48	
	Fighter Squadron *T	Edmond O'Brien-Robert Stack			
	Flaxy Martin	Z. Scott-V. Mayo-D. Kennedy			a7/3/48
	Fountainhead, The	Gary Cooper-Patricia Neal-Kent Smith			
	Girl from Jones Beach	R. Reagan-V. Mayo-D. Clark			
	Idol of Paris (D)A	Michael Rennie-Beryl Baxter	105		b2/28/48
	John Loves Mary	Reagan-Carson-Neal-Morris			a5/1/48
	Johnny Belinda (D)	L. Ayres-J. Wyman-C. Bickford			a2/28/48
	June Bride	B. Davis-R. Montgomery-B. Lyon			a7/10/48
731	Key Largo (D)A	H. Bogart-E. G. Robinson-L. Bacall	101	7/31/48	b7/10/48
	Kiss in the Dark	Jane Wyman-David Niven			
702	Life With Father (C)F	W. Powell-I. Dunne-E. Taylor	118	8/14/48	b8/16/47
	Look for the Silver Lining *T	J. Haver-R. Bolger-G. MacRae			a7/3/48
	My Dream Is Yours *T	Carson-Day-Bowman-Arden			a6/26/48
	Night Beat	R. Douglas-H. Westcott-R. Alda			
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors			a5/10/47
	One Last Fling	A. Smith-Z. Scott-J. Backus			a5/22/48
	One Sunday Afternoon *T	Dennis Morgan-Janis Paige			a5/22/48
	Rope *T	Stewart-Chandler-Hardwicke			a6/26/48
	Smart Girls Don't Talk	V. Mayo-B. Bennett-R. Hutton			a5/15/48
	South of St. Louis *T	J. McCrea-A. Smith-Z. Scott			
801	Two Guys from Texas *T	J. Carson-D. Morgan-D. Malone	86	9/4/48	
	Under Capricorn *T	Ingrid Bergman-J. Cotten-M. Wilding			
	Whiplash (D)	D. Clarke-A. Smith-S. Z. Sakall			a11/1/47
	Younger Brothers, The *T	W. Morris-J. Paige-B. Bennett			

Title	*Company*
Train to Alcatraz	Rep.
Trapped by Boston Blackie	Col.
Treasure of Sierra Madre	WB
Trespasser, The	Rep.
Triple Threat	Col.
Trouble Preferred	20th-Fox
Trouble With Women	Para.
29 Clues	EL
Tucson	20th-Fox
Tulsa	EL
Twisted Road, The	RKO
Two Blondes and a Redhead	Col.
Two Guys from Texas	WB
Tycoon	RKO
U	
Unafraid, The	U-I
Unconquered	Para.
Under California Stars	Rep.
Under Capricorn	WB
Under the Tonto Rim	RKO
Undercover Man	Col.
Unfaithfully Yours	20th-Fox
Unknown Island	FC
Untamed Breed, The	Col.
Up in Central Park	U-I
V	
Variety Time	RKO
Velvet Touch, The	RKO
Vendetta	UA
Verdict	WB
Vicious Circle, The	UA
Violence	Mono.
Voice of the Turtle	WB
W	
Wake of the Red Witch	Rep.
Walking Hills	Col.
Wallflower	WB
Walls of Jericho	20th-Fox
Waterfront at Midnight	Para.
Web, The	Univ.
Web of Danger	Rep.
Weep No More	RKO
Welcome Stranger	Para.
West of Tomorrow	20th-Fox
Western Heritage	RKO
When My Baby Smiles at Me	20th-Fox
Where the North Begins	SG
Where There's Life	Para.
Whiplash	WB
Whispering City	EL
Whispering Smith	Para.
Who Killed 'Doc' Robbin?	UA
Will It Happen Again?	FC
Winner's Circle, The	20th-Fox
Winter Meeting	WB
Woman from Tangiers	Col.
Woman in the Hall, The	Brit.
Woman in White	WB
Woman on the Beach	RKO
Women in the Night	FC
Words of Music	MGM
Wreck of the Hesperus	Col.
Y	
Years Between	U-I
Yellow Sky	20th-Fox
You Gotta Stay Happy	U-I
You Were Meant for Me	20th-Fox
Younger Brothers, The	WB

MISCELLANEOUS FEATURES

Listing of features of foreign and U. S. origin not distributed by major outlets. Titles are followed, in parentheses, by name of country of origin and U. S. national distributor; names of stars, running time, and date of issue in which review appeared, in that order.

A FRIEND WILL COME TONIGHT (Lopert) Michel Simon, Madeleine Sononge. 92. b7/17/48.

ALL'S WELL (U. S.-Independent) D. Lamour-C. Laughton

BLIND DESIRE (France-Discina Int'l) Jean-Louis Barbault-Edwige Feuillere. 88. b6/12/48.

CRIME AND PUNISHMENT (Sweden-Film Rights Int'l.) H. Faustman-G. Wallgren. 107. b3/20/48

DAMNED, THE (France-Discina) H. Vidal-F. Marley. 105. b5/1/48

DAY OF WRATH (Denmark-Schaefer). L. Movin-T. Roose. 100. b5/1/48

DIE FLEDERMAUS (Germany-Artkino) M. Harrell-J. Heesters. 96. b3/30/48

FANNY (France-Siritsky) Raimu-P. Fresnay. 124. b2/21/48

FARREBIQUE (France - Siritsky) Non-pro. cast. 90. b3/6/48

FIGHT NEVER ENDS, THE (U. S.-W. Alexander) Joe Louis-Mills Bros. 70. b2/28/48

(Continued on Next Page)

MISCELLANEOUS FEATURES

FIRST OPERA FILM FESTIVAL (Italy-Classic). T. Gobbi-P. Malcarini. 95. b5/29/48

FRIC-FRAC (France-Oxford). Fernandel-Arletty. 90. b6/5/48

IDIOT, THE (France-European Copyrights) G. Phillippe-E. Feuillere. 92. b2/14/48

ILLEGALS, THE (U. S.-Mayer-Burstyn) T. Torres-Y. Mikalowitch. 75. b7/10/48

JANS MONSON IN AMERICA (Sweden-Scandia). E. Persson-S. Olin. 103. b4/17/48

JENNY LAMOUR (France-Vog Films) L. Jourdan-S. Renant. 102. b2/14/48

LAUGH, PAGLIACCI (Italy-Continental) A. Valli-B. Gigli. 83. b3/13/48

LOST HAPPINESS (Italy-Saturnia) L. Cortese-D. Sassoli. 75. b3/6/48

MARIUS (France-Siritizky Int'l). Raimu-P. Fresnay. 128. b5/15/48

NAIS (France-Siritzky-Int'l). Fernandel-J. Pagnol. 105. b6/19/48

PAISAN (Italy-Mayer-Bur.) C. Sazio-R. Von Loon. 118. b2/28/48

PASSIONNELLE (France-Distinguished) O. Joyeaux-Alerme. 82. b2/21/48

PORTRAIT OF INNOCENCE (France-Siritzky-Int'l) Louis Carletti-Gilbert Gil. 90. b6/12/48.

ROOM UPSTAIRS, THE (France-Lopert). M. Dietrich-J. Gabin. 90. b6/5/48

ROSSINI (Italy-Best) N. Besozzi-P. Barbara. 95. b2/14/48

SHOWTIME (England-English Films). A. Todd-R. Greene. 91. b6/5/48

STORY OF LIFE, THE (U. S.-Crusades) J. Crehan-W. McKay. 67. b7/10/48

THEY ARE NOT ANGELS (France-Siritzky-Int'l). P. Blanchard-R. Bussieres. 130. b5/29/48

VOYAGE SURPRISE (France-Duke Inter'l) J. Henri-Duval. 80. b3/13/48

BRITISH PRODUCT

(U. S. Distribution Not Set)

AGAINST THE WIND (Rank). R. Beatty-S. Signoret. 96. b3/13/48

BEWARE OF PITY (Rank). L. Palmer-A. Lieven. 105. b11/1/47

BRIGHTON ROCK (Pathe). R. Attenborough-H. Baddeley. 92. b1/3/48

EASY MONEY (Rank). G. Gynt-D. Price. 94. b3/6/48

GHOSTS OF BERKELEY SQUARE, THE (Pathe). R. Morley-F. Aylmer. 90. b11/1/47

HOLIDAY CAMP (Rank). F. Robson-D. Price. 97. b8/16/47

LOVES OF JOANNA GODDEN, THE (Rank). G. Withers-J. Macallum. 85. b6/21/47

MARK OF CAIN, THE (Rank). E. Portman-S. Gray. 88. b1/17/48

MASTER OF BANKDAM (Rank). A. Crawford-D. Price. 105. b9/6/47

MRS. FITZHERBERT (Pathe). P. Graves-J. Howard. 99. b2/14/48

VICE VERSA (Rank). R. Livesey-K. Walsh. 111. b3/6/48

WHEN THE BOUGH BREAKS (Rank). P. Roc-R. John. 81. b12/27/47

WOMAN IN THE HALL (Rank). U. Jeans-J. Simmons. 90. b11/15/47

RE-ISSUES (Nationally Released)

			Time Mins.	Rel. Date	Orig. Rel. Date
ASTOR PICTURES					
	Aces Wild	Harry Carey	63	4/30/48	1937
	Ghost Town	Harry Carey	59	1/1/48	1936
	Li'l Abner	M. O'Driscoll-R. Owen	70	2/20/48	1940
	Jimmy Steps Out	J. Stewart-P. Goddard	89	3/25/48	1941
	Pecos Kid	Fred Kohler, Jr.	59	4/25/48	1935
	Toll of the Desert	F. Kohler, Jr.-B. Mack	55	6/1/48	1937
	Wagon Trail	Harry Carey	58	5/30/48	1935
	Wild Mustang	Harry Carey	64	2/1/48	1935
EAGLE LION					
848	Seven Sinners	M. Dietrich-J. Wayne	86	3/27/48	1936
849	Sutter's Gold	Edward Arnold	93	3/27/48	1936
FAVORITE FILM CORP.					
	Burlesque on Carmen	Charlie Chaplin	55	Feb. '48	
	It Happened Tomorrow	D. Powell-L. Darnell	87	Jan. '48	1944
	Kelly the Second	P. Kelly-M. Rosenbloom	71	Jan '48	1936
	Matinee Scandal	B. Aherne-C. Bennett	84	Jan. '48	1936
	Merrily We Live	I. Lupino-F. Lederer	90	Jan '48	1938
	Our Relations	Laurel & Hardy	70	Jan. '48	1936
	Topper	C. Grant-C. Bennett	96	Jan '48	1937
	Two Mugs From Brooklyn	W. Bendix-G. Bradley	73	Jan '48	1943
FILM CLASSICS					
	Border Wolves	Bob Baker	56	8/15/48	1938
	Bury Me Not on Lone Prairie	Johnny M. Brown	60	3/15/48	1941
	Challenge, The	J. Gardner-M. Clare	78	5/20/48	1939
	Courage of the West	Bob Baker	58	3/15/48	1937
	Deep in the Heart of Texas	J. M. Brown-Ritter	61	7/15/48	1942
	Drums *T	Sabu-R. Massey		7/20/48	1938
	Eagle Squadron	R. Stack-D. Barrymore	109	6/11/48	1942
	Four Feathers *T	J. Duprez-R. Richardson		7/20/48	1939
	Gun Justice	Ken Maynard	61	9/15/48	1934
	Gung-Ho	R. Scott-R. Mitchum	87	6/11/48	1943
	Honor of the Range	Ken Maynard	63	4/15/48	
	Jungle Woman	E. Anchors-J. C. Naish		3/25/48	1944
	Last Stand	Bob Baker	57	9/15/48	1938
	Lone Star Trail	J. M. Brown-Ritter	58	2/15/48	1943
	Man Who Reclaimed Head	C. Rains-J. Bennett		7/1/48	1935
	Pony Post	Johnny M. Brown	60	8/15/48	1940
	Singing Outlaw	Bob Baker	57	4/15/48	
	Smoking Guns	Ken Maynard	63	2/15/48	1934
	South of Tahiti	M. Montez-B. Donlevy	75	3/1/48	1941
	Tower of London	B. Karloff-B. Rathbone		7/1/48	1939
	Wheels of Destiny	Ken Maynard	65	7/15/48	1934
METRO-GOLDWYN-MAYER					
3000	Gone With The Wind *T	V. Leigh-C. Gable	222	Feb. '48	1939
823	Tarzan's New Adventure	J. Weismuller-M. O'Sullivan	70	Apr. '48	1942
822	Tarzan's Secret Treasure	J. Weismuller-M. O'Sullivan	81	Apr. '48	1941
MONOGRAM					
4711	Sign of the Wolf	M. Whalen-G. Bradley	69	5/2/48	1941
PARAMOUNT					
R7-3508	Crusades, The	L. Young-H. Wilcoxon	126	June '48	1935
REALART PICTURES					
5013	Argentine Nights	Ritz Bros.-Andrew Sisters	73	Mar. '48	1940
1290	Captive Wild Woman	J. Carradine-Aquanetta	60	Apr. '48	1943
1250	Corvette K-225	R. Scott-B. Fitzgerald	98	May '48	1943
1210	Drums of the Congo	S. Erwin-O. Munson	61	Apr. '48	1941
1212	Ghost of Frankenstein	L. Chaney-E. Ankers	67	Jan '48	1942
6046	Hellzapoppin	Olsen-Johnson	84	Mar. '48	1941
917	Little Tough Guy	Little Tough Guys	83	Mar. '48	1938
929	Little Tough Guys in Society	Little Tough Guys	73	Mar. '48	1938
796	Magnificent Brute	J. McLaglen-B. Barnes	78	Apr. '48	1936
1344	Mummy's Ghost	L. Chaney-R. Ames	65	Feb. '48	1944
1246	Mummy's Tomb	D. Foran-L. Chaney	67	Feb. '48	1942
361	Sea Spoilers	J. Wayne-N. Grey	63	Apr. '48	1936
1266	Sin Town	C. Bennett-B. Crawford	74	Jan. '48	1942
1295	Son of Dracula	L. Chaney-L. Allbritton	80	Jan. '48	1943
924	Storm, The	C. Bickford-P. Foster	78	Feb. '48	1938
871	Wings Over Honolulu	R. Milland-W. Barrie	78	May '48	1937
RKO RADIO					
892	Bambi *T	Disney Feature Cartoon	70		1942
882	Border G-Man (W)	G. O'Brien-L. Day	60		1938
818	Bring 'Em Back Alive	Frank Buck			1932
881	Gun Law (W)	G. O'Brien-R. Oehman	60		1933
884	Lawless Valley (W)	G. O'Brien			1938
883	Painted Desert (W)	G. O'Brien-L. Day	60		1938
886	Timber Stampede (W)	G. O'Brien-M. Reynolds			1939
885	Trouble in Sundown (W)	G. O'Brien-W. Bond			1939
SCREEN GUILD PRODUCTIONS					
S-7	Duke of West Point	L. Hayward-J. Fontaine	108	6/10/48	1938
S-5	Flirting With Fate	J. E. Brown-B. Roberts	72	5/28/48	1938
HC14	In Old Mexico (W)	W. Boyd-G. Hayes	70	2/7/48	1938
S-4	King of the Turf	A. Menjou-D. Costello	89	5/21/48	1939
HC20	Law of the Pampas	W. Boyd-R. Hayden	79	6/3/48	1939
S-8	Miss Annie Rooney	S. Temple-W. Gargan	88	6/17/48	1942
HC13	Pride of the West (W)	W. Boyd-G. Hayes	58	1/3/48	1938
HC19	Range War	W. Boyd-R. Hayden	69	5/7/48	1939
HC18	Renegade Trail (W)	W. Boyd-G. Hayes	60	4/10/48	1939
S-3	Runaway Daughter	B. Stanwyck-R. Young	71	5/21/48	
HC21	Santa Fe Marshal	W. Boyd-R. Hayden	70	7/2/48	1940
HC17	Silver on the Sage (W)	W. Boyd-G. Hayes	71	3/6/48	1939
S-6	That's My Boy	J. Durante-R. Tauber	81	5/28/48	1932
20TH CENTURY-FOX					
830	Belle Starr	R. Scott-G. Tierney	87	June '48	1941
831	Frontier Marshal	R. Scott-N. Kelly	71	June '48	1939
832	Rose of Washington Square	T. Power-A. Faye	86	July '48	1939
833	Slave Ship	W. Baxter-W. Beery	92	July '48	1937
WARNER BROS.					
718	Adventures of Robin Hood	E. Flynn-O. DeHavilland	102	3/13/48	1938
730	Flowing Gold	J. Garfield-P. O'Brien	82	7/17/48	1940
729	God's Country and the Woman	G. Brent-B. Roberts	71	7/17/48	1936
723	The Fighting 69th	J. Cagney-P. O'Brien	79	5/8/48	1940
722	Valley of the Giants	W. Morris-C. Trevor	78	5/8/48	1938

1947-48 SHORT SUBJECT BOOKING GUIDE

Releases (grouped in series of which they are a part) listed under name of distributor. Reading from left to right are: distributor's release number; title of subject; running time in minutes; release date; date of issue of SHOWMEN'S TRADE REVIEW in which data concerning the subject appeared.

ASTOR PICTURES

Rel. No.	Title	Rel. Date	Data
	Jimmy Fidler's Personality Parade (20)	12/20	.....
	Boss Comes to Dinner (10)	4/1	.....
	Makers of Destiny #1(17½)	5/1	6/5

COLUMBIA

SPECIAL MUSICAL FEATURETTE

9541	A Voice Is Born (20½)..	1/15	.....

THREE STOOGES COMEDIES

9401	Brideless Groom (16½)...	9/11	.....
9402	Sing a Song of Six Pants (17)	10/30	12/20
9403	All Gummed Up (18).....	12/11	12/20
9404	Shivering Sherlocks (17)...	1/8	6/5
9405	Pardon My Clutch (15)...	2/26	6/19
9406	Squareheads of the Round Table (18)	3/4	6/5
9407	Fiddlers Three (17).....	5/6	6/5
9408	The Hot Scots (17).....	7/8	.....

ASSORTED & ALL-STAR COMEDIES

9431	Rolling Down to Reno (16½)	9/4	.....
9432	Hectic Honeymoon (17)...	9/18	.....
9421	Wedding Belle (17).....	10/9	1/17
9422	Should Husbands Marry? (17)	11/13	12/20
9423	Silly Billy (18).....	1/29	6/19
9424	Two Nuts in a Rut (18)...	2/19	6/12
9425	Tall, Dark and Gruesome (16)	4/15	6/5
9426	Crabbin' in the Cabin (18).	5/13	6/19
9427	Pardon My Lamb Chop ( ).	6/10	7/10
9433	Wife to Spare (16).....	11/20	12/20
9434	Wedlock Deadlock (16)....	12/18	2/14
9435	Radio Romeo (17½).....	12/25	.....
9436	Man or Mouse (18).....	1/15	6/19
9437	Eight Ball Andy (17½)...	3/11	6/19
9438	Jitter Bughouse (17).....	4/29	6/12
9439	The Sheepish Wolf (17½)..	5/27	6/19
9440	Flat Feat (17½).....	6/24	.....

COLOR RHAPSODIES

9501	Swiss Tease (6).....	9/11	.....
9502	Boston Beany (6).....	12/4	12/20
9503	Flora (7)	3/18	6/19

COLOR PHANTASIES

9701	Kitty Caddy (6).....	11/6	12/20
9702	Topsy Turkey (6½).....	2/5	.....
9703	Short Snorts on Sports (6½)	6/3	7/10

COLOR FAVORITES (Re-Issues)

9601	Dreams on Ice (6½)....10/30		.....
9602	Novelty Shop (6½).....	11/20	.....
9603	Dr. Bluebird (8).....	12/18	.....
9604	In My Gondola (7½)....	1/22	.....
9605	Animal Cracker Circus (7)	2/19	.....
9606	Bon Bon Parade (8½)...	4/8	.....
9607	House That Jack Built (7).	5/6	.....
9608	The Untrained Seal (7½).	7/15	.....

THRILLS OF MUSIC

9951	Boyd Raeburn & Orch. (11)	9/18	.....
9952	Claude Thornhill & Orch. (11)	10/30	.....
9953	Lecuona Cuban Boys (10½)	11/13	12/20
9954	Skitch Henderson Orch. (10)	12/11	2/14
9955	Charlie Barnet & Orch. (10½)	1/15	6/5
9956	Ted Weems & Orchestra (10½)	3/25	6/5
9957	Gene Krupa Orch. ( )...	6/10	7/10
9958	Tony Pastor Orch. ( )...	7/22	.....

SCREEN SNAPSHOTS

9851	Hollywood Cowboys (9½).	9/4	.....
9852	Laguna, U. S. A. (9½)..	10/9	12/20
9853	Out of This World Series (9)	11/27	12/20
9854	Off the Air (10).....	12/18	12/20
9855	Hawaii in Hollywood (10).	1/22	6/5
9856	Photoplay's Gold Medal Awards (9½)	3/18	.....
9857	Smiles and Styles (10)....	4/1	6/5
9858	Hollywood Honors Hersholt (8)	5/6	6/12
9859	Hollywood Party (9).....	6/10	7/10
9860	Hollywood Friars Honor George Jessel ( ).....	7/8	.....

WORLD OF SPORTS

9801	Cinderella Cagers (9½)..	9/25	.....
9802	Ski Demons (9).....	10/23	12/20
9803	Bowling Kings (10).....	11/13	12/20
9804	Navy Crew Champions (10).	12/25	2/14
9805	Rodeo Thrills and Spills (9½)	1/29	6/5
9806	Net Marvels (9).....	3/11	6/19
9807	Champions in the Making (8½)	5/23	6/19
9808	No Holds Barred ( ).....	6/17	7/10
9809	Aqua Zanies ( ).....	7/15	.....

FILM NOVELTIES

9901	Aren't We All? (10½)...	11/27	.....

COMMUNITY SINGS

9651	No. 1—Linda (10)	9/4	.....
9652	No. 2—April Showers (9).	10/2	.....
9653	No. 3—Peg O' My Heart (9)	11/6	12/20
9654	No. 4—When You Were Sweet 16 (9½).....	12/4	12/20
9655	Feudin' and A-Fightin' (10½)	1/8	6/19
9656	Civilization ( )	2/12	6/5
9657	I'm Looking Over a Four-Leaf Clover (9½)..	4/29	6/5
9658	Manana (9)	6/3	6/19

SERIALS (15 Chapters)

9120	The Sea Hound.....	9/4	.....
9140	Brick Bradford	12/18	1/17
9160	Tex Granger	4/1	.....
9180	Superman	7/15	.....

METRO-GOLDWYN-MAYER

MGM TECHNICOLOR CARTOONS

W-931	Slap Happy Lion (7).....	9/20	.....
W-932	The Invisible Mouse (7)..	9/27	11/22
W-933	King Size Canary ( )....12/6		2/14
W-934	The Bear and the Bean (7).	1/31	4/3
W-935	What Price Fleadom? (6).	3/20	.....
W-936	Make Mine Freedom (10).	4/24	6/12
W-937	Kitty Foiled (8).....	5/1	6/12
W-938	Little 'Tinker (8).....	5/15	.....
W-939	The Bear and the Hare (7).	6/26	.....

TRAVELTALKS

T-911	Visiting Virginia (9).....	11/29	11/22
T-912	Cradle of a Nation (9).....	12/13	3/6
T-913	Cape Breton Island (9)....	5/8	.....

THE PASSING PARADE

K-971	Miracle in a Corn Field (8)	12/20	3/6
K-972	It Can't Be Done (10)...	1/10	4/3
K-973	Goodbye Miss Turlock (10).	1/24	4/3
K-974	My Old Town (9).....	2/7	4/3
K-975	Souvenirs of Death (10)..	6/19	.....

GOLD MEDAL CARTOONS (Reissues)

W-921	Goldilocks and the Three Bears (11)	11/22	.....
W-922	The Fishing Bear (8).....	12/20	.....
W-923	The Milky Way (8).....	2/14	.....
W-924	The Midnight Snack (9)..	3/27	.....
W-925	Puss 'N' Toots (7).....	4/24	.....
W-926	The Bowling Alley Cat (8).	6/12	.....

PETE SMITH SPECIALTIES

S-951	Football Thrills No. 10 (8).	9/6	.....
S-952	Surfboard Rhythm (8)....	10/18	11/22
S-953	What D'Ya Know? (9)....	11/18	11/22
S-954	Have You Ever Wondered? (9)		.....
S-955	Bowling Tricks (10).....	1/10	4/3
S-956	I Love My Mother-in-Law But (8)	2/7	5/1
S-957	Now You See It (Tech.) (9)	3/30	.....
S-958	You Can't Win (9).....	5/29	6/12

MUSICAL MERRY-GO-ROUND

M-981	Freddy Martin, Keenan Wynn (10)	2/14	6/5
M-982	Tex Beneke (10).....	2/13	6/5
M-983	Ray Nobel, Buddy Clark (11)	6/26	.....

TWO REEL SPECIALS

A-901	Drunk Driving (21).....	3/27	.....
A-902	Going to Blazes (21).....	4/24	6/12

PARAMOUNT

PACEMAKERS

K7-1	It Could Happen to You (11)	10/3	.....
K7-2	Babies, They're Wonderful (11)	11/14	11/22
K7-3	Bundle From Brazil (11)...	1/2	1/17
K7-4	Musical Miracle (11).....	3/12	.....
K7-5	A Model Is Born (7).....	5/28	6/26

POPULAR SCIENCE

J7-1	Radar Fisherman (10).....	10/17	11/22
J7-2	Desert Destroyers (11).....	12/16	12/20
J7-3	Streamlined Luxury (10)...	2/20	3/6
J7-4	Fog Fighters (10).....	4/2	6/5
J7-5	The Big Eye (10).....	5/21	6/12

SPORTLIGHTS

R7-1	Riding the Waves (10).....10/3		11/22
R7-2	Running the Hounds (11)...10/31		11/22
R7-3	Five Fathoms of Fun (10)..11/28		1/17
R7-4	Stop, Look and Guess 'Em (10)	12/5	1/17
R7-5	All American Swing Stars (10)	1/16	4/3
R7-6	Double Barrelled Sport (10).	2/20	4/3
R7-7	Big Game Angling (10)....	3/26	6/5
R7-8	Riding Habits (10).....	4/30	6/5
R7-9	Big League Glory (10).....	6/11	7/10

UNUSUAL OCCUPATIONS

L7-1	Hula Magic (11).....11/7		11/22
L7-2	Bagpipe Lasses (11).....	1/2	3/6
L7-3	Modern Pioneers (11).....	2/13	6/5
L7-4	Nimrod Artist (10).....	4/16	6/5
L7-5	Feather Finery (10).....	5/14	6/26

SPEAKING OF ANIMALS

Y7-1	Dog Crazy (11).....10/3		.....
Y7-2	Ain't Nature Grand (10)...11/14		11/22
Y7-3	Monkey Shines (9).....12/12		/1/17
Y7-4	Home Sweet Home (10)....	2/6	3/6
Y7-5	'Tain't So and 'Tain't True (10)	4/16	6/5
Y7-6	As Headliners (10).....	6/18	7/3

NOVELTOONS

Technicolor

P7-1	Santa's Surprise (9).....12/5		1/17
P7-2	Cat O'Nine Ails (8).....	1/9	1/17
P7-3	Flip Flap (8).....	2/23	6/5
P7-4	We're in the Honey (8)....	3/19	6/5
P7-5	The Bored Cuckoo (8).....	4/9	6/5
P7-6	There's Good Boo's Tonite (9)	4/23	6/5
P7-7	Land of the Lost (7).....	5/7	6/12
P7-8	Butterscotch and Soda (7)..	6/4	6/26

LITTLE LULU

D6-6	Dog Show-Off (7).....	1/30	5/1

POPEYE

E7-1	All's Fair at the Fair (8)..12/19		12/20
E7-2	Olive Oyl for President (7)..	1/30	1/17
E7-3	Wigwam Whoopee (8).....	2/27	6/5
E7-4	Pre-Hysterical Man (9)....	3/26	6/5
E7-5	Popeye Meets Hercules (7).	6/18	.....

SCREEN SONG

X7-1	The Circus Comes to Clown (7) 12/26		1/17
X7-2	Base Brawl (7).....	1/23	4/3
X7-3	Little Brown Jug (8).....	2/20	4/3
X7-4	The Golden State (8).....	3/12	6/5
J7-5	Winter Draws On (7).....	3/19	6/5
J7-6	Sing or Swim (7).....	6/4	6/26

MUSICAL PARADES

FF7-1	Samba-Mania (18)	2/27	4/3
FF7-2	Footlight Rhythm (19)....	4/9	6/5
FF7-3	Gypsy Holiday (19).....	6/25	7/3

RKO RADIO

FLICKER FLASHBACKS

84201	No. 1 (10) 10/24		12/20
84202	No. 2 (9) 12/5		1/17
84203	No. 3 (9)	1/16	4/3
84204	No. 4 (9)	2/27	6/5
84205	No. 5 (8)	4/9	6/5
84206	No. 6 (9)	5/21	6/26
84207	No. 7 (9)	7/2	.....

THIS IS AMERICA

83101	Border Without Bayonets (16) 11/14		12/20
83102	Switzerland Today (18)...12/12		1/17
83103	Children's Village (19)....	1/9	3/6
83104	Operation White Tower (18)	2/6	3/6
83105	Photo Frenzy (18).....	3/5	5/1
83106	Funny Business (18).....	4/2	6/5
83107	Democracy's Diary (20)...	4/30	6/19
83108	Crime Lab (17).....	5/28	6/26
83109	Letter to a Rebel (16)....	6/25	7/3

SPORTSCOPES

84301	Ski Holiday (8).....	9/19	.....
84302	Golf Doctor (8).....10/17		.....
84303	Quail Pointers (8).....11/14		12/20
84304	Pin Games (8).....12/12		1/17
84305	Racing Day (8).....	1/9	3/6
84306	Sports Coverage (8).....	2/6	3/6
84307	Teen Age Tars (9).....	3/5	5/1
84308	Doggone Clever (8).....	4/2	6/19
84309	Big Mouth Bass (8).....	4/30	6/19
84310	Muscles and the Lady (9).	5/28	6/26
84311	Ladies in Wading (8)....	6/25	.....

MUSICAL JAMBOREES (Revivals)

84401	Enric Madriguera & Orch. (8)	9/5	.....
84402	Tommy Tucker Time (8)...10/3		.....
84403	Johnny Long & Orch. (8)..10/31		.....
84404	Duke Elligton (9).....11/28		.....
84405	Jerry Wald &Orch. (9)...12/26		.....
84406	Ray McKinley & Orch. (8).	1/23	.....
84407	Dick Stabile & Orch. (8)..	2/20	.....

LEON ERROL

83701	Bet Your Life (14).....	1/16	4/3
83702	Don't Fool Your Wife (18).	3/5	6/5
83703	Secretary Trouble (17)....	4/9	6/5

EDGAR KENNEDY

83401	Mind Over Mouse (17)....11/21		1/
83402	Brother Knows Best (17)..	1/2	4/
83403	No More Relatives (18)...	2/6	5/
83404	How to Clean House (18)..	5/14	6/
83405	Dig That Gold (17).....	6/25	...

RAY WHITLEY REVIVALS

83501	Molly Cures a Cowboy (19).	9/5	...
83502	Musical Bandit (16).....10/10		...
83503	Corralling a School Marm (14) 11/14		...
83504	Prairie Spooners (13)....12/19		...

SPECIAL

83601	20 Years of Academy Awards (19)	4/2	6/
83801	Basketball Headliners of 1948 (18)	4/23	6/
842	Louis-Walcott Fight Picture (19)	6/26	..

WALT DISNEY CARTOONS

Reissues

84701	Hawaiian Holiday (8).....10/17		..
84702	Clock Cleaners (8).....12/12		2/
84703	Little Hiawatha (9).....	2/20	..
84704	Alpine Climbers (10).....	4/2	..
84705	Woodland Cafe (7).....	4/14	6/
84706	Three Little Pigs ( ).....		...

REPUBLIC

SERIALS

791	G-Men Never Forget (12 Chapters)	1/31	..
792	Dangers of the Canadian Mounted (12 Chapters).	4/24	...
793	Dick Tracy Returns (15 Chapters)	7/17	..

CARTOON

Trucolor

761	It's A Grand Old Nag (8).12/20		12/

20th CENTURY-FOX

MOVIETONE ADVENTURES

8201	Horizons of Tomorrow (8).	9/12	12/
8202	The 3 R's Go Modern (9)..11/7		..
8203	Sky Thrills (9).....	3/	5/
8204	Majesty of Yellowstone (9).	7/	6/
8251	Holiday in South Africa (8)	8/22	..
8252	Home of the Danes (8)....10/17		..
8253	Jungle Closeups (8).....12/12		5/
8254	Copenhagen Pageantry (T) (8).....	1/	5/
8255	Scenic Sweden (T) (8)...	6/	6/
8256	Riddle of Rhodesia (T) (8).	7/	..
8257	Bermuda (T) (8).....	8/	..
8258	Desert Lights (T) ( )...	8/	..

SPORTS REVIEW

8301	Gridiron Greatness (9)....	8/1	..
8302	Olympic Class (10).....	2/	5/
8303	Everglades Adventure (9)...		5/
8351	Vacation Magic (8).....	9/26	..
8352	Aqua Capers (T) (8).....	1/	5/
8353	Playtime in Scandinavia (T) (8)....	4/	6/

TERRYTOONS

Technicolor

8501	One Note Tony (7).....	2/	..
8502	Talking Magpies in Flying South (7)	8/15	...
8503	Mighty Mouse in a Date for Dinner (7).....	8/29	..
8504	Talking Magpies in Fishing by the Sea (7).....	9/19	1/
8505	Mighty Mouse in the First Snow (7) 10/10		1/
8506	Talking Magpies in the Super Salesman (7)....10/24		1/
8507	Mighty Mouse in a Fight to the Finish (7).....11/14		1/
8508	The Wolf's Pardon ( )...12/5		1/
8509	Mighty Mouse in Swiss Cheese Family Robinson (7) 12/19		5/
8510	Talking Magpies in Hitch Hikers (7) 12/12		6/
8511	Mighty Mouse in Lazy Little Beavers (7).....12/26		6/
8512	Felix the Fox (7).....	1/	6/
8513	The Talking Magpies in Taming the Cat (7)....	1/	6/
8514	Mighty Mouse and the Magician (7)	3/	6/
8515	Gady Goose and the Chipper Chipmunk (7)...	3/	..
8516	Hounding the Hares (7)...	4/	6/
8517	Mighty Mouse in the Feudin' Hillbillies (7)..	4/	6/
8518	Mystery in the Moonlight (7)	5/	6/
8519	Seeing Ghosts (7).....	6/	6/
8520	The Talking Magpies in a Sleepless Night (7)....	6/	..

Rel. No.	Title	Rel. Date	Data
8521	Mighty Mouse in the Witch's Cat	7/	.....
8522	The Talking Magpies in Magpie Madness (7)	7/	.....
8523	Mighty Mouse in Love's Labor Won (7)	8/	.....
	TERRYTOONS		
	Technicolor-Reissues		
8531	The Butcher of Seville (7)	5/	.....
8532	Mighty Mouse in the Green Line (7)	5/	.....
	DRIBBLE PUSS PARADE		
8901	Album of Animals (8)	11/21	.....
8902	Dying to Live (9)	5/	6/19
	FEMININE WORLD		
8601	Something Old—Something New (8)	2/	5/1
8602	Fashioned for Action (8)	4/	6/5
	MARCH OF TIME		
1	Is Everybody Listening? (19)	9/5	9/6
2	T-Men in Action (18)	10/3	10/4
3	End of an Empire (18)	10/31	11/1
4	Public Relations . . . This Means You!	11/28	12/20
5	The Presidential Year ( )	12/26	12/20
6	The Cold War ( )	1/	.....
7	Marriage and Divorce ( )	2/20	3/6
8	Crisis in Italy ( )	3/	.....
9	Life With Junior ( )	4/	.....
10	Battle for Greece ( )	5/	.....
11	The Fight Game (19)	5/	6/26
12	The Case of Mrs. Conrad ( )	7/	.....
13	( )	8/	.....

UNITED ARTISTS

LANTZ CARTUNES

	The Bandmaster (7)	12/	1/17
	The Mad Hatter (7)	2/	/6/19
	Pixie Picnic (7)		6/5
	Banquet Busters (7)		6/19
	Kiddie Koncert (7)		6/5

UNIVERSAL-INTERNATIONAL

NAME BAND MUSICALS

3301	Alvino Rey and Orch. (15)	10/22	2/14
3302	Drummer Man (15)	12/3	2/14
3303	Carlos Molina & His Orch. (15)	12/13	2/14
3304	Tex Beneke & His Orch. (15)	3/3	6/19
3305	Woody Herman & His Orch. (15)	3/31	.....
3306	Reg Ingle & His National Seven (15)	6/16	6/19
	TECHNICOLOR CARTUNES		
	Reissues		
3321	Knock Knock (7)	3/	.....
3322	Syncopated Sioux (7)	5/	.....
	THE ANSWER MAN		
3391	Wind, Curves and Trapped Doors (10)	12/22	2/14
3392	Hall of Fame (10)	1/19	.....
3393	Men, Women & Motion (10)	3/15	6/19
3394	Flood Water (10)	4/26	.....
3395	Mighty Timber (10)	6/21	.....
	VARIETY VIEWS		
3341	Tropical Harmony (9)	9/29	11/22
3342	Chimp Aviator (9)	11/17	11/22
3343	Brooklyn Makes Capital (27)	2/9	6/19
3344	Whatta Built (10)	6/7	6/19
	SING AND BE HAPPY SERIES		
3381	Spotlight Serenade (10)	3/29	.....
3382	Singing the Blues (10)	5/	.....
	MUSICAL WESTERNS		
3351	Hidden Valley Days (27)	2/5	6/19
3352	Powder River Gunfire (24)	2/26	.....
3353	Echo Ranch (25)	4/1	6/19
	SPECIALS		
3201	Snow Capers (19)	2/18	6/19

WARNER BROS.

TECHNICOLOR SPECIALS

4001	Celebration Days (20)	1/31	2/14
4002	Soap Box Derby (20)	10/18	.....
4003	Teddy, the Roughrider (20)	2/21	.....
4004	King of the Carnival (20)	4/3	.....
4005	Calgary Stampede (20)	5/29	.....
4006	A Day at the Fair (20)	7/3	7/24
	MEMORIES FROM MELODY LANE		
4201	A Song of the West (10)	9/27	.....
4202	An Old Time Song (10)	12/27	.....
4203	A Song About the Moonlight (10)	1/24	3/6
4204	Grandfather's Favorites	3/13	6/5
4205	A Stephen Foster Song (10)	5/8	6/19
4206	A Song From the Movies (10)	7/17	.....
	BLUE RIBBON HIT PARADE		
	(Revivals)		
	Technicolor		
4301	Dangerous Dan McFoo (7)	12/20	.....
4302	Hobo Gadget Band (7)	1/17	.....
4303	Little Pancho Vanilla (7)	3/20	.....
4304	Don't Look Now (7)	4/10	.....
4305	Curious Puppy (7)	4/24	.....
4306	Circus Today (7)	5/22	.....
4307	Little Blabber Mouse (7)	6/12	.....
4308	The Squawkin' Hawk (7)	7/10	.....
4309	A Tale of Two Kitties (7)	7/31	.....
4310	Pigs in a Polka (7)	8/14	.....
4311	Greetings Bait (7)	8/28	.....
	JOE McDOAKES COMEDIES		
4401	So You Want to Be a Salesman (10)	9/13	.....
4402	So You Want to Hold Your Wife (10)	11/22	12/20
4403	So You Want An Apartment (10)	1/3	3/6
4404	So You Want to Be a Gambler (10)	2/4	.....
4405	So You Want to Build a House (10)	5/15	.....
4406	So You Want to Be a Detective (10)	6/26	.....
	SPORTS PARADE		
	Technicolor		
4501	Las Vegas Frontier Town (10)	11/1	.....
4502	Action in Sports (10)	12/13	.....
4503	A Nation on Skis (10)	7/31	.....
4504	Sun Valley Fun (10)	2/14	.....
4505	Trip to Sportland (10)	3/6	6/5
4506	Ride, Ranchero, Ride (10)	3/20	6/5
4507	Holiday for Sports (10)	4/17	6/19
4508	Built for Speed (10)	6/5	.....
4509	Fighting Athletes (10)	5/1	6/19
4510	The Race Rider (10)	6/19	7/24
4511	Playtime in Rio (10)	8/14	.....
	MELODY MASTERS BANDS		
4601	Freddy Martin & His Orch. (10)	9/13	.....
4602	Swing Styles (10)	10/25	.....
4603	Borrah Minevitch & Har. Sch. (10)	12/6	.....
4604	Rubinoff and His Violin (10)	1/10	.....
4605	Artie Shaw & His Orch. (10)	2/7	.....
4606	Henry Busse & His Orch. (10)	5/15	.....
4607	The Saturday Night Swing Club (10)	6/19	.....
4608	Joe Reichman & His Orch. (10)	7/17	.....
	MERRIE MELODIES		
	Cinecolor		
3711	Two Gophers From Texas (7)	1/17	2/14
3714	What Makes Daffy Duck (7)	2/14	.....
3716	A Hick, a Slick, and a Chick (7)	3/13	.....
4702	Bone Sweet Bone (7)	5/22	7/24
4704	Up-Standing Sitter (7)	7/3	.....
4707	Dough Ray Me-Ow (7)	8/14	.....
	MERRIE MELODIES		
	Technicolor		
3712	Back Alley Oproar (7)	3/27	....
3713	What's Brewing, Bruin? (7)	2/28	.....
3715	Daffy Duck Slept Here (7)	3/6	.....
3717	I Taw a Putty Tat (7)	4/3	6/19
3718	Hop, Look and Listen (7)	4/17	6/19
4701	Nothing But the Tooth (7)	5/1	.. .
4703	The Shell-Shocked Egg (7)	7/10	... .
4704	The Rattled Rooster (7)	6/26	.....
4706	You Were Never Duckier (7)	8/7	.....
	L. T. BUGS BUNNY SPECIAL		
	Technicolor		
3721	Gorilla My Dreams (7)	1/3	2/14
3722	A Feather in His Hare (7)	2/7	.....
3723	Rabbit Punch (7)	4/10	6/19
3724	Buccaneer Bunny (7)	5/8	.....
3725	Bugs Bunny Rides Again (7)	6/12	7/24
3726	Haredevil Hare (7)	7/24	.....
	M.M. BUGS BUNNY SPECIAL		
4719	Hot Cross Bunny (7)	8/21	.....
	ADVENTURE SPECIALS		
	Technicolor		
4801	Land of Romance (10)	9/6	.....
4802	Beautiful Bali (10)	11/15	12/20
4803	Dad Minds the Baby (10)	12/20	.....
4804	What's Hatchin'? (10)	2/28	.....
4805	Rhythm of a Big City (10)	3/27	6/5
4806	Living With Lions (10)	6/5	7/24

Safety Drive Aims at Studios, Laboratories

A new safety drive has been launched by the Los Angeles Fire Department, with studios and laboratories on the list for checkups. Already, three lots and one laboratory have been ordered to make changes. According to reports, Eastman Kodak and DuPont have been told to rush development of their non-nitrate stock, which has safety features. Nitrate film is considered dangerous by the authorities.

Also affected by the current campaign are Los Angeles exchanges, shippers, theatres and film handlers. Cutting rooms are the focal point, however. Here the "dailies" are processed, Samuel Goldwyn, 20th Century-Fox and Republic were among the first studios to be warned. Consolidated was the laboratory affected.

Goldwyn Seeks Girl For 'Roseanna M'Coy'

As a replacement for Cathy O'Donnel, released from her contract, Samuel Goldwyn is seeking "a girl with genuine emotional intensity, and not the typical Hollywood ingenue" for the role opposite Farley Granger in "Roseanna McCoy."

The girl can be an unknown, Goldwyn states, but she must be found as soon as possible, since the picture has a Sept. 1 starting date. William Selwyn, Goldwyn talent director, is in New York canvassing the Broadway theatre and straw hat circuits for the right girl.

Henigson Joins Vanguard

Henry Henigson, formerly engaged in independent production with Howard Hughes and Preston Sturges, and more recently RKO Radio representative in the production of "Joan of Arc," has joined Vanguard Films in an executive capacity.

VIEWS ON NEW SHORT SUBJECTS

DIG THAT GOLD (RKO Radio—83,405) Edgar Kennedy comedy. 17 mins. Edgar finds a buried kettle full of gold, and between a neighbor's spite fence and dynamite, there is much ado. The "gold" turns out to be stage money and Edgar really burns. Release date, 6/25/48.

LADIES IN WADING (RKO Radio—84,311) Sportscope No. 11. 8 mins. Five women swimmers, Marilyn Sahner, Ann Curtis, Suzanne Zimmerman, Patty Eisener, and Billie Atherton demonstrate various events, including the dive. Payoff here is that several of the girls are on this year's Olympic Team. Release date, 6/25/48.

AQUA ZANIES (Columbia—9809) World of Sports. 9 mins. Sports expert Bill Stern shows the spectator a number of water sports, featuring surf riding and water skiing and concentrating on thrills. Location is Florida. Release date, 7/15/48.

HOLLYWOOD FRIARS HONOR JESSEL (Columbia—9860) Screen Snapshot. 10 mins. The Friars, famous theatrical club, turn out for their abbot, George Jessel, one-time comic and now a film producer. Among those seen are Jack Benny, Al Jolson, Bob Hope, Eddie Cantor, George Burns, Joe E. Lewis, Lou Holtz and Harpo Marx, all comedians. Many other film personalities. Release date, 7/8/48.

THE HOT SCOTS (Columbia—9408) Three Stooges comedy. 17 mins. The Stooges become Scotland "Yard" men and guard the family treasure in an old castle. They think there must be spooks, and, what's more, they find them. The spooks turn out to be two crooks. Release date, 7/8/48.

FLAT FEAT (Columbia—9440) All-Star comedy. 17 mins. Sterling Holloway becomes a cop and cleans up all the local crime in order to impress his sweetheart, Patricia White. He also leaves the Police Department in a shambles. Release date, 6/24/48.

FLOOD WATERS (Univ. Int'l—3394) Answer Man Series. 8 mins. The Answer Man tells how many railroad ties there are in the U. S.; how Germany lost the women's relay in the last Olympics; why rabbits wiggle their noses; and gives information concerning spring floods and their effects. Release date, 6/26/48.

MIGHTY TIMBER (Univ. Int'l—3395) Answer Man series. 9 mins. The Answer Man explains the process of how a tree becomes lumber; how bombs were dropped during the First World War without bomb sights; how far a tarpon leaps out of the water when hooked (20 to 30 feet). Release date, 6/21/48.

SINGIN' THE BLUES (Univ. Int'l—3382) Sing & Be Happy series. 9 mins. The development of the blues from their practical beginnings by W. C. Handy to today. Heard are "Blues in the Night," "Am I Blue." "Moanin' Low," and "Wabash Blues." Release date, 6/14/48.

RIVER MELODIES (Univ. Int'l—3383) Sing & Be Happy series. 8 mins. With a background of river scenes, the Rhythm Masters feature "On Moonlight Bay," "M-i-s-s-i-s-s-i-p-p-i," "On the Banks of the Wabash," and "Swanee." Release date, 7/5/48.

WESTERN WHOOPEE (Univ. Int'l—3307) Name Band Musical. 15 mins. Tex Williams and His Orchestra, plus a cast of specialty number artists, come up with nine numbers, mostly with a western angle and mostly new. The songs include that ubiquitous opus, "I'm My Own Grand-Paw." Williams himself is well-known as a western composer. Release date, 6/23/48.

COPA CARNIVAL (Univ. Int'l—3345) Variety View. 9 mins. This is really a travelog about Rio de Janeiro, with Ben Grauer as the narrator. The film covers Rio's beautiful waterfront, the traveling markets and other scenes, then shows Gen. Eisenhower's visit, and ends with a typical Brazilian carnival. Release date, 6/28/48.

Conferring on Script

Associate Producer James Geller and Writer Malvin Wald are in Washington, D. C., conferring with Columnist Drew Pearson on the script of Columbia's "The Washington Story," which will be based largely on Pearson's files.

McDowall in Nashville

Roddy McDowall, Monogram star was in Nashville, Tenn., this week to participate in a Nashville *Tennessean*-sponsored program to raise funds for a home for under-privileged children.

Republic Story Buy

"Rose of the Yukon," an original screenplay by Norman S. Hall, has been purchased by Republic.

MOTION PICTURE
HERALD
July 24, 1948

"THE HOUSE WAS SWEPT WITH GALES OF LAUGHTER"

at a prevue of

"TEXAS, BROOKLYN and HEAVEN"

STATEN ISLANDERS HAD FUN WITH NEW GOLDEN COMEDY

Experienced showmen know that the one best test of a motion picture is audience reaction—the purpose for which pictures are made. The rule especially applies in the case of comedy subjects. Projection-room review of such subjects necessarily lacks the important contribution of audience reaction. The following account of an audience preview of a comedy subject is in contrast to the average projection-room reaction to the same subject.—THE EDITOR.

"Texas, Brooklyn and Heaven," a romantic comedy produced by Robert S. Golden and directed by William Castle, was previewed at the Paramount theatre, Staten Island, N. Y., Tuesday night. It is a United Artists release starring Guy Madison and Diana Lynn.

The preview had been announced in advance and the 2,700-seat house was filled with a crowd appearing to be mostly of the younger age groups. The two features on the theatre's regular bill were "Gung Ho" and "Eagle Squadron."

"Texas, Brooklyn and Heaven," although broad slapstick comedy in part, is not the kind of a picture aimed at keeping the audience in stitches through a continuous barrage of cracks and jokes. It leans heavily on situation comedy and generously exploits its complete freedom from reason or logic. The audience caught on to the spirit of things and had a very good time.

It reacted exactly where the producer had meant it to react and missed few of the funny spots. Four or five times during the picture the house was swept with gales of laughter and at other times the audience chuckled with quiet amusement over funny situations and dialogue lines. Although the majority of the patrons stayed through to the end of the triple feature bill, there were some walkouts toward the middle of the show.

Laughter and scattered applause greeted the end of the film. Lobby comment was scant. Said one elderly lady: "I thought that last scene was a riot." Male patrons were reserved. That the audience participated actively in the screen proceedings could be gathered from the groans of astonishment and disbelief at the several fantastically contrived scenes.

There were no reaction cards given out at the Paramount, Staten Island. Audience comment from a preview at the Village theatre, Dallas, Texas, runs as follows:

"The most fun I've had in a long time;" "It was a completely idiotic picture, but full of laughs;" "Hope it doesn't ruin the stars' reputation;" "We need more pictures like this one;" "That is just too silly. It was pretty far fetched, but funny in spots;" "Enjoyed it very much;" "Awful. Terrible. Would hate to have to sit through another one like this;" "Wonderful. Very Humorous;" "Fair Class B comedy;" "It's a scream. I really enjoyed it."

One of the most unusual items ever printed in a trade paper . . . a great tribute to a peach of a comedy . . . a wacky story about wacky people!

Golden Productions Presents GUY MADISON, DIANA LYNN in "TEXAS, BROOKLYN AND HEAVEN"
with JAMES DUNN, MICHAEL CHEKHOV, FLORENCE BATES, LIONEL STANDER.
Screenplay by Lewis Meltzer based on the Saturday Evening Post Story by Barry Benefield.
Produced by Robert S. Golden. Directed by William Castle.

released thru UA

SHOWMEN'S TRADE REVIEW

The Service Paper of The Motion Picture Industry

IN THIS ISSUE

IT'S A 'LOT OF TALK' BUT IT HURTS, SAY NATION'S SHOWMEN

CONCILIATION BEST SOLUTION, MGM, FOX ADVISE EXHIBITORS

BRITISH MOVE TO FINANCE OWN PRODUCTION VIA GOV'T FUNDS

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Hollywood Newsreel
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Selling the Picture
Theatre Management
Shorts Booking Guide
Feature Booking Guide

CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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JULY 31, 1948
Vol. [illegible] No. 5

M-G-M DIDN'T WRITE THIS AD!

(The reports below on "Easter Parade" come from Variety, July 21st issue)

"PARADE WHAM!" Indianapolis
"PARADE MIGHTY!" Boston
"PARADE SOCK!" Philadelphia
"PARADE HOTTER THAN HOT!" St. Louis
"PARADE STANDOUT!" San Francisco
"PARADE STOUT!" Detroit
"PARADE GIANT!" Kansas City
"PARADE BIG COIN!" New York
"PARADE TERRIFIC!" Louisville
"PARADE SOCKEROO!" Wash., D. C.
"PARADE TOPPER!" Providence

"I love a parade."



Screen Play by Sidney Sheldon, Frances Goodrich and Albert Hackett • Original Story by Frances Goodrich and Albert Hackett • Lyrics and Music by Irving Berlin • Musical numbers directed by Robert Alton • Directed by CHARLES WALTERS • Produced by ARTHUR FREED
A Metro-Goldwyn-Mayer Picture

THE EDITORIAL PAGE

CURRENT OBSERVATIONS

THEATRE REPORTS on current product indicate that recent predictions were not overrated. 20th Century-Fox's "Street With No Name" is still doing phenomenal business at the Roxy showcase. On no less an authority than Charley Schlaifer, this "is one of the biggest box-office pictures of the year. . . ." "Walls of Jericho" and "The Lady in Ermine," also from 20th-Fox, have all the earmarks of big business too.

Paramount's "Emperor Waltz" continues to pack the huge Music Hall. In other sections of the country it is also doing well. From the same company, "Foreign Affair" is racking up boom-time grosses.

MGM's "Easter Parade" continues at Loew's State, and receipts are holding up exceptionally well. The forthcoming "Date With Judy" and "Julia Misbehaves" are also charged with great grossing potentialities.

Warners' "Key Largo" is another in the hit parade destined for extraordinary business in every type of situation. "Rope" and "Johnny Belinda" are two more from this company that will do exceptional business at the nation's theatres.

Universal is in there pitching with some strong entries such as "Tap Roots," "Abbott & Costello Meet Frankenstein" and "Man-Eater of Kumaon." And don't overlook the possibilities of their "Mr. Peabody and the Mermaid."

RKO's "Fort Apache" will prove to be a strong ticket-seller in any man's theatre. It is exceptionally well done and the kind of screen fare that can be counted on to deliver top business.

United Artists' "Red River" is one of those all-too-seldom epochal westerns that prove themselves what we like to call "sure-fire" box-office. Of a different type, "Pitfall" also looks mighty promising.

* * *

ALL OF THE FOREGOING, and similar expressions that have appeared on this page at intervals during the past few months, should further serve to emphasize the optimistic outlook for good, entertaining product now in release or scheduled for the next few months.

But you can't sit back on your haunches with little more than the marquee and a two-inch ad and expect to do capacity business with these or any other strong pictures. Get behind each individual good picture and give it the full benefit of a strong local campaign geared for maximum results.

What is a good, strong, local campaign? Well, in our book we would say: any kind of showmanship that insures getting word of that attraction to every potential patron within the area which you serve.

It is truly amazing the number of exhibitors and managers we meet in the course of every few weeks who tell us that "you don't have to do any extra selling for a good picture, good pictures do good business on the strength of their previous runs."

Well, so long as some theatremen stick to that theory, so long will their theatres suffer from a definite loss of patronage that would have been attracted to the box-office through aggressive and intelligent showmanship.

* * *

WE SORT OF LIKED the way Andy Smith put his conciliation plan up to the exhibitors at their meeting in French Lick, Indiana this week.

Andy was absolutely right when he told the theatremen that any form of conciliation has to be based strictly upon local conditions and not framed with any idea of trying to make it a national plan.

But all parties must approach this or any other plan with an honest and sincere desire to find solutions to each and every problem, and not with distrust or mud-slinging. If they are honest and fair about it—and we still refer to both parties—they cannot help but find the solution.

We feel confident that if the original plan shows any evidence of working out satisfactorily, other areas around the country will be able to follow suit and thus, eventually, eliminate the friction and controversies that have plagued our industry for the last twenty years.

* * *

ON SATURDAY, September 18th, Variety Clubs International will pay honor to Secretary of State Marshall in Washington, D. C., when they present to him the 1947 Humanitarian Award which the judges voted to him earlier this year.

The industry can still recall the importance of a similar affair in the nation's capitol some years back when the same award was given to the Hon. Cordell Hull. At that time official Washington and the representatives of many great governments paid tribute to a great statesman.

At the forthcoming function the committee, headed by Nate Golden and Carter Barron, expects as good or even a better representation than before. And it is agreed by all that this event will reflect great credit on the industry as a whole, and especially to that part of it which is active in the Variety Clubs around the country.

—CHICK LEWIS

WHAT'S NEWS

In the Film Industry This Week

Exhibition

The nation baked and sweltered; exhibitors creased their foreheads in worry; the box-office was off. Usual reasons had been advanced—the heat, summer sports, other competition. This week the frowning exhibitors came up with another one—too much talk of the wrong kind about movies. A check from coast to coast showed that there was definite tendency on the part of the public to think that movies weren't what they ought to be and that this thought persisted even in the face of good entertainment. Showmen believed that this line of thinking was the result of bad word-of mouth publicity.

And across the nation exhibitors were wondering what the federal court ruling against the American Society of Composers, Authors and Publishers would actually mean. After the excitement over the fact that the court had found Ascap a monopoly in its theatre licensing system for film-synchronized music, exhibitors began asking themselves questions. In some areas they seemed to have found the answers and were said to be holding up their license check to Ascap. This practice brought a warning from the Theatre Owners of America pointing out that it could be a costly one for the exhibitors since, court opinion or no, the federal copyright law still protected public performance rights. Meanwhile no injunction had ben issued in the suit, the court was on vacation and indications were that the entire matter would be a long-drawn contest. Ascap was continuing, and seems ready to continue, its licenses as it has in the past and is reported seeking additional legal counsel for the fight ahead.

In French Lick Springs. Ind., both MGM Exhibitor Relations Chief H. M. Richey and 20th Century-Fox General Sales Manager Andy Smith were telling exhibitors that conciliation was needed, the former describing MGM practices, the latter describing the Smithberger plan. Both were addressing the Associated Theatre Owners of Indiana (Allied unit). The ATOI decided to defer action on the Smithberger plan. The exhibitor unit also reportedly discussed inviting Allied's Caravan to move to midwest on the ground that geographically the location made for better operation than Eastern Pennsylvania where the study is now handled.

Distribution

William Pizor took over the duties of Screen Guild vice-president in addition to those of foreign manager; foreign films are beginning to come in again with the fall looking a bit brighter than a very bad summer; Film Classics is holding its first world-wide sales meet in New York; Astor will reissue eight "Wild Bill Elliott's" bought from Columbia and Selznick appointed Isidor Rosenfeld as supervisor for the Latin-Americas.

Litigation

The first suit—for $345,000 damages—was against the Schine circuit at Columbus, Ohio by a Mt. Vernon, Ohio, exhibitor who charged Schine had kept his Memorial Theatre from getting product. Attorney Thomas McConnell asked for $20,000 court fees over the contempt proceedings in the Jackson Park Theatre suit.

Television

Gene Autry will seek to make a test case over the use of his movies for video when they were made for theatres. Reason: Someone has Autry's "Phantom Empire" and is running it in opposition to Autry's radio show. Selznick says he'll start television production of 30-minute shorts in 60 days. In Dallas, Sacks Television Enterprise, to produce and distributed shorts, has been organized by the owners of Sacks Amusement Company and is Minneapolis the Radio City announced it would have video facilities come November. In New York the Paramount telecast the president's address.

Labor

The Screen Actors Guild voted down an industrial union set-up; the Screen Extras Guild is faced with another scrap from the Screen Players Union which has been revived. Conference of Studio Unions Chief Herbert K. Sorrell is charging "open shop" in the studios.

In New York, Loew's and RKO's house managers breathed a sigh of relief as the engineers operating the cooling systems removed the picket lines they had maintained for five days and went back to work at a raise of 10 per cent for neighborhood houses and 15 per cent for Broadway houses over the $70.15 weekly base scale.

General

N. Peter Rathvon will quit as president of RKO Aug. 31. Rumors are rife about his successor but take the word of Interstate's Bob O'Donnell, it won't be he. Meanwhile Howard Hughes has appointed Sid Rogell (producer), Bicknell Lockhart (industrial engineer) and C. T. Tevlin (cost accountant) to supervise what production goes on in the studios till Aug. 31 when the shareholders meet in Wilmington.

Great Britain will finance independent production through a proposed loan corporation, a move which is causing U. S. distributors owning studios there to worry about their studio space. (P. 8). Loew's Charles Moskowitz completed his studio studies on the coast and is back east. Variety Clubs International is moving ahead to charter new tents, with a certainty in Houston, a near-certainty in London and a possibility or two in the northwest.

In Hollywood David Wark Griffith, who probably did more than any one man to make movies grow up, died at the age of 73 after years of inactivity.

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D. W. Griffith Dead at 73

Over 300 members of Hollywood's motion picture colony gathered in the Hollywood Masonic Temple Tuesday to conduct funeral services for David Wark Griffith, pioneer in production techniques, discoverer of talent and first of the motion picture's great directors.

Griffith, who died Friday at the age of 73 after a cerebral hemorrhage, was born in La Grange, Ky. He gained experience with traveling companies of actors and in 1907 entered motion pictures as a player with Edison and Biograph. At the latter studio he turned to directing where he introduced and developed Mary Pickford, James Kirkwood, Lillian and Dorothy Gish and Mabel Norman and where he saw in motion pictures a new medium which he followed with ingenuity and faith until he produced "The Birth of a Nation," one of the first roadshows and one of the greatest grossers of motion picture history, time and circumstances considered.

The Griffith roster of hits included "Intolerance," "Heart of the World," "The Love Flower," "Way Down East," "Dream Street," "Orphans of the Storm," "Broken Blossoms," "One Exciting Night," (said to be the screen's first mystery film), and the talkies "Abraham Lincoln" and "The Struggle."

With Mary Pickford and Charles Chaplin he founded United Artists in 1919, retiring from the company in 1933. After the advent of talkies he was comparatively inactive. During his career he was credited with developing the close-up, flash-back, fade-out and many other techniques of filming.

Eyssell Raises Dailey, Hacker Joins Music Hall

Promotion of Jack F. Dailey, administrative assistant of the Radio City Music Hall in New York, to a newly-created post of operations manager, was announced this week by G. S. Eyssell, president of the Radio City Music Hall Corporation.

Replacing Dailey is Charles R. Hacker, former district manager of Standard Theatres Management of Milwaukee, 27-year old showman with a record of veteran experience in Wisconsin, who comes to the Music Hall from his Milwaukee post.

Pizor Assumes Duties As SG Vice-President

William Pizor this week took over his duties as vice-president of Screen Guild, which will give him supervision of domestic sales as well as foreign distribution. Pizor will probably lead off at a series of regional Screen Guild meets, the first of which was scheduled for New York Friday.

KO Merger

Directors of the Screen Actors Guild unanimously vetoed a proposition last week in Hollywood that all performers' union be merged into one industrial type of union.

Cool Air Competition

The St. Louis motion picture theatres continue to find increasing competition in the air conditioning of bowling alleys. Eddie Doerr, Jr., who operates the Arway alley, has leased a garage which he will convert into a bowling alley center for October operation with an air-conditioning system.

No Ascap Order Till September?

Injunction Not Expected Till New Court Term

Full force of Federal Judge Vincent Leibell's ruling which found the American Society of Composers, Authors and Publishers to be a monopoly in its method of licensing synchronized film music public performing rights to theatres, may not be felt until mid-September, legal circles in New York thought this week.

They point out that the Judge has gone on vacation and is not expected until then and that in the meantime lawyers from both Ascap and the victorious Alden-Rochelle plaintiffs will have to work up a decree upon which the judge will pass. After that the injunction will be issued.

Meanwhile there is apparently no legal force to compel Ascap to do anything about the court opinion which was issued last week, and though custom would indicate that the Society will remain passive on the questions involved. It apparently will not be forced to divest itself of its public performance rights on synchronized music until the injunction is issued, and whether its members will have to start dealing with producers at once is a debated subject.

Ascap will definitely seek a stay on the decree at the time Judge Leibell is presented with it, informed sources said.

Ascap this week was definitely set to continue issuing licenses for public performances of film-synchronized music to theatres despite the recent Alden-Rochelle decision. The Society apparently takes the stand that until an injunction is issued it is free to continue operations as in the past.

Already the exhibitor reaction to the rule is being felt with exhibitor organizations in several sections of the country reported contemplating a refusal to pay further Ascap licenses. What Ascap can do about that is unknown with officials of that organization themselves said to be in doubt. Further, Ben Berger, president of North Central Allied, was said to be preparing to seek a reopening of his case in the federal district court at Minneapolis where the suit is now under advisement.

To Continue Fight

The Pacific Coast Conference of Independent Theatre Owners this week declared in Los Angeles that it would continue to fight as amicus curiae in the Alden-Rochelle suit if Ascap appealed.

When Alden-Rochelle originally filed its suit, in the Federal court at New York, PCCITO entered the case as amicus curiae.

Judge Leibell's rule found Ascap's licensing

(*Continued on Page* 10)

Free Bridge Toll

The Riverside drive-in, which opened in North Kansas City, Mo., Thursday of last week, is offering something new to patrons—free bridge toll. One prominent route from the Kansas side to the theatre is over the Fairfax toll bridge, and Paul Stonum, manager of the drive-in, is meeting this (cost) opposition by a tieup with the bridge management which permits Riverside patrons to cross the bridge without charge.

Legal? Yes. Practicable???

That the individual copyright owner would have a wide range of freedom in working out his deals with motion picture producers when Federal Judge Vincent Leibell signs the injunction ordering him to do so, was evident this week legal minds agreed.

An illustration of how far-fetched discussions can become was seen at a luncheon meeting between several motion picture observers. One claimed that a copyright owner could very well insist that his deal with the producer over public performance rights include a sliding scale of payment to be based on the seating capacity of the theatres where his film-synchronized music was played. In other words he might demand a certain fee for his public performance rights when the picture played a 600-seat house and a much greater fee when it played a 6,000-seater.

The argument was brought to a lawyer who declared that as a matter of legal principle the copyright owner could negotiate such a deal—if he could get it. But. the lawyer added, the copyright owner would be limited in his demands to the extent of the market in which he could sell and the producer could refuse terms he considered unreasonable by not accepting the copyright owner's offer and not using his music.

It's a Lot of Talk, Showmen Agree, But It Hurts Trade

Exhibitors are agreed that "it's a lot of talk," but that it hurts.

They refer to the impression which has gradually been built to heroic proportions throughout the country that motion pictures today are "no good." They don't know how this impression got built they say, excepting for a "lot of talk," but they do know that it is hitting the box-office.

The more realistic of exhibitors questioned by SHOWMEN'S TRADE REVIEW declare that business is not bad—if you consider it in relation to pre-war days, but that it does not show a healthy trend to grow. In fact they point that it is off now, and while a number of reasonable excuses can be offered—such as the readjustment of population, other ways to spend money, competitive amusements, increased costs of living which slash the amusement budget thinner than the steak the butcher now sells as record-high prices—and the heat—they all agree that there is something hitting the box-office which is more than seasonal and something more than economic.

Lack of Ground

The difficulty in making an accurate survey of the situation, it became evident early in the study which SHOWMEN'S TRADE REVIEW conducted, was the common ground upon which to base it.

Exhibitors in the main were inclined to blame anything but themselves. Distributors in the main were inclined to blame exhibitors.

Product was stressed as the weak point. But a check shows that while good product is still a good answer to what ails the box-office, good product in more than one situation is failing to meet its estimated box-office potential,—provided of course if you consider the potential in war and immediate post-war days.

Not for Family

Which brings up the wailing problem of a midwestern exhibitor who swears to heaven that the movies are growing too grown-up and there isn't the type of product which will attract the entire family and make the youngsters take pop and mom by the hand and lead them to the show. (A writer from Canada this week told STR that her prime problem was that whenever she took her son to the show they were stopped by an "Adult" classification, posted in accordance with the local film laws. It's gotten so that her son, she declares says, "Let's do something else," since he can't get into a movie. She believes this is breaking down the pre-teenage audience which is essential to movies).

Yet despite all the stones flung at product, the picture, available in recent months seems to be better than average, the ordinary exhibitor will admit. He is struck by the fact, however, that they don't draw what he thinks they should.

Asked about films like "Easter Parade," "The Emperor Waltz" and even the "Fuller Brush Man," he usually has no reply. They do well apparently. But he still feels that he is being let down.

Further questioning reveals that, in the case of neighborhood theatres, the average exhibitor is impressed by the fact that many familiar faces aren't seen at the box-office anymore.

After the usual reasons—such as high cost of

(*Continued on Page* 10)

Charges Schine Restricted Film

Mt. Vernon Exhibitor Files $345,000 Suit

What is believed to the first suit filed by an exhibitor against the Schine Circuit, Inc., charging attempts to monopolize films was entered in federal court at Columbus, Ohio, Tuesday when Emerson W. Long sued under the anti-trust laws for $345,000 damages charging that Schine had prevented his Memorial at Mt. Vernon from getting a suitable run of film.

The damages are said to arise from Jan. 1, 1935 to Jan. 1, 1948 and the complaint charges that Schine through its buying power not only prevented the Memorial from getting "suitable run product" but also opened the Lyric, which had been closed, as soon as Long started to operate the Memorial.

The complaint further charges that Schine: 1) tried to get the Memorial lease away from Long in order to close the theatre; 2) that the Schine efforts allegedly to stifle competition in Mt. Vernon were part of a scheme by that circuit to monopolie the exhibition of film in all towns where Schine operates.

$20,000 Worth

Attorney Thomas McConnell of the Jackson Park Theatre suit in Chicago is asking $20,000 in attorney's fees and court costs for the recent contempt action he brought against the defendants, which consisted of distributors and the two principal Chicago theatre circuits. The hearing probably will be heard when Judge Michael Igoe returns from vacation.

MGM, 20th-Fox Make Strong Argument for Conciliation

Richey, Smith Tell Indiana Exhibitors How Their Plans Work

Representatives of two major motion picture distributing corporations this week presented strong arguments in favor of conciliation as the Associated Motion Picture Theatre Owners of Indian held a meeting at French Lick Springs.

The representatives were MGM's Exhibitor Relations Chief H. M. Richey, who described the success of the MGM "talk it over plan," and 20th Century-Fox General Sales Manager Andy W. Smith who described the Smithberger plan which 20th-Fox and North Central Allied are testing in Minneapolis.

Few Squawks

Three years of MGM's policy of inviting the exhibitor to bring his squawks to the exchange manager and, as a court of appeal, to Vice-President William F. Rodgers, has resulted in comparatively few complaints, Richey said, acknowledging that when the plan had been first broached, MGM felt apprehensive lest it be flooded with complaints.

Despite the fact that the three-year period more than three and a half million contracts and 15 million playing days had been involved, "we haven't had 50 complaints to reach Mr. Rodgers' desk," Richey said. "And," he continued, "those that were adjusted in the field were also relatively small. It poinnts up the proposition that when men sit down and talk things over, fair conclusions, generally, can be arrived at, and are."

Richey said there was no time now for intra-industry quarrels and that all branches ought to devote themselves to "our big job—that of pulling back into your theatres that 50 million people who are today being enticed elsewhere." Other problems such as taxes, bad public relations, costs, reduced buying power, competition, must be faced together, he added.

Smith in his talk declared that "the failure of conciliation and mediation plans in the past has been due to the fact that they were conceived on a national basis." He pointed out that the Smithberger committee was a committee consisting entirely of exhibitors and said that 20th-Fox was ready to take "inventory of their efforts and change their views and actions." However, he added an "appeal to all to be considerate of each other's problems sincerely and honestly. . . .

"Liberation from court attacks and other agitation," he said, "could enhance the value and purpose of the screen."

Not by Litigation

"We cannot improve conditions by distrust, by gossip or innuendo, or for that matter by law or court decree," Smith said. "I feel we've got to find a peaceful practical and fair method by which every individual can seek to establish his right to a fair and honest existence in our business. All this cannot be done overnight, but I trust that you will see its merits and adopt it as a definite curriculum of your organization's activities."

Drive-in Protest

More than 60 residents of St. Louis Park, Minneapolis suburb, protested to the village council about the proposed construction of a drive-in theatre by Minnesota Entertainment Enterprises, Inc. The firm had asked rezoning action by the council to permit the outdoor theatre on a 36-acre tract in the northwest corner of the Park. The objectors said the theatre would create a traffic hazard, noise and other undesirable conditions in a residential neighborhood. The council took the matter under advisement.

Rathvon Quits RKO Aug. 31

Hughes Appoints 3 to Head Present Studio Production

N. Peter Rathvon this week announced from Hollywood that he would resign the presidency of RKO, a post he has held since 1942, on Aug. 31 at which time the RKO stockholders will meet in Wilmington, Del.

Rathvon's resignation was originally intended to take effect sooner, but the RKO president reportedly stayed on until the stockholders' meeting at the request of Principal Stockholder Howard Hughes. To date no sucessor for Rathvon has been officially announced though talk in Hollywood and in the east, which has been speculating upon the future plans of RKO, named several industry personalities, including a present RKO executive.

Rathvon's resignation came almost simultaneously with the announcement that Hughes had placed a three-man committee consisting of Sid Rogell, Bicknell Lockhart and C. T. Tevlin in charge of what production remained in the RKO studios.

This move, which is said to be temporary and probably will terminate also on Aug. 31, would apparently put Rogell, veteran producer, in charge of the studio, since Lockhart and Tevlin have no known production experience and come from the Hughes organization.

Silent

The changes increased the pace of Hollywood rumor, which has been continuous in its speculation about Hughes' plans. To date Hughes has been silent on what he plans to do for RKO, his principal move up to now being in curtailing production for the present.

Rathvon, an associate of Floyd Odlum in the Atlas Corporation, from which Hughes purchased his RKO stock, was active in RKO's reorganization during the bankruptcy days. He became president in 1942 and in addition was chairman of the board of the two subsidiaries, RKO Radio and RKO Theatres.

Not for O'Donnell

R. J. O'Donnell, vice president and general manager of the Interstate Circuit, Inc. this week told SHOWMEN'S TRADE REVIEW that reports he would join RKO, presumably as president, were entirely without foundation. O'Donnell, who stressed the fact that he was much too busy with his Interstate responsibilities to consider outside offers, declared that he had never spoken to Howard Hughes or anyone else on the subject and said he had no idea how the rumor started or how it reached the stage wher two Hollywood commentators announced it as a fact.

Variety Clubs Set Out to Establish New Tents in U. S. and London

Variety Clubs International this week moved on both the national and international fronts to establish new tents with more than a possibility that one would be chartered in Houston and another in London.

The Houston tent formerly operated as a branch of Dallas Tent No. 17 but with the decision of the past Variety convention that no branch tents should operate, it has applied for a charter and will be known as the Variety Club of Houston, Tent No. 34. Its chief barker will be John Paul Goodwin who will also represent the new tent at the Mid-Year Conference and Humanitarian Award Dinner of the international organization in Washington during September. Applying for a charter with Goodwin are Lou C. B. Baxley, W. E. Bremer, Fred Cannata, Robert Z. Glass, Jack Groves, Al Lever, Mitchell M. Lewis, Al Mortensen, B. F. Orr, Sid Suhler, Frank Wilkie.

Headquarters for the new tent will be in the Texas State Hotel and its charity will be Boys Harbor, a home on Galveston Bay dedicated to caring for underprivileged boys. Meanwhile it will continue to support Tent 17's Boys Ranch at Cooperas Cove, Texas.

From London Second Assistant International Chief Barker C. J. Latta reports progress is being made on the London tent and there is great interest in Britain in the project.

Interest in tents by both Portland and Seattle will cause International Chief Barker R. J. O'Donnell and Executive Director Bill McCraw to make a trip to those cities shortly to discuss organization, the Clubs' headquarters reported.

Screen Extra Fight

Hollywood was threatened with renewed labor warfare in extra ranks this week as the defunct Screen Players Union, which lost a bargaining election two years ago with the Screen Extras Guild, announced that it was reactivated and filed for a new election.

Savini to Reissue 8 Bill Elliott Westerns

Astor Pictures President R. M. Savini this week announced he would reissue eight "Wild Bill Elliott" westerns for theatrical presentation in September. Titles of the eight, which were acquired along with the 16-mm. rights reportedly from Columbia are: "Return of Daniel Boone," "Lone Star Pioneers," "In Early Arizona," "Frontiers of '49," "The Taming of the West," "Law Comes to Texas," "Man from Tumbleweeds," "Pioneers of the Frontier."

Film Classics Opens World Sales Meet

Film Classic opened its first world-wide sales meeting Friday in the east ballroom of the Hotel Astor, New York, for a three-day series of conferences which will bring together executives and personnel of its domestic and foreign branches. President Joseph Bernhard will preside.


"DOUBLE INDEMNITY" was a Magnificent Moneymaker!
NOW...a Powerful DICK POWELL...
a Great LIZABETH SCOTT...a story that points a
finger at every man with a conscience...
at every woman with a man...
AT EVERY INDUSTRYITE WITH A THEATRE!
Regal Films Presents
Dick POWELL
Lizabeth SCOTT
in
"PITFALL"
taut
tense
tight
terrific
with JANE WYATT and
Raymond Burr • Byron Barr • John Litel
Ann Doran • Jimmy Hunt • Selmer Jackson
Based on the Novel "The Pitfall" by Jay Dratler
Screenplay by Karl Kamb
Directed by ANDRE DE TOTH
Produced by SAMUEL BISCHOFF
sure-fire thru UA!

British Move to Finance Film Production; Corporation Would Have $20,000,000 Fund

American Industry Fears Plan May Affect Its English Studio Space

In a move which left American film circles thoughtful and somewhat angry, Great Britain this week prepared to finance independent production of motion pictures through a specially-created Film Finance Corporation.

The corporation, which would spend some $20,000,000 in this field, after it is authorized by the Government, is necessary, Harold Wilson, president of the Board of Trade, told the House of Commons, because private capital had not met the motion picture industry's loan needs.

What caused some element of anger on the American scene was the suspicion that such financing would come from American dollars advanced under recovery plans. What concerned it still more however was the fact that this independent production would need studio space. Apparently the American industry thought this space would come from all studio space available in England regardless of ownership and that the British production program might eventually crowd American production in England out of the American-owned studios.

Since such American production was one way to use up Brtish non-remitable funds from American pictures' screen rentals, the cause for perturbation is apparent.

Officially Silent

All industry branches remained officially silent on these points. Eric Johnston, president of the Motion Picture Association of America, who had previously warned the American industry to make pictures whose returns might be realized from the American product, came out with a warning to the British.

Johnston stated flatly that government financing would mean government control.

"Sooner or later," he said in Hollywood, "the (British) Government will want to see what kind of a deal it is financing. It will want to know whether the producer is making a good picture or a bad one. So in time someone will demand to see the script and inevitable before long the Government will be directing what should and what should not go into British pictures."

Johnston's warning provoked no remarks from Britain.

Meanwhile in the United States, American distributors continued to be concerned with the British quota and were reported to be still considering a withdrawal from individual sales and distributing activities and substituting the Motion Picture Export Association. Such a system would limit the amount of product to be sent to Britain and would provide a unified sales activity with regard prices.

The MPEA system internationally has been considered a success by its directors, even though it has run into stormy weather in the form of censorship and apparent ill-will in many countries. Some of its activities have been praised by at least one congressional committee.

Operating as a monopoly legalized for foreign trade under the Webb-Pomerene Act, the MPEA was founded in the spring of 1946 by the members of the Motion Picture Association of America which financed it. MPAA President Eric Johnston is also president of the MPEA, but the two organizations are legally separate. Later United Artists joined the export association, without joining the Motion Picture Association and still later Allied Artists joined, in this particular instance acting also on behalf of Monogram.

World Operation

The export organization's world-wide operations are three-fold. In countries governed by the American Military Government it furnishes films approved by the military authorities and turns them over to the AMG which furnishes distribution. In countries where there are national or semi-national film monopolies, such as Holland's Bioscoop Bond or Film Poliski in Poland, it furnishes films accepted by these monopolies which in turn title, process or dub it as the case may be and sell it. In non-monopolistic countries such as England would be and the Netherlands East Indies is at present, the MPEA selects the films suited for the market, ships them to its offices there and the MPEA sales force then contacts exhibitors directly to close deals.

Since the MPEA pools whatever profits it makes out of operations and pays its members shares of these profits based on the members' share of the domestic market, it is theoretically possible that MPEA might decide not to use a single picture for a certain company for shipment abroad without impairing that company's foreign profits. In this case the company would merely get its share from the total revenue brought in by the other member companies' pictures.

Selectivity

Selectivity is the keynote of MPEA operation. Born at a time when there was a tendency to dump product abroad, it immediately adopted a policy to send no picture to any country which it does not think will find a ready market in that country. Coupled to this is a pre-censorship policy which takes in the customs of the country, its likes and dislikes as well as the views of the political group in power.

By keeping down the amount of features which get released abroad, it so far has made for greater profits on each individual picture and has tended to prevent a depressed market which would arise from unrestricted competition and the dumping of films, proponents of the MPEA declare.

How It Works

The system works out somewhat as follows: The member companies submit availability lists to the Hollywood MPEA office which studies their possibilities and turns in a report to the New York office.

New York then screens the pictures for a committee of the Home Office Staff, each member of which reports individually on a Screening Report. The Screening Report does not consider high production costs or local successes as a yardstick. MPEA is more interested in the viewpoint of the country which will receive the picture and claims that it does not hesitate to by-pass big-budget films in favor of smaller-budgeted pictures when it feels the latter are more acceptable to the individual foreign market.

Critical Reaction

Also taken into consideration is the critical reaction to the film in the United States, the nation's leading film polls and other data which the MPEA considers pertinent.

The staff then prepares a master release schedule in which complete information on the films, its stars, directors, etc., is filed. (This last assumes importance in view of the Iron

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It's a Home Market?

Eric Johnston, president of the Motion Picture Association of America, anticipated an even greater decrease in foreign incomes from motion picture rentals as he warned the industry it must gear itself for the domestic market.

Johnston pointed out that returns from the foreign film market in 1946 were $120,000,000. In 1947 these had dropped to $90,000,000, he said. In 1948 the drop would be to $70,000,000 and in 1949 he anticipated the foreign revenues to be from between $50 to $60 million.

Further, he said on the domestic market: "Pictures are competing with the dollar hamburger and dollar butter; with other types of entertainment, including television, and with the loss of foreign markets."

Johnston on British

Speaking about the plans of Great Britain to finance independent production, Eric Johnston, president of the Motion Picture Association of American said from Hollywood: "I expect there will be a large number of defaults on the quota because Britain cannot make pictures equal to U. S. pictures. Last year we received fifteen films from England, which gave us a small amount in comparison to what we turn out . . . and many of these were of high quality. Now they are attempting to turn out quantity instead of quality and they are also trying to legislate people into the theatres—something that cannot be done."

Exclusives

Twentieth Century-Fox Movietone News and New York's Paramount Theatre both scored exclusive news beats in different fields this week, the former in crime by its regular newsreel which is currently furnished client theatres, the latter by television for the Paramount only.

The Movietone reel had an exclusive confession of Robert Daniels, Ohio killer, which Cameraman Jack Barnett, assigned on the man hunt, got by being johnny on the spot shortly after the capture. The Paramount ran President Truman's address to Congress Tuesday shortly after noon, picking up the telecast and recording it on film.

"RED RIVER" is *Terrific!*

"Packs a terrific boxoffice wallop. One of the best of the year. By all means buy it!"

—FILM DAILY

Released thru **UA**

No Ascap Order Till September?

(*Continued from Page* 5)

practices in connection with film synchronized music to constitute a monopoly and clearly indicated he would order Ascap to return such public performance rights to the copyright owners, and to stop seeking such rights for itself. He further indicated he would order Ascap not to refuse to grant such licenses to motion picture producers at the time synchronized rights were discussed and would prohibit Ascap members from licensing these rights to anyone but producers. Both producers and Ascap as well as Ascap members will apparently be enjoined from including a clause in exhibition contracts compelling the exhibitor to take out an Ascap license.

Pay Till Court Issues Injunction—Sullivan

Members of the Theatre Owners of America were warned Wednesday in a bulletin issued by Executive Director Gael Sullivan to continue to meet their "Ascap obligations" until Federal Judge Vincent Leibell had actually issued an injunction in the Alden-Rochelle suit. The TOA previously had negotiated a reduction from Ascap's license increase.

"Exhibitors," Sullivan declared, "should not stop paying Ascap until such time as Ascap is finally enjoined from the collection of the license fees or until the judgment becomes final, unless, of course the particular theatre operator wishes to and is able to negotiate individual, separate contracts with composers, authors and publishers.

"The case does not eliminate the requirement of theatre operators, paying for performance rights. They will still have to pay for them either as 'additional film rental' as pointed out by the court, or perhaps to the individual composers, authors and publishers. Any statements to the contrary can be only misleading and confusing. . . .

"Exhibitors must take no comfort in the fallacious premise that individual copyright owners, on their own, or through Ascap, or through some other organization will not police for copyright violations and will, if detected, do nothing about them."

It's a Lot of Talk, Say Exhibitors But It Hurts

(*Continued from Page* 5)

living, product, etc.—are discussed and dismissed, the majority of exhibitors acknowledge that they believe there is a jinx sign on Hollywood and that it has come from too much talk about the movies.

They can't plant their finger on what causes this talk, but they will tell you that their patrons have the definite impression that movies are not what they ought to be. Some of this, they believe, may arise from the over-emphasized economy talk which emanated from the west coast. Some of it, they agree after discussion, may arise from bad newspaper publicity such as writers quitting Hollywood and baring their artistic souls to the public, with the result that audiences get the impression that no man of talent can survive such a wacky atmosphere. Some more of it comes from ill-advised publication of personal notes.

Anyway, the majority agrees there is a "lot of talk" and it isn't good.

NEWSREEL CLIPS

Some Playing Time

Some 10,000 playdates for the one-reel documentary, "Our American Heritage," which was released ahead of the arrival of the Freedom Train, have already been played across the nation, the American Heritage Foundation announced this week. Accompanying these playdates, there was also played a pre-Rededication week trailer.

These playdates, all of which took place within the first 10 months of the Freedom Train's travels in connection with Rededication Week, also included the showing of a pre-Rededication Week Trailer, the Foundation said. Two territories cited by the organiaztion for outstanding work in getting both the trailer and the short played were the midwest, where Senn Lawler of the Fox Midwest Amusement Corporation screened the films throughout the area, and in the Chicago area, where a 15-day program dedicated to the "ideals and objectives of the American Heritage Foundation on good citizenship" was pushed by John Balaban, general chairman of the Greater Chicago Rededication program, and Arthur Schoenstadt of the Schoenstadt circuit.

For Youth

Advertising Council, Inc., is preparing a special ad for newspapers to support the Theatre Owners of America's "Youth Month" movement, National Chairman Charles P. Skouras announced. In the radio field "Dr. IQ." will stress the month in its September program and Ted Malone on Westinghouse is making arrangement for a salute to the campaign for Sept. 20. Sammy Kaye and his orchestra have volunteered their services to score the Youth Month song, I am the YOU in the U. S. A.

Foreign

Distinguished Films, Inc., will bring 12 new foreign films to the U. S. this year, among which are "Dangerous," "Four Steps in the Clouds," "As Only Love," "Wrath of God," "Hoboes in Paradise," "The Wicked Duchess," "Quiet Week End," "You Don't Die that Way."

Film Rights International will release "Back Streets of Paris" in September. Artkino will release the German film "Murderers Among Us" shortly for a New York run. Arnold Jacobs has been appointed general manager of the Siritzky circuit of foreign-filmers in Brooklyn, New York and Boston.

Names

MGM Publicity Chief **Herb Crooker** is vacationing on a 28-foot sloop. Warners' **Samuel Schneider** and his wife, together with Warner's Theatre **W. Steward McDonald** and **Mrs. McDonald** are back from a six-week trip to England. Walt Disney's Worldwide Supervisor **William B. Levy** is off to Hollywood. Universal-International's Eastern Ad and Publicity Director **Maurice A. Bergman** is back in New York after a trip to Paris. **Eddie Dowden** of Loew's ad department is vacationing at Nassau Pt., Long Island. Astor Pictures Ad Manager **Seymour (Cy) Eichman,** has returned from an auto trip through New England with his wife.

Ad. Shorts

Balaban and Katz are showing the Chesterfield tobacco short on their film programs, following a lead taken by the Essaness Oriental which showed the telephone and cotton shorts. The trend in the direction of showing commercial shorts is emphasized by that the New York Central is distributing five film covering various operations of the railroad.

Calendar

AUGUST

2, annual outing and dinner-dance, Variety Club of Buffalo at the Auto Club of Buffalo.

3, North Central Allied regional, Fargo, N. D.

4, North Central Allied Regional, Devil's Lake, N. D.

20-22, regional convention, Screen Guild franchise holders, Memphis.

24, Motion Picture Theatre Owners of Conn., golf tourney, Racebrook Country Club, Orange, Conn.

30-Sept. 1, convention, Allied Theatres of Michigan, Inc., Book-Cadillac Hotel, Detroit.

31-Sept. 1. annual convention, managers of Fox Midwest Theatres, Elms Hotel, Excelsior Springs, Mo.

SEPTEMBER

14, 15, convention, Independent Theatre Owners of Ohio, Deshler-Wallick Hotel, Columbus, O.

16-17, Mid-year meeting Variety Clubs International, Statler Hotel, Washington, D. C.

18, Variety Clubs International Humanitarian Award dinner and presentation to Secretary of State George C. Marshall, Statler Hotel, Washington, D. C.

24, annual golf tournament, Variety Club of Philadelphia, Whitemarsh Valley Country Club.

24-25, convention, Theatre Owners of America, Drake Hotel, Chicago.

27, annual convention, Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois, Hotel Jefferson. St. Louis.

28-30, joint convention, Theatre Equipment Dealers Protective Ass'n and Theatre Equipment Supply Manufacturers Ass'n, Hotel Jefferson, St. Louis.

OCTOBER

17, ninth annual dinner dance, Motion Picture Bookers Club, Hotel Commodore, New York.

NOVEMBER

1-2, convention, Allied Theatre Owners of Texas, Dallas.

27-28, fall board meeting of National Allied, New Orleans.

29-Dec. 1, annual convention, National Allied, New Orleans.

Smakwitz Promoted To Warner Zone Chief

Promotion of Charles A. Smakwitz, from assistant zone manager in Albany to that of Albany zone manager was announced this week by Harry M. Kalmine, president and general manager of Warner Bros., Theatres.



Charles Smakwitz

Smakwitz takes over the post held by C. J. Latta, transferred by Warner Bros., to theatre operation in England.

The veteran showman has been with Warner Bros. theatre operations for over 20 years, having served as assistant zone manager to several executives. He joined the Mitchell H. Mark Realty Corporation in 1917.

No Product He Says

Simon Lazarus closed his Ritz at South Pasadena Wednesday claiming he was unable to get product.

Selling the Picture

News and Ideas Concerning Profitable Advertising, Publicity and Exploitation

'Star Month' Campaign For Two 20th-Fox Films

First of a series of special exploitation campaigns designed to give maximum publicity to the top stars in "That Lady in Ermine" and "The Walls of Jericho," will be launched next month by 20th Century-Fox, it was announced this week by Charles Schlaifer, director of advertising and publicity. There are six top-ranking Hollywood stars in the two pictures.

With Betty Grable and Douglas Fairbanks, Jr., heading the cast of "That Lady in Ermine," and Cornel Wilde, Linda Darnell, Anne Baxter and Kirk Douglas starred in "The Walls of Jericho," theatres throughout the country playing both pictures during August are being asked to participate in the "Star Month" drive.

Suggested plans for publicizing and advertising the event include special trailers, posters and lobby displays, as well as publicity for news, radio and house program planting.

The "Star Month" campaign will supplement the regular campaigns now in work on the individual pictures. Combined, they will set the stage for first runs in August as well as subsequent runs during the weeks following.

Helen Walker Set for 'Dear Secretary' Tour

In connection with the release of Harry Popkin's "My Dear Secretary," Helen Walker is being set to make personal appearances in 25 key cities concurrent with local showings of the picture. Arrangements are being made for Miss Walker to devote one day in each city to function as executive secretary to the Mayor. The occasion will be officially proclaimed "Secretary's Day" by the Mayor in each instance. It is expected that the tour will start in the Southern States.

After covering key spots in the South, Miss Walker will appear in Baltimore, New York, Philadelphia, and then head westward through the middle west and back to the Pacific Coast.

National Ad Campaign Begins on 'Velvet Touch'

RKO Radio is putting an extensive national ad campaign behind Independent Artists' "The Velvet Touch."

Starting with Pic-Tour ads the early part of this year, the campaign is now fully under way in full-page advertisements appearing in current issues of *Red Book, True Story, Woman's Home Companion, Life, Look* and *Cosmopolitan,* as well as leading fan publications, for a grand total of over 87 million circulation.

'Moonrise' Premiere Set for September

World premiere of Republic's "Moonrise," starring Dane Clark, Gail Russell and Ethel Barrymore, is planned for the first or second week in September at the Hollywood, Paramount and Downtown theatres, Los Angeles. Picture was produced by Charles Haas and directed by Frank Borzage.

Babe Ruth Day Climaxed by Benefit Premiere at Astor

Highlighted by the personal appearance of Babe Ruth, who for the past month has been under observation at Memorial Hospital, the gala world premiere of Roy Del Ruth's Allied Artists production, "The Babe Ruth Story," was held Monday night in New York at the Astor Theatre for the benefit of the Babe Ruth Foundation.

The premiere climaxed Babe Ruth Day.

Last Sunday Mayor William O'Dwyer made a special visit to Memorial Hospital where, in the presence of photographers, newsreel men and reporters, he received an invitation from Babe Ruth to attend the benefit premiere. Then the Mayor read a proclamation:

"Whereas we have in our city a man deservedly loved and admired by the youth of the entire nation, and Whereas this citizen of New York, the greatest athlete of his time, has become an immortal in the game of baseball, and Whereas George Herman Ruth, gentleman, athlete, and outstanding American, is worthy of the recognition of his fellow New Yorkers,

"Now, Therefore, I, William O'Dwyer, Mayor of the City of New York, do hereby proclaim Monday, July 26—Babe Ruth Day—and call upon our citizens to observe this day

(*Continued on Page* 14)

First Roll Call

I. M. P. S.

MEMBERSHIP AS OF JULY 28, 1948

Appears Next Week

in

SHOWMEN'S TRADE REVIEW

Once again, a new, original, progressively constructive service feature is introduced by 'The Service Paper of the Motion Picture Industry' for the benefit of the theatres—and the men and women actively engaged in their operation—where the artistic creations of screen writers, actors, directors and cameramen are presented to the audiences whose patronage and applause is the aim and ideal of all producers and distributors of motion pictures.

'Rope' to Premiere at Globe on August 26

Warner Bros. this week announced the world premiere engagement of Alfred Hitchcock's Technicolor production of "Rope," starring James Stewart, at Brandt's Globe Theatre in New York on August 26. The premiere is being accorded an elaborate advertising, publicity and exploitation campaign.

A special teaser campaign in the New York dailies was begun three weeks ago, for a seven-week ad buildup in advance of premiere date. A radio campaign covering all local stations started this week, five weeks in advance of playdate. The publicity campaign has been underway for several weeks, with the current issue of *Life* magazine hailing the feature as "The Picture of the Week."

"Rope," Transatlantic Pictures' first production for Warner release, will be nationally distributed September 25.

Ann Blyth in Tieup With Superman Comics

Universal-International has set a deal with National Comics Publications whereby Ann Blyth will be featured as a personality in Superman Comic Books. The book, with more than two million circulation, will feature Miss Blyth on the cover and in the text, which Lynn Perkins is writing.

The edition is scheduled to coincide with the national release date of "Mr. Peabody and the Mermaid," and the publication will feature Superman and Ann, the latter represented both as the mermaid and herself.

Holt Comic Magazine Good for Tieups

Tim Holt, now starring in a series of outdoor action dramas for RKO Radio, is the subject of a monthly cartoon magazine published by Magazine Enterprises, Inc. which has assumed an average half-million newsstand sales per issue. The title of the magazine is Tim Holt Western Adventures and full credit is given to his most recent RKO releases including "The Arizona Ranger" and "Guns of Hate."

An STR Showmanalysis

(REG. U. S. PAT. OFF.)

Campaign Material for UNITED ARTISTS' "Pitfall"

GENERAL APPROACH: A whirlwind drama of passion and jealousy developing when a husband escapes from his routine for a day and falls in love with the wife of a jailed embezzler. Homicide and manslaughter result, but the man beats the murder charge through the love of the embezzler's wife. Her genuine love and devotion will win the sympathy of women.

NEWSPAPER ADS: The 17 prepared ads are a workmanlike job and are devoted mainly to the film's dramatic high spots, with the "clinch" as a bid for the feminine trade. Catchlines are also designed to whip up feminine interest. White space is employed in a number of the layouts to center attention on the dramatic scenes, notably in the one showing Dick Powell's kayo of the insurance detective. The characters all but jump out of the picture to meet the eye. The semicircular form of the kayo ads is striking in itself. High-pressure salesmanship is pointed up in the ads (including the 600-liner reproduced on the press book cover) which show Powell and the embezzler shooting at each other through a broken window glass.

NATIONAL AD COVERAGE: Through Lizabeth Scott's tieup with Woodbury Cold Cream that company plugged the picture, with portrait of the star, in such nationally circulated magazines as Ladies Home Journal, Woman's Home Companion, Good Housekeeping and the fan magazines, with an estimated coverage of 31,000,000.

POSTERS: The posters will be found just as effective for cutouts as for posting, particularly the figure of Powell, with gun aimed, in the 24- and six-sheets. Also the head-and-shoulder pictures of Powell and Miss Scott from the 24. The two 22-28s, insert and window cards and the slide repeat the dramatic scenes that appear in the ads and in some of the posters. The eight 11x14s are dramatic scene stills. Their excellent selling job is repeated in the herald.

EXPLOITATION: In the film Powell is "Mr. Average Guy" and a standout in the exploitation suggestions is a contest to find a local "Mr. Average Guy." Suggested are interviews with jail inmates on the "pitfalls" into which they fell; with policemen warning of the "pitfalls." Idea can be tied in with juvenile delinquency and crime prevention campaigns. Excellent promotion can be obtained from Grossett and Dunlap, outlet for the book reprint; with dealers handling Exacto tools and hobby sets; from the Scott model contest for models; while the eight Scott fashion stills are good for women's shop displays. Nine stills are pictured from which merchant tieups and co-op ads can be obtained. Many other ideas are worthy of study.

PUBLICITY: Mats for publicity stories are intriguing, and there are two five-column stories with mats of the stars—one on Miss Scott's meteoric rise to powerful dramatic roles, the other on Powell's graduation from musicals to realistic dramas and there's a three-column piece of art showing Miss Scott wearing three different gowns, which could be planted on the fashion page.

War Trophy Committee Aids on Nesbitt Short

MGM has completed arrangements with the War Trophy Safety Committee for a co-operative promotional campaign on its John Nesbitt Passing Parade short subject, "Souvenirs of Death," which dramatizes the dangers inherent in the weapons of World War II which were brought home by thousands of GIs as souvenirs.

The War Trophy Safety Committee was organized by the Army, Navy, Air Force, Treasury Department and National Rifle Association, to assist the public in the campaign to reduce the great number of deaths caused by these weapons. An average of ten thousand Americans a year were killed by these "souvenirs of death" immediately following the close of World War II. The Committee's function is to inform and advise owners of the weapons how to register and de-activate them.

State chairmen of the Committee throughout the country will cooperate with theatres showing the Nesbitt short subject by offering special lobby displays, speakers, literature, etc. A special message by Charles W. Dullea, President of the International Association of Chiefs of Police, has been added to the short.

EL Uses Television To Promote Films

Eagle Lion is concentrating as much attention on television as on radio in promoting current and forthcoming releases, Max E. Youngstein, director of advertising and publicity, annnounced last week. He listed as samples of the sort of promotion it is integrating in its program some major telecasts between July 7 and 22 on "Canon City" and "Mickey."

On July 7, Scott Brady appeared on WPIX to boost the Overseas Aid for Children Appeal. He was introduced with a strong plug for "Canon City," with full credits for Loew's Criterion and local playdate mention. Brady also was starred on the ABC television network show in Philadelphia on July 18, topping his "in-person" appearance with a showing of his 'Canon City"-Hollywood screen test.

Lois Butler, singing star of "Mickey," made her television bow on July 16 over the ABC video network's progam, "Three About Town," and also starred on WPIX last week in a "Teen-Timer" Show built around her and excerpts from "Mickey."

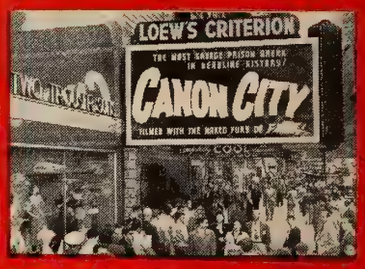
Cooperation in Big Way

The city of Kansas City, Mo. began a "Save a Life" campaign on June 17, which involved a number of theatres as co-partners with a line-up of big-name organizations. Roger Ruddick of the Isis Theatre and Hugh Siverd of the Plaza—both Fox Midwest—arranged bookings for "Driven to Kill," the Lowell Thomas short, for the occasion. Among their partners in the enterprise were the Public Service Corporation, Kansas City Safety Council, and the Police Department.—KAN.

Present Herald, Get a Pass

Charles Koerner arranged an unusual store tieup in Lancaster, Pa., for the coming of Columbia's "To the Ends of the Earth" at the Colonial. Cooperating grocery store distributed heralds plugging the attraction, and listed the feature. Persons who went to the theatre and presented a copy of the herald were given a pass. Posters on the film were also placed in the Army recruiting service headquarters and in the postoffice.

SENSATIONAL SHOWING!



Paced by great campaign and terrific reviews (see below), "CANON CITY" tops Broadway in extended smash engagement at Loew's Criterion, New York!

SENSATIONAL REVIEWS!

A haymaker among hard-hitting mellers!
Walter Winchell

Crackles with real suspense!
Cecelia Ager—N. Y. Star

Swift and dynamic!
Bosley Crowther—N. Y. Times

One of most stirring pictures ever made!
Alton Cook—N. Y. World-Telegram

Fact film! Scott Brady . . . particularly good!
Howard Barnes—N. Y. Herald Tribune

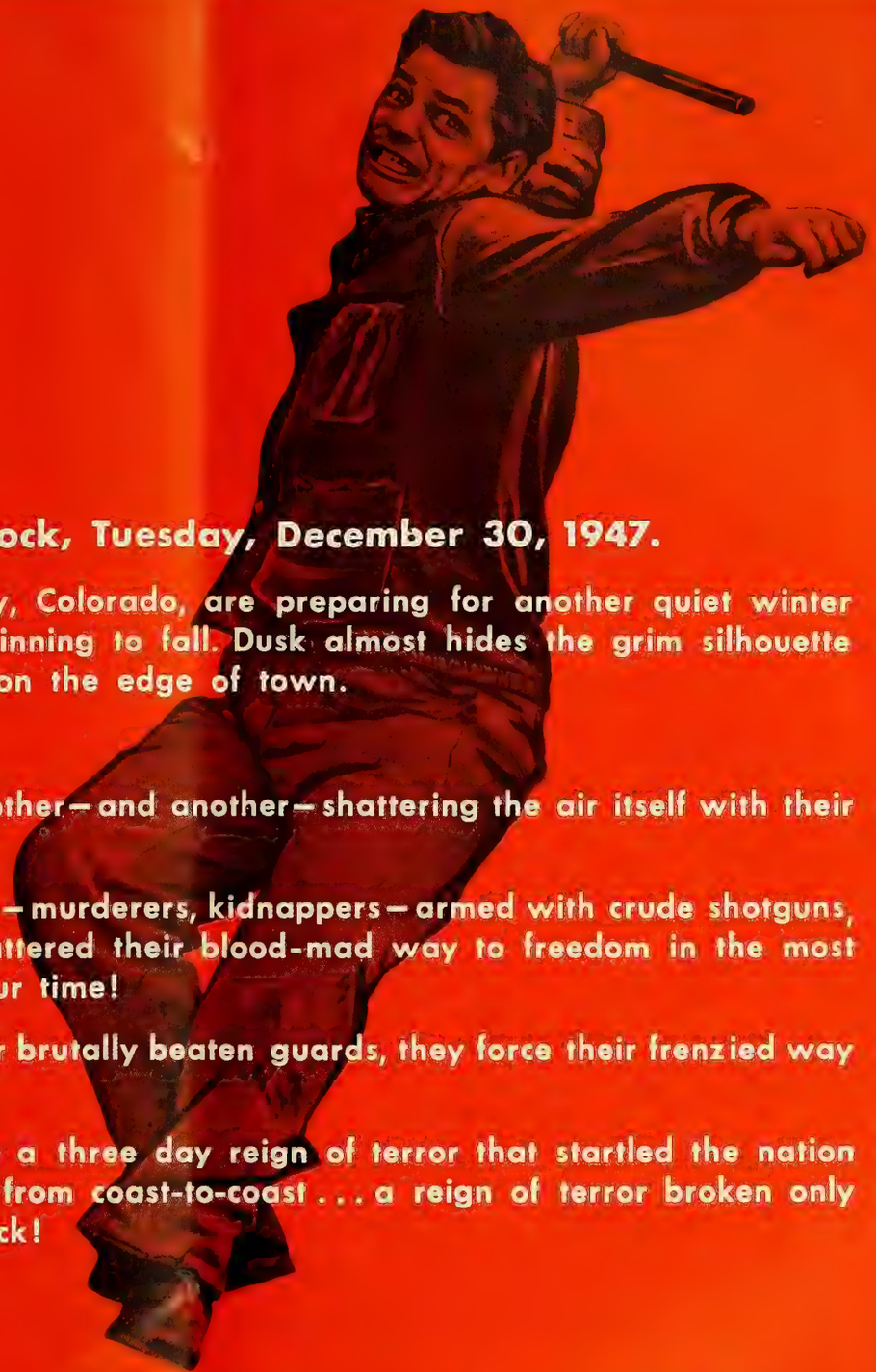
One of most exciting pictures I've seen!
Kate Cameron—N. Y. Daily News

Most exciting film to hit here in years!
Lee Mortimer—N. Y. Mirror

Exciting to see! Realistic thriller!
Eileen Creelman—N. Y. Sun

Sensational movie! Superior . . . Exciting!
Archer Winston—N. Y. Post

Grimly exciting melodrama! Tense and taut!
Rose Pelswick—N. Y. Journal-American



It's five o'clock, Tuesday, December 30, 1947.

The people of Canon City, Colorado, are preparing for another quiet winter evening. Snow is just beginning to fall. Dusk almost hides the grim silhouette of the State Penitentiary on the edge of town.

Suddenly it happens!

A siren screams—then another—and another—shattering the air itself with their terrifying wails.

Twelve desperate convicts—murderers, kidnappers—armed with crude shotguns, clubs and knives have battered their blood-mad way to freedom in the most spectacular jailbreak of our time!

Dragging as hostages four brutally beaten guards, they force their frenzied way into homes at gun point.

Thus began in Canon City a three day reign of terror that startled the nation with screaming headlines from coast-to-coast . . . a reign of terror broken only when the town fought back!

This Is Not Fiction...THIS IS THE NAKED FURY OF FACT!

Now You Can See It On The Screen...

"Canon City"

Filmed The Way It Happened!

An EAGLE LION FILMS Picture

Introducing SCOTT BRADY with Jeff Corey · Whit Bissell · Stanley Clements · Charles Russell · DeForest Kelley · Ralph Byrd · Mabel Paige and Warden Roy Best, himself · A Bryan Foy Production · Produced by Robert T. Kane · Written and Directed by Crane Wilbur



'BABE RUTH' PREMIERE TAKES OVER BROADWAY. This scene of Broadway during the world premiere of Roy Del Ruth's Allied Artists production, "The Babe Ruth Story," shows the brilliantly lighted thoroughfare and the huge crowds which assembled to honor Babe Ruth, upon whose career the story is based; to see the arrivals of notables and to attend this initial showing for the benefit of the Babe Ruth Foundation.

Babe Ruth Day Climaxed By Benefit Premiere at Astor

(*Continued from Page* 11)

as one of honor to a beloved American."

The premiere received widespread coverage through television and radio. Celebrity arrivals and other activities in the Astor lobby were televised by WPIX, the New York *News* station, while the Columbia Broadcasting System covered the event through Bill Leonard's program, "This Is New York." WNYC, New York's own station, also broadcast the proceedings, and thousands in foreign lands heard them through the Armed Forces Radio Service and the Voice of America.

High Tribute

During the televised ceremonies, "The Babe Ruth Story" received a high tribute when Phil Wilcox, director of Motion Picture Relations of *Parents Magazine,* presented to Allied Artists President Steve Broidy a "special Merit" award in honor of the picture. Presentation marked the first time in several years that the medal has been issued.

Besides the Sultan of Swat himself, other notables attending the premiere included Governor Thomas E. Dewey, Cardinal Spellman, Mayor O'Dwyer and stage, screen and radio stars, as well as society leaders. From Hollywood came Charles Bickford; Joe E. Brown, with daughter Mary and son Joe L.; Gale Storm; Hillary Brooke; Producer-Director Roy Del Ruth; Associate Producer Joe Kaufman; Louis F. Lifton, AA director of advertising, publicity and exploitation; Harold Mirisch, vice president, and President Broidy. Other Allied Artists executives attending included Edward Morey, vice-president; Morey Goldstein, general sales manager, and Nat Furst, eastern district sales manager.

Premiere a Sellout

The premiere was a sellout, and the money from the performance will be used by the Babe Ruth Foundation to develop baseball-conscious youngsters throughout the nation; for the purchase of baseballs, gloves and bats; to obtain regular bases instead of rocks; the creation of regular baseball diamonds, and the formation of amateur baseball leagues.

Between 7:30 and 8:30 P.M. on Monday evening paper gyroscopes were thrown from a window of the Victoria Hotel entitling pedestrians who recovered them to receive prizes in the Astor lobby, including 25 new Babe Ruth baseball games, 25 copies of "The Babe Ruth Story," 25 autographed baseballs, 25 trophies, and 100 autographed souvenir bats.

Regular engagement of "The Babe Ruth Story" started Tuesday morning.

Joins 'Babe Ruth' Tieups

Birds Eye Foods have joined the giant tieup campaign on Roy Del Ruth's Allied Artists film, "The Babe Ruth Story," and will run cooperative ads in 196 daily newspapers, in addition to supplying posters to 45,000 food stores, according to an announcement by the studio.

Denver Dream Girl Photo Contest for "Dream Girl'

A Dream Girl photo contest keynoted the advance campaign for Paramount's "Dream Girl" at the Centre Theatre, Salt Lake City, The stunt was set by Manager C. Clare Wood who offered three cash prizes of $25, $15 and $10, plus guest tickets to runners-up.

Contestants from Utah and the surrounding area were invited to submit photos, not larger than 4x5 inches, of their "dream girl." In addition to the prizes given by the Centre Theatre, all entries were submitted to the national photo contest being sponsored by Paramount. National winner of the contest will be given an all-expense-paid trip to Hollywood as the guest of Paramount in addition to other prizes. National contest prizes total $10,000 and include various kinds of photographic equipment.—SLC.

3 Midwest Openings to Follow '2 Guys' Premiere

Following the August 4 premiere of Warners' "Two Guys from Texas," starring Dennis Morgan and Jack Carson with Dorothy Malone, at the Majestic Theatre in San Antonio, which will be accompanied by a host of special events highlighted by the personal appearances of the stars of the picture, the feature opens on the 5th at the Majestic, Houston; on the 6th at the Majestic, Dallas, and on the 7th at the Warner, Oklahoma City.

Each of these openings will also include the appearances of the feature's stars in an elaborate series of events, including the co-operation of local civic heads at these ceremonies.

Newspapermen from all the premiere cities will attend all the openings—even those not in their own city—covering for their local papers. Extensive radio coverage has also been set, reaching a radius of 200 miles of the premiere cities.

In Portland They Have Real Indians for Stunt

Boy, do they do things up red in Portland, Ore.! For "Fort Apache" Alton Robbins, manager of the Fox West Coast Orpheum Theatre, imported 25 real Indians from Oregon reservations. They set up their tepees on the stage and in front of the theatre and settled down. The result was a traffic tieup, but nobody cared —looking at the Indians was too interesting.

On the stage the Indians put on their fire dance, which it is easy to imagine, was a mighty colorful act. They were all, of course, in full native regalia and the main character of the dance was painted a brilliant red. The stunt attracted legitimate newspaper attention and really paid off at the box-office.

National Ad Campaign Set for 'Beyond Glory'

Paramount's "Beyond Glory," starring Alan Ladd and Donna Reed, will receive a national advertising campaign in big-circulation magazines starting on August 7, a month in advance of its national release on the Labor Day holiday, the company announced. The full-page, two-color ads will coincide with pre-release engagements, first of which will be at the New York Paramount. Magazines with an aggregate circulation of 25,000,000 will be used.

The company also has a national advertising campaign under way for "Dream Girl."

Youth Month Pressbook Ready

It's here! We mean the campaign book for Youth Month (Saluting Young America) which runs throughout September.

This pressbook, prepared by Ernie Emerling for Charles P. Skouras' Committee of Theatre Owners of America, is certainly one of the most complete aids for a special campaign ever put out. Introduced by the exchange of letters between Attorney General Tom C. Clark and Mr. Skouras, the book is divided into sections, clearly tabbed on the page edges, covering exploitation, lobby and screen, and publicity. Through it all runs the theme of stemming the alarming rate of juvenile delinquency and also of showing each community that theatres are helping to combat this problem, rather than causing it.

Among the ideas are a Presidential ballot for teenagers, a raft of contests, shows, athletic games, and the establishment of young people's canteens. Suitable accessories are provided, including a valance drape and a burgee. Trailers are also suggested, already obtainable from National Screen at low prices. To top it off, some really usable publicity is offered that means sure newspaper breaks for the theatre. Radio transcriptions by Attorney General Clark and others have been completed.

If you have not received one of these campaign books, write to Youth Month Committee Headquarters, Room 408, 1501 Broadway, New York 18, N. Y.

Portle Uses 'Monkey' Bally for 'Tarzan' Duo

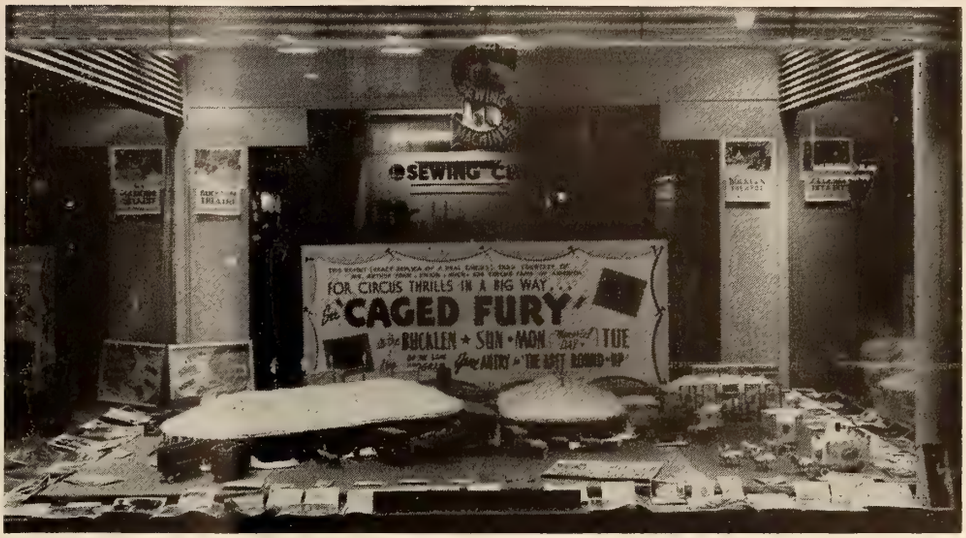
It's a simple stunt to dress a man as a monkey and send him out as a street ballyhoo for a jungle picture, but it's often the simple stunts that pay off best at the box-office. With a double Tarzan reissue bill coming—MGM's "Tarzan's New York Adventure" and "Tarzan's Secret Treasure"—Manager Robert R. Portle of Loew's Poli Elm Street Theatre, Worcester, Mass., employed the man-monkey stunt and found it garnering attention from adults as well as kids. Banners gave the public all necessary information about the bookings.

Portle built a compoboard front for the theatre; had Tarzan's yell amplified on the marquee; placed "snow-bird" signs in five playgrounds; got permission to affix posters to the bulletin boards of 12 elementary schools; and induced the public library and its four branches to use jungle stills and display boards. Good window displays were obtained on Kabar knives at the Owl Shop and on guns at the Olympia sporting goods store.

Radio spots on WTAG on five mornings; announcements at wrestling and boxing matches and at various night clubs, plus the distribution of 3,000 heralds house-to-house and 2,000 inserted by newsboys in copies of the Worcester *Record;* banners at four spots entering the city from the four directions of the compass, and good newspaper space, all added up to an intensive campaign that obtained the desired results at the box-office.

'Pitfall' to Capitol; Follows 'On Island With You'

United Artists' "The Pitfall," Dick Powell and Lizabeth Scott starrer, has been booked for showing in the New York Capitol following MGM's "On An Island With You." Powell will come on from Hollywood to appear in a stage show extravaganza prepared for the occasion. Dick Jergens and his orchestra will furnish the music.



'CAGED FURY' MINIATURE CIRCUS DISPLAY. Looks almost real, doesn't it? It happens to be a miniature circus which Manager Les Clark of the Bucklen Theatre, Elkhart, Indiana, borrowed from a local member of the Circus Fans of America. Clark promoted the main window of the Singer Sewing Machine Co. in which to display the circus, along with stills from the picture it advertised, "Caged Fury," a reissue.

Knowing How to Find People Payoff For Clark Campaign on 'Caged Fury'

Knowing how to find people who can contribute exploitation material is one of the greatest assets a manager can possess; half the battle is won if you don't have to tussle to create something from nothing. Les Clark of the Bucklen Theatre, Elkhart, Indiana seems to be one of these fellows.

The Bucklen, one of four theatres in Elkhart, plays B product and old reissues, which does not make the exploitation job any easier. Recently Clark played "Caged Fury," a circus picture.

Well, the angle was obvious, but how was Clark going to get a circus to exploit his picture? He happened to remember there is an organization called The Circus Fans of America, whose members, circus bugs from childhood, keep in the atmosphere by meeting together and making models of circus layouts.

The manager found a member in Elkhart, and this Circus Fan owned a model circus which has been acclaimed by real performers under the Big Top as one of the most complete miniature setups in the country. Clark got in contact, with the result that he obtained the loan of this miniature circus for ten days.

He then arranged a window tieup with the Singer Sewing Machine Company, which made available its main window on a corner, about 10x12 feet in size. The miniature circus was set up complete, and around the border of the window Clark placed a large number of stills from the film (*see cut*).

The result of this beautiful layout surprised even the manager, for the window drew tremendous crowds, more people stopping to look at the display in ten days than had glanced at the regular merchandise since the company moved to this location a year previous.

The circus replica included animal cages, circus wagons, the big top with four rings (with details such as stools for performing animals and other paraphernalia), menagerie tent, side shows, and many small figures of people.

The window tieup did not comprise all the material from the Circus Fans. Clark was able to transform his lobby into a historical museum through the use of many circus lithographs dating years back and covering many old time units such as Hagenbeck-Wallace, Cole Bros. Sels-Sterling, Bailey Bros., and others.

Of course, there were other stunts, such as paper caps for the staff, circus band records played in the lobby, and a special front.

The payoff for knowing how to find people was the biggest three-day run the house has had in years.

Student Editors on Air

Manager Paul Glase of the Embassy, Reading, Pa., obtained excellent promotion for Columbia's "Mating of Millie" through a stunt arranged with station WHUM's Dick Ficthorn whereby he had student editors review the picture over the air on its opening day.

Paramount Mats Aid TOA Campaign

As you all know, the Theatre Owners of America has been setting up a campaign to convince the public that better product than ever is coming out of Hollywood. That this is an industrywide movement is proved by the cooperation offered by distributors.

Paramount has now come up with a series of ads in connection with its "Paramount Summer Hit-Wave" drive which stress the over-all angle, rather than the pictures direct. These are being made available by Paramount to exhibitors free of charge for local use. There are four ad mats: 4 cols. x 154 lines; 2 cols. x 200 lines; 3 cols. x 167 lines; and 1 col. x 250 lines.

Reproduced at the right is the four-column ad, with Bing Crosby saying his piece about the Hollywood product. Now, of course Paramount uses its own pictures in the series of small insets below the lead copy, but General Sales Manager Charles M. Reagan, in a recent letter to his branch managers, wrote:

"It is agreeable with us if theatre owners wish to substitute for some of the Paramount pictures in the ads one or two of the triple 'A' pictures of other companies."

He also suggests that in addition to theatres running these mats in the newspapers, they can handily be used as blow-up displays for lobby or front.

Any exhibitor may procure these mats by writing for them direct to: Advertising Department, Paramount Pictures, Inc., 1501 Broadway, New York 18, N. Y.



Yale Aids Promotion Of Dual Reissue Bill

The aid of Yale's Westminster Foundation study group director, Dr. Wilbur, was enlisted by Manager Sid Kleper and his assistant, Norman Levinson, of the College Theatre, New Haven, Conn., in their campaign for a dual reissue bill consisting of Alfred Hitchcock's "Foreign Correspondent"; and "Blockade."

Dr. Wilbur agreed to have the entire study group attend the showing, paying for their tickets, and then to hold a class discussion of the two films. Bulletins were sent to the city's school teachers and the school bulletin boards carried information on the historical value of the program. Yale's radio station WYBC also plugged the pictures.

The New Haven *Journal Courier* published a two-column picture of Assistant Manager Levinson and Henry Fonda taken at the premiere of the stage play, "Mister Roberts," starring Fonda, in New Haven, and mentioning the fact that Fonda was the star of "Blockade." The *Register* devoted space to the dual bill in its "Clarion" column.

A three-day anagram contest was arranged with radio station WELI, using the films' titles, with a $5 first prize, promoted permanent waves for the second and third awards and 10 pairs of guest tickets for the honorable mentions. WAVZ disc jockey conducted a three-day tune contest with 10 pairs of guest tickets being awarded.

A hundred flash 14x22 window cards hailing the pictures as "timely as tomorrow's headlines" were placed in conspicuous locations. Western Union gave a counter display that foreign correspondents used its wire service for fast and accurate messages. Local Western Union manager asked permission to install a wire service ticker to be used in front of the theatre. Directory cards were placed in the Taft and Garde hotels.

'Off-Again' Beard Plug For 'Husband's Affairs'

A four-day promotion stunt featured in his campaign for Columbia's "Her Husband's Affairs" by Manager Doug Cameron of the Palace in Auburn, N. Y., was the installation on a prominent spot on main street of a 40x60 board showing Franchot Tone with the luxuriant beard the amazing "shave cream" was supposed to melt away but really promoted, with another of him after getting rid of the whiskers. Copy and the pictures stopped hundreds of passersby and gave them an inkling of the funny situation in the film.

Carrying amusement a step farther, Cameron placed a fishbowl, filled with string, in the lobby with a card reading: "Take a piece of string to tie your head on so you won't laugh it off when you see....."

To pique the interest of women in a picture all about beards, Cameron sent a letter to the members of women's clubs, stressing the film's romantic angle.

10 'Earth' Air Programs

Manager Sam De Fazio of the J. P. Harris Theatre, Pittsburgh, Pa., got 10 radio programs to publicize his showing of Columbia's "To the Ends of the Earth." Majority of the programs ran contests with tickets to see the picture as the prizes.

You can benefit from tieups if you're on good terms with your local merchants.



ANIMAL BALLYHOO NEVER FAILS. Abbott & Costello's Eagle Lion comedy, "The Noose Hangs High," gave Manager Pearlman and Publicity Manager Fishman of Loew's State in New York an opportunity to put on a real belly-laugh campaign. Here a handler dressed as a clown coaxes an ass through Manhattan's streets bearing a blanket carrying this copy: "Everybody is going to see Abbott and Costello in 'The Noose Hangs High' but me—and you know what I am!"

Old-Fashioned Showmanship Hikes 'Arch' Receipts in Four Cities

With the coming in of field reports on exhibitor exploitation campaigns for Enterprise-United Artists' "Arch of Triumph," it becomes evident that more and more emphasis is being placed on old-fashioned showmanship ideas. Ballyhoo still pays off at the box-office.

Two Ohio campaigns on "Arch" started weeks in advance. Manager Walter Kessler of Loew's Ohio, Columbus, and H. W. Reisinger of Loew's Dayton aroused much interest in the coming of the film through plugs on "The Man in the Street" and the "Sunny Side Up" radio programs, and through two radio contests over station WING in which the questions were mainly about the film. Disc jockeys on four Columbus stations featured recordings made by Andy Russell and Kate Smith, with full credits to the picture and theatre. Two hundred MGM Records streamers were distributed by Loew's to local dealers.



PERFECT TIEUP. A bride, even if she is a dummy, is the perfect tieup for MGM's "The Bride Goes Wild." They realized this at Lanwin's Store in Oxford Street, London, and really cooperated by accompanying a cutout of June Allyson and Van Johnson with a complete wedding dress featured by a white satin bodice that caught the eye. It was the center portion of a large window display.

Kessler made a tieup with the Lazarus Company, Columbus department store, coinciding with the arrival there of Lise Bourdin, Parisian model and beauty who was designated "Miss Arch of Triumph." The store put on an elaborate fashion show at the Deshler-Wallick Hotel at which Mme. Bourdin modeled gowns that were created especially for her tour to America.

The mayors of both Columbus and Dayton and other city dignitaries officially welcomed "Miss Arch," garnering front-page newspaper stories. Music stores in both cities featured 20x40 colored enlargements as did a number of book stores and florist shops. Display cards were used on busses in both cities. Orchestras at the Biltmore and Van Cleve Hotels featured film's song, Long After Tonight. The *Journal-American* ran a classified ad contest throughout the entire run.

Mme. Bourdin's visit to Pittsburgh, Pa., was taken advantage of by Manager Bill Elder of Loew's Penn for "Arch" publicity in the newspapers and wire services, over the radio and by postcards, 1,000 of which were mailed to a list furnished by the Treasury Department stating that "Miss Arch" would be the guest of honor at a Security Loan luncheon. In addition, she was interviewed over four Pittsburgh radio stations. Tieups were made with the five leading department stores, record outlets and florists with blowups announcing the picture's engagement. Many co-op ads were obtained.

At Shea's Great Lakes Theatre, Buffalo, N. Y., P. M. Mason and Julian W. Bowes obtained an excellent display in the big show window of Remington Rand, with a huge colored blowup of Ingrid Bergman at a typewriter in her dressing room, 25 stills mounted on white cards and two 30x40 posters. The display attracted crowds at all hours of the day and evening.

Buffalo's radio station WEBR sponsored a 12-day contest for the best letter written by war brides, ex-GIs and civilians on their most interesting experience during the war or afterwards in Paris, a feature of the campaign that also attracted much attention.

Ponder MPEA For Britain

(*Continued from Page 8*)

Curtain countries which have banned films whose stars or producing personnel had uttered anti-Communist sentiments.)

Then when the customs and the ideological requirements have been met, other questions are debated. Is the dialogue too heavy? Does the plot development depend too greatly on subtitles and too little on action? Is the picture too strongly slanted for the American market so that it won't appeal abroad? Is there too much vice or violence in the picture? Does the film distort, exaggerate or mislead in its portrayal of Americans or the American way of life?

Public Taste

In addition there is the angle of public taste to be considered. Germany and Austria can't take war films or films dealing with the supernatural but the Poles and the Czechs go wild about them—when they're good. Holland likes drama and mystery but snorts at westerns. Bulgaria, which had been the locale of many an operetta, is just wild about musicals and comedies.

Next arises the question as to whether the picture will offend the government of the country for which it is intended. In this alone there is a major problem. For the Netherlands East Indies, sensitive on the subject of rebellion and guerrilla warfare welcomes such scenes as much as the housewife does the last-minute unexpected dinner guest her ever-loving husband brings home. The Czechs and the Hungarians want no allusions which may indicate that Communism leaves a lot to be desired. And so on.

The MPEA is proud of its pre-censorshop record, for as one of its spokesmen says: "I don't know of a single instance where a picture we have sent over has been turned down by the censors."

Negatives of the selected films after they leave the United States go through a routine process. If they are to be distributed by a national film monopoly, the monopoly is shown the pictures. When they are approved the monopoly takes over, has the prints made with titles and then books them into the theatres it sees fit. The MPEA has nothing to do with the sales end of it in this instance but may assist on advertising and publicity.

In countries under jurisdiction of the American Military Government, the MPEA turns the negative over to AMG authorities who, if it's passed, have prints made and title (in case of Austria dubbing is common) it and then directs its distribution.

Sells Direct

In non-monopoly, non-AMG countries, like the Netherlands East Indies and such as England might be, the MPEA negative is passed upon by authorities if that is required, then the MPEA has prints and titles made up, and sends its salesmen out to the exhibitor. It is in these countries that the MPEA-exhibitor relationship is closest in the matter of advertising and publicity with a cooperation similar to that followed by distributors in the United States.

Minn. Theatre Plans Television Facilities

Minneapolis's 4,000-seat Radio City announced this week that it would be ready to handle television by November in cooperation with WCTN.

NOTHING
EVER
HELD
YOU
LIKE
ALFRED
HITCHCOCK'S
ROPE



Theatre Management

Guide to Modern Methods in the Administrative and Executive Phases of Theatre Operation



The Brass Tacks of Efficient Picture Theatre Management*

TO ARMS AGAINST ITINERANT SHOWS!

By Jack Jackson

Could be that I don't see things in the proper light anymore and am out of step with the let's-have-peace-at-any-price policy that seems to be pervading the ranks of show business. Maybe the old school—where I learned my ABC's and passed my primary exams on how to hold the fort against any and all comers—had its shortcomings in not teaching us a higher code of ethics in dealing with competitive enterprises and how to properly spread the Welcome Mat for interloping amusement enterprises. But our methods of handling such situations were far more effective than those I've seen practiced around the country recently. And, they were sufficiently discouraging to the itinerants to limit their visits to darn near the irreducible minimum.

Back in the not-too-distant past it was a prime requisite for managers to be prepared and willing to meet all competition or threat of competition with the mailed fist rather than the silk glove. The distant rumble of the coming of carnivals, medicine shows and other traveling amusements was the signal for throwing up every possible road-block from town constable, or special officer supervision, to appeals for excessive license and confiscatory restrictions on the part of local authorities. Tactics such as these kept the box-office of the local movie theatre in the top spot of where-to-go and what-to-do with every dollar loose in the area for amusement disbursement.

The conviction that our theatre, because of its position as a community institution and its day-to-day service to the populace, as well as its consistency in meeting tax obligations and sharing the responsibilities for progress and advancement of the folks it served, was entitled to an uncontested position when it came to collecting such dollars as were abroad to be spent for entertainment, was as much a part of a manager as his ears. Of course, the school plays, the authentically sponsored social events, etc. were given help rather than interference, but run-of-the-mill phony sponsorship and the strictly commercial traveling promotion where the itinerant hustlers take the dough and leave the sponsors with the headaches—or at best a trifling share of the profits—was positively taboo.

Some time ago I fired a volley from my typewriter at the onrushing number of benefit performances being staged in public auditoriums of larger cities and got a few broadsides from some well-established traveling tent shows that almost blasted the few remaining hairs off my pate. So as a precaution against the use of any weapon more deadly than a bean bag and limiting all rebuttals to 10 words or less, I hasten to exclude licensed enterprises as being excepted so far as what follows is concerned.

Smaller Towns Harassed By Traveling Commercial Shows

Whether or not the success of the sponsored benefits in big towns is responsible is a moot question, but the fact that the smaller towns are bing harassed with various types of traveling commercial shows—and that their number is growing—is irrefutable. In the past couple of months I've encountered some eight or nine of these outfits and have done enough snooping to guarantee the truth of the statement that they are on regularly scheduled routes. Some have the sponsorship of nationally famous organizations whose local representatives obtain for them the most desirable of outdoor locations—even the bandstands of city parks.

In some instances admission is free; in others, the cost of entertainment is covered by the sale of merchandise, and in still others, the performance is an outright "pitch" of the carnival order.

At the risk of getting my ears banged down again, let me sound the call to arms against an instrument—still in its infancy and subject to easy strangulation—that may bring a rush order for red ink at theatres along nation-wide routes the itinerants will travel. While my knowledge, as at present, is limited to but one large company, I have word of others who have engaged in the practice and, permitted to continue unopposed, there are sure to be long caravans ceaselessly menacing theatre receipts.

In two small communities of Central Texas and one fair-sized town in Western Louisiana I encountered a troupe of some six performers, including canned music, who were established in downtown locations giving out with some sort of a free come-along in the interest of the local Rexall Drug Store. I was told that these were sponsored by the national chain and the fact that an exhibitor in a neighboring town afterward complained of the dent they had put

(*Continued on Page* 20)

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Would-Be Patron Offers Remedy for Industry Ills

That those not immediately connected with film production are showing a sympathetic interest in the problems of the industry was proved when the Metro-Goldwyn-Mayer studios recently received a communication from Alvin G. Gray of San Francisco, in which he suggested a number of ways to increase profits. Some of these suggestions may be of interest to exhibitors, since they pertain directly to theatre operation. Adoption of any one of them, he wrote, would "increase the moviegoers by one—ME!"

Mr. Gray maintains that, despite current conditions, box-office receipts can be increased. One of his ideas for the exhibitor is to wholesale tickets. The scheme is to induce department stores, gift shops and other outlets to take blocks of tickets at wholesale rates, so that prospective patrons need not go to the box-office but buy their ducats along with other purchases. Gray points out that theatre tickets make ideal bridge party or other party prizes, but that the persons giving them do not think of going to a box-office. If they were buying at a department store they'd get the idea of tickets for prizes—and there you are.

Another plan is for theatre owners to cooperate with baby sitter organizations, offering low rates, and thus induce the baby sitters to suggest the theatre to their clients. Gray insists that if there is no baby sitter company in town the theatre could start one.

"Whatever happened to the theatre party where the employer bought the house for a night?" asks Mr. Gray. He thinks this a neglected field and suggests something might be done in these days of unsettled labor relations when simple gratuities are necessary. You have only to sell one man to fill the theatre for a night, is the thought.

Still another idea has to do with parking lot operators. This is a cooperative scheme whereby the parking lot man gives the theatregoer a rebate when handed the ticket stubs, and the theatre in turn pays the rebate, or part of it. The benefit is supposed to work both ways.

Lastly Mr. Gray proposes prices should be reduced Mondays through Thursdays.

Whatever you may think of Mr. Gray's proposals, they are at least here for you to look at. It may be you can get an idea or two out of them.

B & K Houses Put In More Popcorn Stands

Balaban and Katz Chicago neighborhood theatres have gone all out for business in the candy concession field; all the chain houses except a couple on the far northside now have candy and popcorn stands.

At the same time the theatres are trying out new products. The Century recently tried out ice cream bars at a dime a throw with much success, and it is expected the other B & K stands will soon offer them too. On the other hand, the Uptown Theatre offered novelty dolls at the candy stand, but this idea did not take. —CHI.

Technicolor Print Delivery Speeded

Two years ago Technicolor started an expansion program from 160,000,000 feet per year print manufacturing volume to a goal of 320,000,000 feet a year by the end of 1948. Technicolor is already enjoying more than 50% of this increased capacity, which it is EMPLOYING ENTIRELY TO IMPROVE THE DELIVERY TIME OF PRINTS.

Domestic Deliveries

By the end of 1948 it is expected that Technicolor print deliveries will be back to normal, that the lapse of time until delivery of prints on the average will be about 5 months from the completion of photography and about 2 months from the time Technicolor receives the cut negative.

Foreign Deliveries

Interval between approval of the foreign sample print and delivery of foreign version release prints has been reduced to about 3 months and time required by Technicolor to prepare a foreign version sample print has been reduced to about 5 weeks. THE TIME OF DELIVERY OF TECHNICOLOR FOREIGN VERSION PRINTS IS BACK TO NORMAL.



"Technicolor" is a trade-mark

TECHNICOLOR MOTION PICTURE CORPORATION

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

Jackson . . .

(*Continued from Page* 18)

in his receipts during their four-day stand, prompts the conclusion that they are following a national—or at least a sectional—tour. The performers were good and drew excellent crowds throughout their stay at all three spots. The group, traveling by truck and car, was equipped with folding chairs and portable stage with a good PA system, record player, lights, etc.

As mentioned earlier, I have heard of another big national manufacturer who attracted great crowds to the establishments of his local distributors and dealers by using entertainers traveling from town to town. What I'd like to point out is the very menacing possibility of the grocer, shoemaker and watch repair men engaging in like practice if we don't put up our dukes and smack a few noses. The box-office take of the average theatre has been pretty badly scissored during recent months, and if we allow our communities to get all cluttered up with free shows the day is not far off when the sheriff will be around with the padlock.

Militant Action

It is time we discarded the peace-at-any-price formula and began taking militant action against any and everything that in any manner blocks a free passage for the amusement dollars of the community to flow steadily into the box-offices of established theatres. Let's shuck that silly Spartan Boy attitude and toss the foxes that are eating out our innards to the wolves that are already clamoring at our profit margins. There isn't a theatre anywhere that can withstand the drain of these itinerant entertainers, regardless of their sponsorship. The quicker we put on the war togs and make plain our position as a community servant entitled to consistent support and cooperation from any and all merchants in the vicinity, the better. The Rexall druggist—as well as the International Harvester Implement dealer and other merchants of the community—would be openly resentful were we of the theatre to indulge in the giveaway of the merchandise he sells in our lobbies, on our parking lots or in front of our establishments.

The means of combatting such practices are most effective when initiated in advance of the happening. Doing so precludes the excuse of "we didn't know" and "we never gave it a thought." It's your job as the manager or owner of a theatre to see that everybody knows that you possess a jealous regard for your business and get fighting mad when anybody overlooks the importance of your theatre as the established place for the presentation of entertainment. If you start at once, there will be no reason for other than friendly discussion. If you delay, it is certain to reach the stage where only a knock-down, drag-out fight will enable you to maintain your prestige.

Today Is the Time

Now, today is the time to get together with your Chamber of Commerce, visit with the dealers and merchants and civic clubs to make plain how open you are to any suggestion that will improve the services you render the community. While you're about it explain to everyone how anxious you are to lend your facilities to help build their particular business and go so far as to suggest that one or more of them engage entertainers for appearances on your stage under their sponsorship. However, it is no more than right that you insist on their advertising the event at their own cost. You may meet with resistance but this can easily be dispelled by pointing out the proved fact that seekers of free entertainment seldom have the wherewithal to purchase the merchandise being advertised and that you are in position to introduce their merchandise to the most solvent prospects in the community.

It would also be advisable to call on the local authorities and insist that your investment and the taxes you pay be given every possible protection, and that permits for street or lot entertainment be placed sufficiently high to guarantee that your town will be passed up by the itinerants. If you do the right kind of a job, the situation should never reach the battle stage, but in the event it does, tear a page from the book of the old-timers and don't spare the ammunition. Better that it be a finish fight now than one of those long lingering contests where everybody loses.

Another instance of theatres idly permitting themselves to be imposed upon that I've encountered recently is their passive acceptance of instituting restrictive measures to conform to emergency ordinance or temporary edict of local authorities. Don't for an instant conclude that I'm prompting or encouraging non-conformance with or resistance to such orders or edicts. I just believe that theatremen should insist on being relieved of the duties of enforcement. The manager or owner is seldom a commissioned police officer and, even if he is, these duties should not be permitted to intrude on his capacity of theatre greeter and customer service dispenser.

Polio Epidemic

In the past few months various portions of the nation have been suffering from an epidemic of poliomyelitis and other diseases. In some instances the number of cases have reached levels prompting the exclusion of children from theatres as a precaution against spread of the dread diseases. In practically every instance the job of enforcing the 'no children" edict was plunked in the lap of theatre executives.

Down San Antonio way, George Watson, city manager for Interstate Theatres, decided that the job was one that promised only headaches for himself and his staff and took the matter up with the local health officials. When he explained the lack of authority of his men to enforce the emergency ruling and how impractical—much less impossible—it was for himself or members of his staff to restrain a parent from indulging the wishes of offspring without erecting an almost insurmountable barrier to further patronage of parent and youngster alike, the officials agreed with him and directed their attention to getting voluntary conformance through the school and parent bodies.

It's hard enough to induce customers to trade their grocer-butcher leavings for theatre tickets without getting into an argument as to whether or not their youngsters should be permitted to accompany them. Interference of any nature with the desires of a theatre patron should be avoided except in extreme instances of misconduct or vandalism. We work like heck to get the entire community to view our establishments as their very own and a place where they are permitted to enjoy the broadest possible conception of personal liberty. Whenever we take upon ourselves the duties of a police officer and accept the difficult task of imposing and enforcing the orders and edicts of authorities we are doing much to tear down what we have spent years building up.

What goes for the enforcement of temporary or emergency orders goes double for the enforcement of permanent age-limit ordinances. Except in instances of flagrant violations leave the enforcement of such edicts to the recognized members of the police force and never, never, never get into a dispute with a parent. Aside from the antagonizing of patrons—which is always to be avoided—you may find yourself saying "good morning Judge" as the defendant in a law suit.

And, before we call it quits for this session, let's mark down an order for some hob-nail boots and brass knucks to deal with the itinerant entertainment units that happen to be coming your way. These days we have to fight and fight hard for business. Let's be ready and willing to fight and fight fast to keep less deserving amusements from taking it away from us.

Hold Everything

Through the drama pages of San Francisco newspapers, James F. Orbison of the staff of Alexandria Theatre, operated by San Francisco Theatres, Inc., takes local theatres to task for omitting an intermission for atmosphere after the end of the feature picture. He names houses which err in rushing short subjects onto the screen, thus destroying the effect of the top story. Oh yes, they have intermissions at the Alexandria.

Three Times Winner of Intermountain Plaque

Fox Intermountain Theatres' courtesy awards to managers of its theatres and their staffs for outstanding business and promotional activities was won for the ninth consecutive time by Manager Helen Miller and the staff of the Esquire Theatre, Denver, giving them permanent possession of their third plaque. Fox Intermountain President Frank H. Ricketson, Jr., awards these plaques every six months, one award being made in each of the four districts in the Rocky Mountain division of National Theatres.

Other winners include Ted Kirkmeyer and staff, Ogden, Utah; Harold McCormick and staff, Trinidad, Colo., and Elmer Haines and staff, Sidney, Neb.

Maintenance awards are also made in the division to any and all theatres that keep up their institutions in a manner to warrant them. This time they went to Chet Miller, Fox, Sterling, Colo.; Dick Conley, Fox, La Junta, Colo.; Mike Zalesny, Serf and Kiva, Las Vegas, N. M.; Ed Nelson, Fox, Montrose, Colo.; Elmer Snyder, Rialto, Florence, Colo.; Bernard Chancellor, El Cortez, Hot Springs, N. M.; Andy Sutherland, Fox, Aurora, Colo.; John Denman, Chief, Pocatello, Idaho; Frank Larson, Wilma, Missoula, Mont.; Vern Fletcher, Paramount, Idaho Falls, Idaho, and Ted Kirkmeyer, Egyptian, Ogden, Utah.—DEN.

P.N.E., Famous Players Sponsor Beauty Contest

A contest to choose the prettiest girl in British Columbia is being sponsored by the Pacific National Exhibition and the Famous Players circuit. The winning lass, to be named "Miss P.N.E. 1948," will get a flying trip to Hollywood, will receive gifts and make personal appearances.

All Famous Players theatres in British Columbia will enter contestants. All finalists will share the stage with Jimmy Durante and the big show in Vancouver in August, and will appear on the Orpheum stage Aug. 17, with Ivan Ackery, Orpheum manager, as master of ceremonies.

Regional Newsreel

News of Events and Personalities Reported by Correspondents Throughout the Nation

INDIANAPOLIS

United Artists Salesman Harry Hays is confined to the Methodist Hospital under observation. He suffered a heart attack July 12. Ralph Fisher, operator of the Maumee, Ft. Wayne, Ind., has been hospitalized. Warners Bros.' Wilma Barrow, secretary to Claude McKean, is vacationing in Denver, Col. Eagle Lion branch occupies second place in the National Bill Heineman Drive.

Trueman Rembusch, prexy Allied Theatre Owners of Indiana, Inc., attended the Mid-Central Theatre Owners convention in St. Louis, Mo.

Clarice Swift, head inspectress at Republic exchange, was saddened by the death of her 14-months-old granddaughter, who was drowned in a pool in Mitchell, Ind. Manager Russell Brentlinger, attended the three-day sales convention of RKO managers in Buffalo, N. Y. Herman Hallberg, former head booker at 20th-Fox, succeeds Tom McCleaster as office manager and city salesman. A. M. VanDyke, sales manager, 20th-Fox, Chicago branch, was a business visitor at the local exchange on Tuesday. 20th-Fox Cashier W. A. Michel, is spending his vacation at home.

Ed. Campbell, Williston Circuit, Indianapolis, will book for the new 300-car Breeze, L. J. Lowe's open-air theatre at Glasgow, Ky.

In an attempt to keep youngsters off the streets late at night, Mayor Al. Feeney, has asked theatre operators to refuse the sale of tickets for the last shows to unaccompanied children.

HARRISBURG

Motion picture chairman for Pennsylvania Week, Sept. 26 to Oct. 2, will be Mrs. Edna R. Carroll, chairman of the Pennsylvania board of film censors. A 30-minute featurette, "Harrisburg, My Home Town," is being filmed here. MGM Commentator Bill Stern will do the commentary. Film may be shown at the State here.

Senate Theatre Manager Robert Sidman was guest speaker at the meeting of the Optimist Club. Local film theatre managers turned out for the opening of the Gretna Playhouse in nearby Mount Gretna, drawn perhaps mainly by the presence in the cast of the summer stock company of a number of Hollywood and Broadway players. Kathleen Phelan, wife of the director, Charles Coghlan and now in television, was a guest player last week.

Mrs. Midge Funk Brennan, former cashier at the Senate Theatre, motored east with her Marine Sergeant husband and their daughter from Oceanside, Calif., where he was stationed for a year. They are visiting Mrs. Brennan's parents while awaiting an overseas assignment for the sergeant.

WASHINGTON

Charles Burger, manager of the York Theatre, was married on July 17 to Christine Sebastian. The couple will visit the bride's family in Kentucky before returning to Washington. Fred S. Kogod, chairman of the Variety Club Welfare Committee, had a luncheon-meeting on July 26, of his 1948 Welfare Awards Committee.

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The goal in this year's fund raising drive is $100,000.

Jack White, pianist at the Capitol Theatre, married Vocalist Carol Norman on July 23. Capitol Organist Milt Slosser provided the music; Capitol Manager Gene Ford gave the bride away; and Capitol Music Contractor Morgan Baer was best man.

George Dorsey, Murray Alvey and Clarence Ellis of the Warner-Pathe News, covered the Republican, Democratic and the Progressive (Wallace) conventions. Carl Blanchard of the Warner Contract Department, is leaving to join the U. S. Coast Guard.

Warner vacationites notes: Lois Copland, real estate department, has returned from her vacation; Doris Mullineaux Hewitt, advertising and publicity, plans a week in the mountains and a week at home enjoying her new apartment.

Sara Young, Booker at 20th Century-Fox, represented local F-13 at the Harrisburg, Pa. meeting to elect delegates to the IATSE convention in Cleveland in August. Columbia Office Manager and Head Booker Bill Fischer and Mrs. Fischer, spet their vacation in Nova Scotia.

Variety Club members were saddened by the death on July 16 of Ernest Johnston, president of the E. S. Johnston Advertising Agency. Previously associated with Washington newspapers, he recently had accepted the post of publicity director for the Washington Tuberculosis Chest X-Ray Survey.

With Ham?

Morris Blacker who owns the Rio at Cloverport, Ky., is an exhibitor who can see advantages in other business. He's opened a delicatessen shop which sells sandwiches, soft drinks, etc., for the town's inhabitants and which doubles in brass to serve as a theatre concession when the show is open.

PORTLAND

The Liberty Theatre, Seattle, purchased recently by Wiliam Edris from Jensen & Von Herberg interests, will undergo an extensive overhauling.

Fay Honey was successful bidder for operation of the new North Star Theatre in North Richland, Wash. The Midstate Amusement Company of Walla Walla will buy and book for Honey. Chuck Charles has resigned from the B. F. Shearer Equipment Company and will move to California. George Dowden is the new manager at The Palomar, ace house of Sterling Theatre chain.

The new 500-seat Academy Theatre has been opened in Portland in the Montavilla district. Manager C. Frank Harris of the Garland Theatre, Spokane, announces new summer schedule with new picture opening each Tuesday, Wednesday and Thursday.

Dixon Murphy has succeeded Bill Hughes as manager of the Liberty, Dayton, Wash., for Midstate Amusement Company. Irvin Westenskow has purchased the theatre interests of Mr. and Mrs. J. C. Almon at Canby, Ore.

BALTIMORE

Fred Sapperstein, Eagle Lion representative, has turned out to be the Vaughn Monroe of the Saturday nite shindigs at the Variety Club. Dave Parlet, Parlet Productions, shot a Technicolor short of a new method of surgery used in hysterectomies at West Baltimore General Hospital. Elkridge Drive-In opened July 25 with an invitation showing. Fred Rohrs and Danny Rosenthal, Eagle Lion, were in town closing deals with Izzy Rappaport, Rappaport circuit. Douglas Connellee, New Theatre, Elkton, Md., is operating the restaurant in the Hamilton Hotel, Ocean City.

Highland Theatre held a fashion show sponsored by the Highlandtown merchants. Julie Gordon, Gordon circuit, Newport News, Va., was in town visiting his family. Cy Bloom, Coronet impresario, is entertaining a party of out of town guests at the Variety Club.

Loew Eastern Division Manager Carter Barron is relieving in Baltimore while Bill Saxton is on vacation, Valencia Cashier Dorothy Roberts is ill. Ethel Yarnell is the new relief cashier at the Century.

Jaid Enterprises, Inc., is now under the exclusive management of Irving Hanower.

OMAHA

MGM has a crew here shooting "City of Little Men," at Boys Town, a 10-minute tribute to the late founder, Msgr. Edward J. Flanagan. Charlie J. Felman, western division manager for Universal-International, was here to see his mother. J. P. Broderick is new owner of the Royal, Dunlap, Ia. He bought out Carl Worl. Marie Minarik is new at MGM as booking clerk. Theo Artz moves up to contract clerk, Cecilia Wolback to branch manager's secretary.

Bradly Grimes purchased the Galva Theatre, Galva, Ia., from Mrs. John Edding. Mr. and

(*Continued on Page 22*)

LONDON OBSERVATIONS

Production Resumes at Associated British Studios After 9 Years; Film Finance Corp. to Aid Producers

By JOCK MacGREGOR

After nine years, production has resumed at the Associated British studios, which have been reconstructed, modernized and re-equipped after war service as an ordnance depot. Under Executive Producer Robert Clark, this famous Elstree plant promises to recapture its prewar glory and provide a much needed extra source of product.



Jock MacGregor

Despite its Warner affiliations, the vast Associated British Picture Corporation with its cinemas, studios and servicing companies plans to live up to its national name. Currently new personnel, both artists and technicians, are being lined up. The first shots are actually being taken for Alfred Hitchcock's "Under Capricorn" whereby this famous director returns to the scene of his early triumphs.

Heading the revised publicity setup is Howard Thomas who is combining the job with that of producing Pathe News and other shorts. With new artists to train, he tells me, he plans to show them the newsreel of the film garden party and also the shots which were not used, explaining why, so they may not make the same mistakes again. Newsreel reporter Alan Parsons is director of public relations.

* * *

President of the Board of Trade Harold Wilson announces legislation is being set up for the forming of a Film Finance Corporation to help producers to the tune of $20,000,000, since the city has refused them the cash. Money will be handled by distributors to make sure that public funds are not frittered away on highbrow hayrides, but invested in box-office propositions. Many think this unsporting, since Air Transport and other nationalized organizations have run up such grandiose adverse balances.

It will be interesting to see how this money will be spent, for there is actually no provision against it being loaned to Rank or Korda. While many talk about their desire to put the British way and purpose on the screen, it is amazing how many go overseas on location trips as soon as they are financed.

The English weather is blamed but, after all, it was the essentially British picture, such as "Great Expectations," "Henry V," or "Seventh Veil" which regained prestige for the industry.

* * *

Biggest undertaking in production currently is the Technicolor feature of the Olympic games which Eagle Lion will handle in the U. S. The Rank organization paid $100,000 for the rights, and many cameramen have been hired to cover the events in London, Torquay and elsewhere.

From the immense amount of footage which will be shot, Castleton Knight has the job of assembling suitable versions for all territories. Commentaries will be prepared in sixteen different languages, and present plans call for a Broadway screening on September 2, three weeks after the games. Harold Conrad has come over to handle special publicity coverage for EL.

Rarely has the standard of west end cinema entertainment been higher. "Naked City," "Hamlet," "Oliver Twist," "Sitting Pretty," "Bishop's Wife," "I Remember Mama," "Spring in Park Lane," "The World and His Wife" ("State of the Union") and Italy's "Four Steps in the Clouds" are an international team of topnotchers.

Now comes the *Art*-chers' "The Red Shoes" which is one of the most beautiful films of all time. To my discerning friends, I recommend it wholeheartedly with the proviso to see it in the best theatres where patrons are more likely to be sympathetic to it. To readers who run cinemas, I cannot be so enthusiastic, for this story of the ballet is not everyone's meat. There is a protracted opening and I have grave doubts as to the masses' reaction to the effeminate make-up of the dancers.

* * *

20th Century-Fox have now started "Britannia Mews" at Shepperton and a reception was given for Dana Andrews who was surprised at the number of people who recognized him in the streets. He had overlooked the fact that "Best Years" has been playing around town some eighteen months. Getting her first screen break in this picture is Diana Hart, a talented little actress who has been sorely neglected for a long time, and it was a nice gesture when Maureen O'Hara, Director Jean Negulesco and Producer General Munson dropped in on her birthday party on Sunday night to wish her well.

* * *

For the first time, London critics are giving a visiting star an honor lunch. Recipient is Ingrid Bergman who has charmed them with her performances and her helpfulness at the press interview.

* * *

For the record: I spotted only Sir Henry French, Robert Clark, Col. Rayner and E. W. Wingrove representing the executives at the Film Studio sports, but the JARO and ABPC personal appearance teams were working overtime with their stars. . . . Margaret Lockwood and John Mills presented the prizes. . . . Congratulations to Betty Box and Peter Rogers on their engagement; no wonder she wanted a new title for "Wedding Bells." . . . Vivienne Knight appears in fiesta location scenes in "The Red Shoes," all proving how photogenic our publicists are; associate producer George Bushby also appears in the sequence. . . . "A La Carte," stage revue, partly financed by Sir Sidney Clift, contains some delightfully sly digs at the industry with special references to Anna Neagle, J. Arthur Rank, Sydney Box, "Hamlet" and "Bonnie Prince Charlie," in particular, to say nothing to a mention of an exhibitor called Prendergast!

Good Old Summer Time

Sound View, Connecticut, shoreline resort town, has two houses reopened for the summer. Tom Grasso and Herbert Jaffe have taken over the 412-seat Colony and are running it during the dog days, while Glackin and LeWitt have reopened the Strand with Co-Managers Peggy and Jane Glackin, daughters of the late S. P. Glackin, showman, in charge.

(*Continued from Page* 21)

Mrs. Jo Feldhans, Schaller, Ia., were in town celebrating a twentieth wedding anniversary.

Walter Jancke, Dent circuit city manager at Lincoln, who suffered a polio attack is still in the hospital, but improving. Hans Nelson, operator of the Campbell, Campbell, Neb., died. Business men will operate the house until Aug. 1 when Ted Arnold of Bruning takes over. Leo Blank, former Warners' boss here, died at Oakland, Cal.

John Fisher says it will be Aug. 4 or 11 for opening of the new Valley, Valley, Neb.

Charles Lorenz, MGM shipper injured by a falling film can, is out of the hospital and back on the job.

DALLAS

Jack Wrather has left for Hollywood, with his East Texas unit of "Strike It Rich" following on Wednesday, July 28. James O. Cherry, city manager of Interstate, announces that Cornelius Webb, formerly manager of the Varsity, will go to the Inwood in the same capacity. In city-wide shifts by Interstate Walter Deen, former treasurer at the Telenews here, goes in as manager of the Forest and Alex Barr becomes assistant-manager at the Palace.

"Oklahoma" will play four days at the Majestic starting Sept. 30, Charles Freeman, Interstate booker announces. Other stage shows booked are "Burlesque" at the Melba, "Carousel" at the Palace and "Man and Superman" at the Melba.

Barbara Buck, daughter of Frank "Bring 'Em Back Alive" Buck, is in Dallas visiting with friends. She will be here while her father is in New York making plans for a new safari in South Africa.

The new offices at Paramount have been completed and Branch Manager Simmons and Sales Manager Truman Hendrix have moved in. Paramount Booker Dick Bond and Miss Patricia Hodkins will be married today (July 31).

MILWAUKEE

The Davidson in Beaver Dam, Wis., is being remodeled and will be put into operation around October by Fox Wisconsin which already operates the Odeon there. Ralph Bauer and Edward Ziegler are planning a new house—the Lake—in Pewaukee, Wis., with construction ready for November opening.

Edgar Ivers of Cornell, has bought the Fairchild and Osseo houses of Edward Gleason, who will remain on the job as manager. Robert Hemmy has bought the interest of Mrs. R. W. Woskie in the Colby at Colby and will run it with the other partner, Frank Woskie, Hemmy had been an employe at the Colby. Plans are being completed by Architects E. F. Klinger and Associates for a new theatre at Turtle Lake, Wis., which will be operated by B. J. Waters.

CHICAGO

Sam Chernoff and Jack Rubens, who bought the Chopin from Edward Austerlade, will install air conditioning and rename it the Pix. Edward Kramer will manage, and policy will change from foreign films to American duals. Frank Millspaugh, formerly manager of Alliances' Roseland, has been transferred to the home office booking department. Harry Teel

(*Continued on Page* 24)

BOOM!

THAT BIG BOOM IN THE MIDWEST IS "THE DUDE'S" 100 THEATRE DAY & DATE BLOW-OFF IN THE IOWA AND NEBRASKA AREAS!









ALLIED ARTISTS presents

"THE DUDE GOES WEST"

A KING BROS. PRODUCTION

Starring

EDDIE ALBERT · GALE STORM

with JAMES GLEASON • BINNIE BARNES • GILBERT ROLAND • BARTON MacLANE

Produced by MAURICE and FRANK KING • Directed by KURT NEUMANN

Original Screenplay by MARY LOOS and RICHARD SALE • Director of Photography, KARL STRUSS, A. S. C.

"Uproariously funny!" says LOUELLA PARSONS in Cosmopolitan

"Packed with laughs" says JIMMY FIDLER on 2 Top Networks

REGIONAL NEWSREEL

(*Continued from Page 22*)

replaces him at the Roseland.

Astor Theatre co-owner Danny Newman, will fly to England Aug. 14 to marry Dina Halpern in London. Josephine Macicak, MGM, will marry Edward Petras in the fall. Nat Adelman, brother of Manager Ben Adelman of the Terminal will be married on Aug. 15.

Appointments: MGM's Chicago Head Booker Clarence Keim has been promoted to salesman, with Booker Jesse H. Owens named chief booker. Larry Gauthier, assistant at the Uptown; Rocky Ermilio, temporary manager of the Crystal; Harold Lang, manager of the Biltmore.

John Miljan, Jr., has joined the Varsity Theatre's service staff. Al Bogatch resigned as manager of the Terminal to go to the west coast. Manager Isadore Stein of B and K's Alba is recuperating from illness at a Blue Ridge Mountain resort. B & K Employe Ass'n held its annual golf tournament at the White Pines Golf Club this week. Allied Vice-President Van Nomikos has returned from west coast conferences.

Jack Kirsch will spark the Chicago drive for the Will Rogers Memorial Hospital, with Eddie Zorn in charge downstate.

VANCOUVER

While Manager Ivan Ackery of the Orpheum is vacationing in the British Columbia interior, his assistant, Frank McKenzie, is subbing for him. Jimmy Patterson and his staff at 20th Century-Fox won the company's winter drive in Canada and received an extra three weeks' salary.

The Theatre Under the Stars at Vancouver's Stanley Park reports record business this year. The Little Theatre Ass'n of Vancouver, which at present uses the York film theatre, plans to build a 500-seat, $100,000 theatre, to house its stage presentations. Kelowna Film Council will show motion pictures in the city park on summer evenings, the city council having okayed the matter. Large audiences attended last year's park movies.

Manager Willard Adamson of International Distributors, is hospitalized for the third time within the past few months, this time with a broken hip caused by his crutches slipping. He had previously lost a leg.

LOS ANGELES

J. H. Blowitz, manager of the Manor Theatre, Pittsburgh, was in town to visit his son, Bill, who handles publicity for Enterprise Studios.

William Foy, assistant to R. H. McCullough, head of Fox West Coast purchasing department, left to spend a month in Essex, England, his birthplace, after an absence of 21 years. Foy's mother still lives there.

Irving Lamm was married to Pepi Braunberger on July 23. He is the manager of the Holly and Ramona Theatres, and the son of Julius Lamm, veteran Warners Theatres circuit man in Cleveland.

Corona Del Mar, a beach town, will have a 1000-seat deluxe house under way soon, according to Ralph Perkins and A. U. Soderberg.

Fred Mercy, Sr., passed away in Seattle recently. He is survived by his wife and three sons.

Earl Collins is now Republic branch manager, succeeding Ralph Carmichael. Republic has done away with its former western district setup,



PRESS DINNER. George E. Ruppert was host at a press dinner at the Ruppert Brewery in New York one night last week preceding a sneak preview of Roy Del Ruth's Allied Artists production, "The Babe Ruth Story." Seen above (l-r) are: Steve Broidy, Allied Artists president; Ford Frick, president of the National League, and Bill Corum, Journal-American sports columnist.

handling it out of New York.

Fox West Coast Booker Frank Prince, and Mrs. Prince following the death of their seven-year-old daughter, requested friends to send donations to the Leslie Prince Memorial Fund for Scientific Research at the University of Southern California, instead of flowers.

BOSTON

RKO District Manager Gus Schaefer, Branch Manager Ross Cropper and Sales Manager W. H. Gardner attended the company's regional sales meeting in Buffalo which was presided over by Sales Chief Bob Mochrie. MGM Producer Jack Cummings has been in town recently doing some preliminary work on "The Life of Monte Stratton."

Astor Theatre Publicist Al Margolian will also act as assistant manager of the house in the future. RKO's Mary Hinneberry, Ralph Banghart's secretary, is back from vacation. Columbia Booker George McConville has resigned to attend Georgetown University to study for the diplomatic corps.

Eagle Lion Eastern Division Sales Manager Milton Cohen was in town recently visiting the local office.

ST. LOUIS

Fred Wehrenberg reports St. Louis preliminary activities for Youth Month in September are shaping up nicely. Wehrenberg has stated definitely that he will not accept a renomination as president of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois.

J. R. Thompson has sold the Legion Theatre, Steelville, Mo. to E. Pruitt. O. W. McCutcheon opened his 600-seat McCutcheon Theatre, Charleston, Mo. on July 20. It replaces the American destroyed by fire last year.

Warner Bros. District Manager Hall Walsh went to Des Moines on company business. Eagle Lion District Manager Clair Hilgers, here the past week, has returned to his office in Dallas, Tex. French Miller has resigned from the local Eagle Lion staff to become southern Illinois salesman for United Artists. Loew's District Manager Mike Cullen has been sitting in for St. Louis Manager Russell Bovim who is vacationing in Columbus, Ohio. Two polio cases, the first for the year, were reported here last week.

Funeral of Dr. James R. Clemens, 82, physician, motion picture scenarist and cousin of Mark Twain, was held here July 20.

Heart Fund Benefit

The 11,000-seat Civic Auditorium in San Francisco was sold out four days in advance for the personal appearance of Horace Heidt and his Musical Knights at a benefit for the local Variety Club's heart fund. Intake was $16,500, of which 40 per cent was allocated to the club which sponsors a nursery home for blind babies. The Variety Club conducted an extensive advertising campaign in which most of the city's theatre participated by showing trailers.

NEW YORK

Twentieth Century-Fox's softball team trounced Paramount 5-0 last week in a game which held the Paramount lads to two hits.

Herb Steinberg, who used to kick like blazes about the inequity of income taxes on single men apparently decided to do something about it. He married Caroline Doolittle of Houston on July 25. Vincent Trotta, National Screen art director, announced the marriage of his daughter, Maria Vincenza, to Harold Douglas Hall of Roossville.

The Metropolitan Motion Picture Theatres Association met at President Fred J. Schwartz' home in Lake Placid to discuss the Will Rogers Memorial Hospital at Saranac Lake. The exhibitors visited the hospital, talked with the doctors and decided to recommend support to their individual organizations.

Trans-Lux has acquired leases on the 900-seat Colony, the 2,300-seat Monroe, and the 450-seat Granada, and will modernize the houses. Filmrowite John Hogan is vacationing in Atlantic City. United Artists Salesman Sam Rifkin is ill with a summer cold. Gene Alden has joined Prudential as a booker.

LOUISVILLE

Robert Moran, owner of the Royal at Mt. Olivet, smallest theatre in Robinson county, has been elected commander of his American Legion Post. Lyric Theatre Exhibitor A. H. Bayles of Brooksville is seriously ill in a Lexington Hospital. Max Goldberg, owner of the Pastime and Falmouth at Falmouth, who is also a contractor, is building for free an emergency infirmary in that city. Eddie Ornstein, president of Ornstein Theatres, Marengo, Ind., has a new car. Bill Reiss of the Oak Theatre has his new bus which he won at a church raffle.

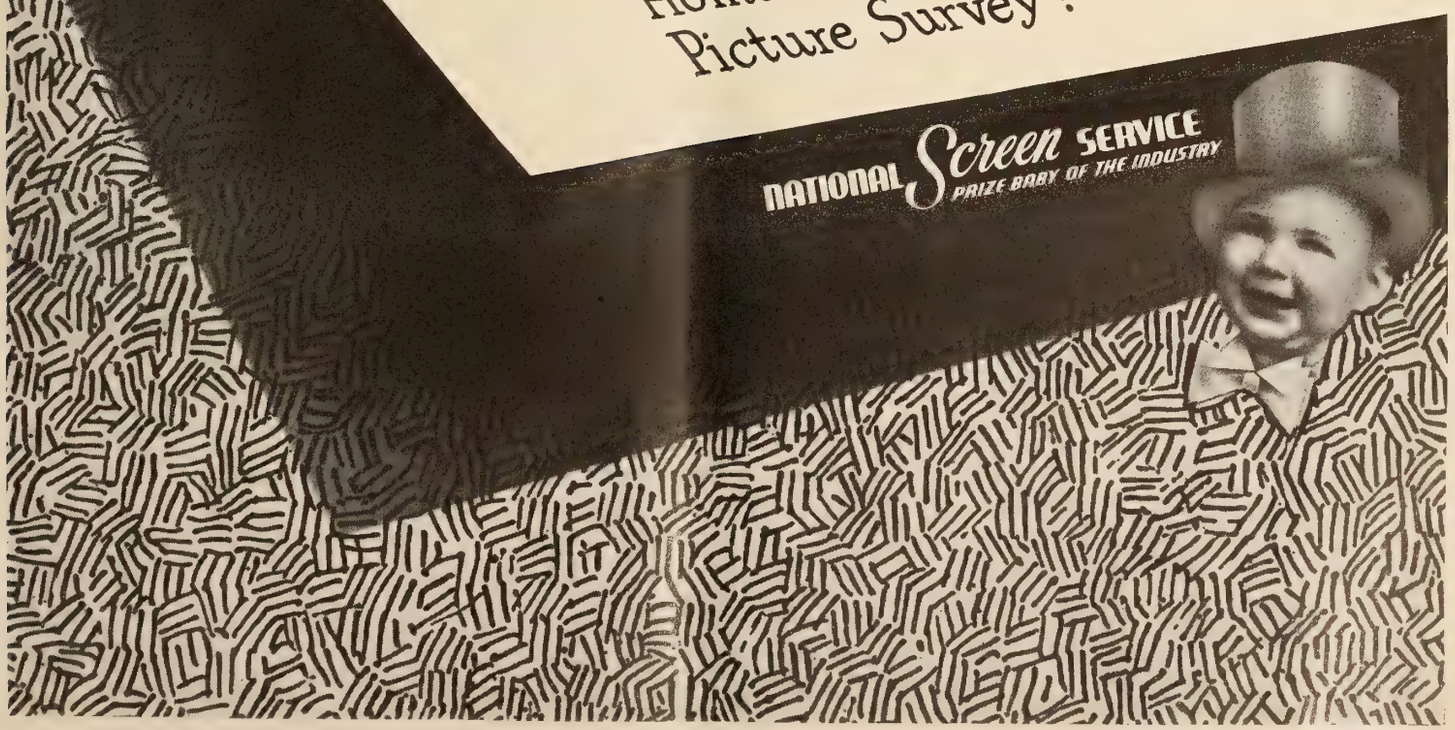
The industry turned out this past week for the opening of Foster Lane's new Lane at Williamsburg, Ky. On hand were W. E. Carrel, owner, and Frank H. Riffle, chief engineer of the Falls City Theatre Equipment Co., Mr. and Mrs. Charles R. Mitchell, Barbourville Amusement Co., Mr. and Mrs. A. V. Luttrell, Strand Theatre, Russell Springs, Ky.; Mr. and Mrs. J. F. Bobbitt, Stearns Theatre, Stearns, Ky.; Mr. and Mrs. N. H. Salyer, Knoxville, Tenn.; J. P. Foley, Viv Theatre, Corbin, Ky.; Clara Remibaum, Hippodrome Theatre, Corbin, Ky.; Lou Siebert, Eagle Lion Films, Cincinnati; Joe McKnight, RKO, Cincinnati; J. L. Finley, MGM, Cincinnati; Jim Doyle, Paramount, Cincinnati; Dave Stenger, Columbia, Cincinnati; M. Naegel, 20th-Fox, Cincinnati; Ralph Salyer,

(*Continued on Page 26*)

TRAILERS

are your Best Buy in Advertising!

Trailers draw 31% of your Patrons... according to Woman's Home Companion's 1947 Motion Picture Survey!



REGIONAL NEWSREEL

(*Continued from Page 24*)

Warner Bros., Cincinnati; W. Alexander, and B. Alexander, Altec Service Corp.; Don Reda, Reda Theatre, London, Ky.; O. G. Roaden, Middlesboro, Ky.; Mr. and Mrs. Mose Reda, Pineville, Ky.; Mr. and Mrs. Paul T. Mitchell, Barbourville Amusement Co.

SAN FRANCISCO

Mayor Elmer Robinson of San Francisco, other city officials and members of the film industry will witness a preview of Trans-California Theatres' first show place, the 500-car $200,000 Starlite Drive-in, South San Francisco, on the night of Aug. 16. House will have its premiere opening the following night.

San Francisco Variety Club will give a big party in honor of Bob O'Donnell of Dallas, Tex., an executive of Variety Clubs International, on Aug. 5 at its club rooms.

Mr. and Mrs. Jesse Levin, who own the Empire Theatre, have left on a Honolulu vacation. Gene Newman of 20th Century-Fox is spearheading a drive to raise funds among local theatre folk to send "Sugar" Sahner, the aquatic star and executive secretary at the 20th-Fox office, to the Olympic games. She just missed making the Olympic team.

RKO Salesman George Seach is in a critical condition from third degree burns suffered while pouring gasoline into his car. Backfire of the engine caused flame to envelope Seach. Manager Jack Keegan of Golden State's Del Oro Theatre, Grass Valley, is hospitalized following a heart attack. Manager John Peters of the Granada in Oakland is convalescing at home from a heart attack.

John W. Coyne, who has been MGM office manager here since May 1946, has been promoted to salesman in the area.

DENVER

MGM Production Vice-President Dore Schary vacationed at Troutdale-in-the-Pines near here while preparing a paper on "Hollywood and the Writer" which he delivered before the Writers' Conference at the University of Colorado, July 30.

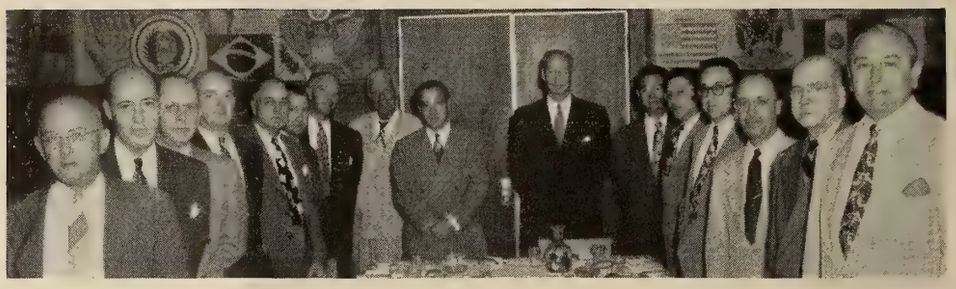
Mrs. Lee Mote, former owner of the Acme, Riverton, Wyo., has recovered sufficiently from a cataract operation to have glasses fitted. Amando Roybal has opened Penasco, N. M., to movies via a remodeled building. RKO District Manager Al Kolitz and Branch Manager Joe Emerson went to San Francisco for a sales meeting. C. M. Anderson and J. W. Barton will open their drive-in near La Junta, Colo., about Aug. 15.

Several theatre and film men enjoyed the first of the week-long rides through the Rocky Mountains, by the newly-organized Roundup Riders of the Rockies. On the trip were Frank Ricketson, Jr., Al Gould, Mel Glatz and Robert Garland, of Fox Intermountain Theatres; Joe Dekker and Tony Archer of Civic Theatres; Fred Knill, Gibraltar Theatres; Kenneth MacKaig, United Artists branch manager, and Claude Graves, Albuquerque, N. M., theatre owner.

Dan Thyne on Aug. 5 will open the new Wells Theatre at Cheyenne Wells, Colo.

Al Anderson, Paramount head shipper, moves into assistant booking job, succeeded by Roy Hopkins, from Universal. Malcolm Snapp, Denver Shipping and Inspection Center, takes the Universal job.

MGM Manager Henry Friedel suffered a broken finger while stuffing blowing cleansing tissues in between the cushions of his car. Civic Theatres will reopen on Sept. 1 the remodeled, long-closed Rex as the Coronado.



RKO SALES MEETING IN NEW ORLEANS ZONE. Robert Mochrie (at head of table), RKO Radio vice-president, presided at the company's recent zone sales meeting in New Orleans. Clockwise around the table are: Dave Prince, southeastern district manager, Hubert Lyons, Ira Stone. all of Atlanta; Doug Desch, Dallas; Rovy Branon, Charlotte; R. V. Reagin, Memphis; Sol Sachs, Fred Ford, Dallas; Charles Boasberg, north-south division manager; Mochrie, A. A. Schubert, Sid Kramer, from the home office; Carl Peppercorn, assistant to Boasberg; Rogers Latima, New Orleans; Ralph Williams, Oklahoma City, and Ben Y. Cammack, southwest district manager.

PITTSBURGH

William Grainer, veteran filmrowite, has been appointed office manager and head booker for Monogram here, succeeding Carl Dortic, resigned. Harry Feinstein, chief buyer and booker for Warner Brothers Theatres in this area, and his family are vacationing at Beach Haven, N. J. Joseph Feldman, Warner assistant zone manager, returns this week from a Maine vacation.

Maureen Kieselbach, of the 20th Century-Fox booking department, has resigned and is vacationing in Florida before taking a new position outside the industry.

20th Century-Fox Head Booker has been confined to his home for the past several weeks with a severe attack of neuritis. Mrs. Mike Cullen, wife of the Loew's Theatres district manager, with headquarters in St. Louis, and former secretary to M. A. Silver, Zone Manager for Warner Theatres, is in the city for a visit with old friends here. Marion Leibovitz, secretary to J. T. McGreevey, buyer and booker for the Harris Amusement Company, has returned to her desk after several weeks' vacation.

MINNEAPOLIS

The Lyceum, combination legit and film house, has been purchased by David Nederlander and associates of Detroit from Alex Schreiber and associates of the same city. The Nederlander interests, which operate legit theatres in Detroit, Chicago and Toledo, will take possession Aug. 1. Purchase price was not disclosed.

The Orpheum, loop house, is getting completely remodeled. The entire front entrance, together with the theatre lobby and interior, will be changed.

A 500-car drive-in will be built on the outskirts of Austin, Minn., by Clem Jaunich and associates. The project will cost an estimated $100,000 and will be ready about Sept. 1. The West Park 100-car drive-in at Huron, S. D., has been opened by Alva Taylor, Edward Taylor, and Charles Steinborn.

Stanley Kane, executive director of North Central Allied, was vacationing in northern Minnesota trying to catch the big fish. Mrs. Fan Dryer, 55, wife of Harry Dryer, Minneapolis exhibitor, passed away recently.

August W. (Gus) Baehr, veteran exhibitor, died recently in St. Paul following a long illness.

Roy Secrest, operator of the Princess here, died after a long illness.

Melvin Turner, MGM head booker, Minneapolis, was promoted to salesman here, while Raymond Haberland succeeds Turner as head booker.

Trying Local Movies

The Alliance Circuit of Chicago is trying out local movies again, having acquired a 16-mm. Bell & Howell camera and projector. Films will first be made at its Anderson, Ind., theatres and will be shown from 16-mm. portable projectors in its regular and drive-in theatres in the Anderson area.

TORONTO

Canada's film industry is facing a new tax headache which might spread through the Dominion. Toronto already is concerned over a three per cent sales tax in British Columbia which is applicable to film rentals and worried whether it might not spread.

Monogram Allied Artists President Steve Broidy was a visitor here to check over plans for pictures to be made here which his company will release. Twentieth Century-Fox has a new house at Yonge Street and Dundas Square under way and will start a new unit farther up on Yonge at Bloor.

The walk-in provisions of drive-ins for carless patrons spread with the Britannia Bay Drive-in near Ottawa having such facilities.

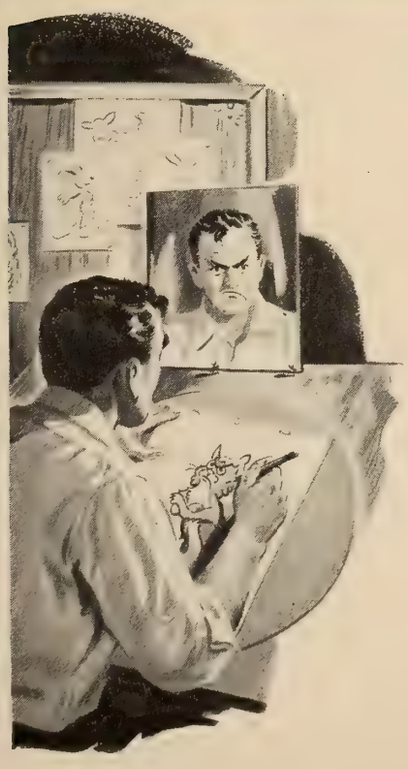
Walter Robertson, arrested during an attempted post office robbery at Toronto, was also accused of holding up the Imperial Theatre. Another robbery where the thieves hauled away the safe despite a police chase, took place at the suburban Elmdale.

A new quonset will give the Highland Creek area of Toronto its first theatre this fall. Capacity 620.

Oscar R. Hanson of Canadian Monogram, has

(*Continued on Page 28*)





His pen-and-ink people live for laughter...

BORN on the drawing board, though they are, these little people have the breath of life and laughter that captures hearts the world around—thanks to the creative genius of the animator.

His knowing lines belie the fact that they are folk of fantasy... of pen and ink and paint. For each and every one has the human touch . . . has been fully endowed with character and lifelike movement, through the animator's artistry.

Yet—for all his wit and skill—the animator could not present his gift of laughter to the moviegoing world without the help of film. And this—in types especially adapted to his needs—he finds in the famous Eastman family, whose Fine Grain Master Positive and Background X Negative have been the animator's faithful mediums for many years.

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ROCHESTER 4, N. Y.

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FORT LEE • CHICAGO • HOLLYWOOD

REGIONAL NEWSREEL

(*Continued from Page 26*)

been elected trustee chairman for the Canadian Picture Pioneers Benevolent Fund. Ray Lewis is vice-chairman, Charles Mavety, secretary and George H. Beeston, treasurer. The fund is for needy cases within the industry. Odeon Eastern Division Manager Clare J. Appel is on vacation.

Ed Farhood of Montreal is leaving his post as manager of Twentieth Century's Grand at Sudbury to open his own Lake Huron Hotel in Spanish, Ontario.

KANSAS CITY

Lightning caused the Kansas Drive-In Theatre to close early Wednesday, July 21, when it struck the screen tower in a driving rainstorm. The power of the bolt was carried to the ground through the steel supporting girders which act as lightning rods, but minor damage was caused to the tower which was speedily repaired.

Show business is represented in the contingent of the Saddle and Sirloin Club on its present junket to Cheyenne, Wyo., by Lon Cox, Fox Midwest film buyer, and Mrs. Cox and Mr. and Mrs. Arthur Church and Mr. and Mrs. Karl Koerper of KMBC. The Saddle and Sirloin Club is a promotion group of the American Royal and annually makes a good will junket.

The site of the annual convention of managers of Fox Midwest Theatres—Aug. 31-Sept. 1—has been changed to Excelsior Springs, Mo. at the Elms Hotel.

Nick Sonday, manager of the Uptown Theatre, is reported to be recovering from his recent spinal operation. Bob Haywood, assistant manager, is carrying on in his stead.

Walt Donohoe, assistant manager of the Roxy Theatre, is leaving the theatre business to tackle a new field of endeavor.

CLEVELAND

Exhibitors, jubilant over the Ascap decision, are holding back their pay checks pending further information.

The Herbert Ochs (Drive-ins in Ohio, Michigan, Indiana, Illinois and Canada) held a family reunion here this week when son Jack married Grace Couden here. Frank Gidlin has sold the Grafton at Grafter to Albert Wold and Harold Weaver, who are new to exhibition. Harris Dudelson has resigned as local United Artists manager to become Eagle Lion's head man in Cincinnati. He is replaced at UA by William Levy, formerly of the foreign department. Milton Mooney, president of Co-operative Theatres of Ohio, celebrated the outfit's 10th anniversary last week; company started with 28 accounts and three bookers; today it has 140 accounts and six bookers.

Exhibitors are getting ready to publicize the arrival of Freedom Train with trailers and shorts. RKO Manager Harry Walters has finally found a home and is moving his family here from Chicago. Sam Reichblum, who runs houses in Ohio and Pennsylvania, has given up his East Liverpool home and moved to Cleveland. Harold (Bud) Friedman, manager of Warners' Uptown is back from a vacation at Granville, O. Don F. Loukos, manager of the Allen and Majestic in Lima, has bought George Ritzler's houses. Loren Solether of the Falls at Chagrin Falls, has resumed operation of the Hudson at Hudson. The Hilliard Square has installed air conditioning. Nat Wolf, chairman of the Variety Club Golf Tournament to be held July 30 at Pine Ridge Country Club, said 150 prizes were waiting for the winners.

Toledo Variety Club, Tent 30 held a steak dinner and entertainment last week at Kasee's Theatre restaurant, with Barker Tiny Tigges as emcee.



MITTING THE WINNER. Universal-International salesman Hugh Nesbitt (left), winner in the Southern division in the first lap of the company's Presidential Sales Drive, receives the congratulations of Gus Boemler (right), Norside Theatre, Alton, Ill., while Philip Nanos of the Criterion, Regal, and Laclede theatres in St. Louis beams at the whole affair.

CINCINNATI

Eagle Lion Kentucky Salesman Lou Sibert was married July 31 to Mrs. Mary Lee Penn of Lexington, Ky. Best man was RKO Kentucky Salesman Joseph McKnight.

Floyd Williamson's Regal Theatre, Dayton, Ohio, was destroyed in a fire last week. The Nurphy Theatre, Wilmington, Ohio, part of the Phil Chakeres Circuit, celebrated its thirteenth anniversary this week, with the wind up July 24. Columbia City Salesman Pete Niland has resigned, effective when a replacement is obtained. Niland's future plans are indefinite. He has been in the film industry for 33 years; and with Columbia for the past 11.

Lester Price has purchased the Castle, Williamsport, Ohio, from Lee Luellen. Ray Law's wife has returned home from the Good Samaritan Hospital, where she underwent a major operation. Law operates two theatres in Lebanon, Ohio.

New Theatres

Charlotte, N. C.—W. F. Sipes, opened a new drive-in at Hampton, S. C.

Newark, N. J.—Charles Borinsky and associates plan a 1,200-seater in Union, N. J.

Livingston, N. J.—Theatre, part of the $7,000,000 "Essex Center" building project to serve 37 communities. Architects, Ketchum, Gina and Sharp.

Chicago—George Fishman, operator of the Vogue, is building a theatre at 51st and City Line.

Mission, Kan.—An 800-car drive-in for Johnson County, Kan., is announced for immediate construction by Dickinson Operating Company.

Athens, Ga.—Georgia Theatre Company is letting contracts for the grading for a drive-in near here.

Los Angeles—Ralph Peerknis and A. U. Soderberg plan a 1,000-seater at Corno Del Mar., Calif.

Louisville—Aspley Theatre a drive-in in Glasgow, Ky. The company also plans a 2,000-seater for Glasgow.

Portland, Ore.—Irvin Westenskow, a new theatre at Canby, Ore.

Hartford, Conn.—E. M. Loew's Theatres, 600-car drive-in at Montville, Conn.

San Francisco—Excelsior Amusement Co. has opened bids for a new 1,500-seater suburban.

Milwaukee—B. J. Waters will build a new theatre at Turtle Lake, Wis. Architects, E. F. Klingler and Associates.

Opelika, Ala.—Stillman Theatres will build a theatre here to cost between $30,000 and $40,000. Martin Theatres also will build here, both houses to seat about 800 persons

The Corinth at Corinth, Ky., a new operation, has been added to the circuit of theatres for which Theatre Owners Corporation does the booking and buying of film.

Film Classics Office Manager Al Hobt, received sympathy of friends in the death of his brother. Thomas Fisher, Midwest Theatre Supply Company, sold Thomas Fisher, exhibitor of the new Corinth Theatre, Corinth, Ky., all equipment for the house. Allan Moritz, local chairman of the Will Rogers Memorial Hospital drive, to raise funds, called a meeting of managers and exhibitors.

HARTFORD

The industry around these parts is getting ready to celebrate during August with the exchanges scheduling a community day on Aug. 4 at Double Beach under MGM's Leon Jakubson and 20th-Fox Dom Somma, and the New England Warner Club setting Aug. 12 for their outing at Castle Inn, Saybrook.

Joe Gittelman, formerly aide at the Meriden Loew-Poli Palace, is now student assistant manager at the same circuit's Palace at Hartford. Cashier Virginia Avmick has been promoted to assistant manager of the Center, Hartford. John Scanlan, Jr., son of a veteran Connecticut theatre manager, has been named manager of the State at Torrington, to replace Florence Kroft, resigned. Albert Donovan, formerly relief manager at the Mohawk, North Adams, Mass., has been named manager to succeed David Seidman, resigned. Ben Lamo, assistant manager of the Warner Strand here, has been released from a local hospital after a two-months illness. Police Lieutenant Frank A. Starkel, former film house inspector, was killed in a Newington, Conn., quarry blast last week. Recently he had been investigator of special hazards and explosives.

Henry McNamara, manager of the Strand, Pawtucket, R. I., is the father of a boy. Irene Moquin of the Loew-Poli Palace is a patient in a Hartford hospital. Herman Tranig has been appointed relief manager of the Lockwood-Gordon Webb Playhouse at Wethersfield. Gerry Savoie, manager of the Paramount, Brattleboro, Vt., lost his father-in-law. Hy Fine and Bob Sternberg, M&P District Managers, are vacationing in Canada. A. Repoline is the new projectionist at Eastwood, East Hartford, Conn. IATSE Local 84 will be represented by Rube Lewis and IASTE Local 486 by Charlie Northby at the IA Cleveland convention Aug. 15.

PHILADELPHIA

The Crescent was conveyed last week by Sam Chain to Bob Abel and associates for a reported $60,000. The house is assessed for $22,000, and had been under lease for some time to the purchasers.

Editha Hayman, clerk at 20th Century-Fox, spent part of her vacation in Alabama visiting her brother, a member of the air corps. Ned Yaffe, Y and Y Popcorn Supply, spent last weekend with friends fishing in Maryland. Doug Kline, United Artists head shipper, has announced his engagement to Gladys Bower, with wedding in September. Warnerites on vacation included Anna Wissinger, contract clerk; Rose Segal, biller; Frank Smith, maintenance man, and Ed. O'Donnell, booker.

Rumors are going the rounds that a syndicate of bankers and big business men is trying to negotiate a deal with Warner Bros. to buy out the local chain of 68 theatres. Included in the

REGIONAL NEWSREEL



INDUSTRY BRANCHES MEET ON VACATION. The entertainment, distribution and exhibition branches of the motion picture industry have been brought together in the vacation group above at the Cavalier Hotel in Virginia Beach, Va. Representing distribution are (left) Arthur De Titta, news editor of Movietone News, and Mrs. De Titta. Then comes entertainment, represented by bandleader Xavier Cugat. Last. but not least, comes exhibition, represented by Lou Brown, director of advertising and publicity of the Loew-Poli New England Theatres, and Mrs. Brown and daughter Shirley Lou.

syndicate, according to report, are Jimmy Cromwell, former husband of Doris Duke, and William Ehrenberg, a movie house premium man and friend of Cromwell since World War I. The syndicate has no connection with William Goldman, local independent, who is also rumored after the Warner interests.

Ulrik Smith, branch manager for Paramount, celebrated another birthday. Eagle Lion Booker Max Bronow weekended with the Barney Fellmans at Queens Village, Long Island. The S-W Princess, operating on a foreign policy for several months, has reverted to its former policy. Sue Remy Turner, wife of Stanley-Warner Film Buyer John Turner, is recovering from a recent operation at Bryn Mawr Hospital.

Screen Guild Productions franchise holders of Philadelphia, Washington, D. C., Boston, Buffalo and Albany gathered here yesterday (30) for three-day regional sales meeting. Arthur Greenblatt is presiding.

ATLANTA

Jimmy Hart of Film Classic is the father of a girl. Mrs. Annie Coleman is on leave of absence from United Artists due to the illness of her young son. UA Branch Manager Jimmy Bachman is back from a Florida business trip.

Republic's former Atlanta manager, Jimmy Hobbs, has joined Monogram Southern Exchanges as branch manager, replacing Babe Cohen, resigned.

J. B. Waters, general manager, Waters Theatres, Birmingham, and family are taking in the Florida sunshine. Mary Groover and Mark Elkins of United Artists, are also in Florida. Monogram Shipper Allen Rainwater and Chief Inspectress Kate Wright are New York visitors.

President R. B. Wilby of Wilby Kincey and District Manager R. M. Kennedy have opened their 550-car drive-in near Birmingham. Irving C. Ryder has opened his new movie theatre in Petersburg, Tenn., and Mr. and Mrs. Cowan Oldham their new house at McMinnville, Tenn.

Universal-International Branch Manager Jim Partlow and Leonard Andrews will enter the drive-in business in Miami, Fla. Andrews recently resigned as home office representative. Mrs. Bernice Wadsworth, secretary to Monogram Southern President A. C. Bromberg, is receiving condolences on the death of her father.

Republic has appointed Merritt Davis as manager of its Atlanta branch, effective Aug. 2. He succeeds James E. Hobbs who has resigned.

"Voice of Theatre Speakers"
JOE HORNSTEIN has it!

SALT LAKE CITY

Centre Theatre Assistant Manager Al Schmidt is planning a trip into Southern Utah for his vacation. James Pearson, formerly of the Rialto Theatres, where he has been replaced by Vern Austin, has gone to Miles City, Mont. to manage the Simons Amusement Park Theatre. Austin meanwhile has taken over his newly reseated house and was conferring this week with Owner Joe Lawrence of Los Angeles.

One of South Ogden's newest and most modern theatres will be the 500-seater Country Club now being constructed by Tollestrup and Christensen, Salt Lake City architects, for a Sept. 1 opening for Country Club Enterprises.

Opposition to the new Hyland Drive-in, which opened last weekend got hot and heavy as the East Mill Creek Zoning Committee declared that permission to operate the theatre was given in violation of a Salt Lake County Commission resolution on the subject of drive-ins.

Eagle Lion Manager Art Jolley is back from a trip to Montana with Booker Fred Poloski. Manager Gordon LeSuere of Favorite Films is also back from Montana where he holidayed. RKO Manager Giff Davison is attending a sales meet in San Francisco.

A $50,000 remodeling project is under way on the Gem at Magna, Utah. Owner George Smith will increase capacity from 350 to more than 600. Two "cry rooms" will be added.

DES MOINES

The Des Moines Variety Club will hold a benefit dance on Sept. 3 at the Val-Air ballroom. The money will be used for the general charity program including Arlington Hall and the Y.M.C.A. summer camp. The club will also sponsor the Horace Heidt NBC broadcast from the KRNT radio theatre at Des Moines on Nov. 7 with proceeds going to the Raymond Blank Memorial Hospital and the Mercy Hospital nurses home.

The Iowa C.I.O. is urging theatres to adopt an "in-between" age admission price for children between 12 and 15 years of age. The Strand, Cedar Rapids, Ia., has been sold by W. A. Olson to Sara E. Miller. The Paramount, Des Moines, is being remodeled.

Bill Sobel and Arnold Berger of Midwest Drive-in Theatres were Des Moines visitors. Edwin Sandbloom, formerly with Paramount, has joined Warner Bros. as a salesman. Ruthven's new theatre, the Palo Alto, will be completed about the middle of August.

You Owe it to Yourself
AND YOUR COMMUNITY TO SEE *and* SHOW...
"LETTER TO A REBEL"
How the American heritage of freedom and enterprise works in your own community.
THIS IS AMERICA
"The American story of freedom, abundance and opportunity is the greatest drama in the world today. It is a story that should never be taken for granted. That is why the Motion Picture Association commends this picture to you."
— ERIC JOHNSTON
Produced by RKO Pathe
See your nearest RKO Radio Exchange

The Box-Office Slant

Current and Forthcoming Feature Product Reviewed from the Theatreman's Standpoint

Rusty Leads the Way

Columbia Drama 58 mins.

AUDIENCE SLANT: (Family) Very appealing story in the popular dog series, involving a little blind girl.

BOX-OFFICE SLANT: Excellent support for dual bills. Also fine for kiddie matinees an tie-ins with local civic groups.

Cast: Ted Donaldson, Sharyn Moffett, John Litel, Ann Doran, Paula Raymond, Peggy Converse, Harry Hayden, Ida Moore, Flame. Credits: Producer, Robert Cohn. Director, Will Jason. Screenplay, Arthur Ross. Story, Nedrick Young. Based on characters created by Al Martin. Photography, Vincent Farrar. Technical director, George Coulouris.

Plot: A little blind girl moves to a small town and becomes friendly with a young boy and his dog. They try to help her gain confidence so she can attend school and not be sent to a state institution; but she is afraid. The dilemma is solved when the little girl gets training at a guide-dog school and wins control of her fears with the help of a loyal guide-dog.

Comment: Here is a very appealing story in the popular dog series, involving a little blind girl. Sharyn Moffett, one of the screen's most gifted child actresses, is outstanding in the part. There are some heart-tugging moments when she is trying to conquer her fears, and one particularly well-staged scene when she tries to wend her way downtown for the first time with her guide-dog. This new angle of showing training for the blind has definite exploitation and tie-up possibilities. The picture offers excellent support for dual bills. It is also fine for kiddie matinees and early Saturday shows, and tie-ins with local civic groups.

Sorry, Wrong Number

Paramount Mystery 90 mins.

AUDIENCE SLANT: (Adult) An absorbing, suspenseful mystery bound to grip each and every spectator. This exceptionally well-handled, entertaining picture will have patrons talking, and they'll spread the word to others.

BOX-OFFICE SLANT: Should get a tremendous reception at the box-office, for it is one of the most suspenseful pictures of the year. Has a pre-sold radio audience whose word-of-mouth will help make it pay off handsomely.

Cast: Barbara Stanwyck, Burt Lancaster, Ann Richards, Wendell Corey, Harold Vermilyea, Ed Begley, Leif Erickson, William Conrad, John Bromfield, Jimmy Hunt, Dorothy Neumann, Paul Fierro. Credits: Directed by Anatole Litvak. Original screenplay by Lucille Fletcher. Based on the radio play by Lucille Fletcher. Photography, Sol Polito. Produced by Hal Wallis and Anatole Litvak.

Plot: In trying to reach her husband by phone, a bed-ridden invalid overhears a conversation in which two men plan a murder. She tries to trace her husband's movements and each person she reaches has a different story to tell her. As the individual details are outlined she realizes that it is her own murder she has heard planned. Being the daughter of a millionaire who has always had her way, she discovers that she is the cause of her husband's unhappiness and the reason for his association with crooks and murderers. Her husband finally calls her, but his call doesn't prevent the murder from being committed.

Comment: The "Sorry, Wrong Number" mystery radio show from which Hal Wallis made this picture was such a huge success that it was repeated over the air several times. Outstanding as it was then, it is even more so in motion picture form. This is due to the excellent material Lucille Fletcher (who wrote the radio show and the screenplay) has added to the original story to help make a film that is one of the most suspenseful pictures of the year. It should get a tremendous reception at the box-office, for it is top quality and has everything a successful murder-mystery needs to have it pay off handsomely. Customers will be held breathless, while Barbara Stanwyck, playing a helpless invalid, tries to reach someone by phone, in order to prevent a murder. She has a tough assignment, but she proves herself an able trouper by turning in a memorable performance. Burt Lancaster is splendid as her husband. while Ann Richards, Wendell Corey, Ed Begley and Harold Vermilyea all contribute outstanding portrayals in supporting roles. Anatole Litvak combined the chores of co-producer and director of the picture, and in both capacities he did an exceptional job.

National Reviewing Committees Audience Classifications

HAMLET (U-I)
FAMILY—National Board of Review.
CLASS A—SEC. 2—National Legion of Decency.

Lady at Midnight

Eagle Lion Mystery 59 mins.

AUDIENCE SLANT: (Family) A fairly good murder-mystery that might have been better with more action and less talk.

BOX-OFFICE SLANT: Will be okay as supporting fare for double bills.

Cast: Richard Denning, Frances Rafferty, Lore Lee Michael, Ralph Dunn, Nana Bryant, Jack Searle, Harlan Warde. Credits: Producer, John Sutherland. Director, Sherman Scott. Original story and screenplay, Richard Sale. Photography, Jack Greenhalgh.

Plot: A crooked lawyer, posing as the friend of a young couple, tries to get their adoption of a little girl nullified so he can adopt the child. Reason is the inheritance of a million dollars left to the youngster by her real mother, who has been murdered by the lawyer. With the aid of a private detective, however, the young couple catches the villain, and their little girl inherits the money.

Comment: A fairly good murder-mystery that might have been better with more action and less talk. Writer Sale had a novel idea, but it seems to stretch too thin for 59 minutes. Richard Denning and Frances Rafferty are both adequate, and little Lore Lee Michael is appealing as their adopted child. Ralph Dunn registers a number of laughs as the private detective, and one-time kid star Jack Searle shows possibilites as the weak playboy who is in cahoots with the murderer. Photography is up to par and other technical departments are average. Picture will be okay as supporting fare for double bills.

Adventures of Gallant Bess

(Cinecolor)

Eagle Lion Outdoor Drama 73 mins.

AUDIENCE SLANT: (Family) The kids will just love this one to death and so will a few adults.

BOX-OFFICE SLANT: You must count on the kids for this and almost nobdy else. Be sure to make clear that Bess is a horse.

Cast: Cameron Mitchell, Audrey Long, Fuzzy Knight, James Millican, John Harmon, Ed Gargan, Harry V. Cheshire, Cliff Clark, Evlyn Eaton, and, of course, Bess herself. Credits: Produced by Jerry Briskin and Matthew Rapf. Screenplay by Matthew Rapf. Directed by Lew Landers. Photography William Bradford. Cinecolor, Gar Gilbert.

Plot: Cameron Mitchell catches a wild, red-haired mare and loses her to James Millican, rodeo owner, when he is hurt bulldogging a steer. The doctor's daughter, Audrey Long, takes care of Cameron; love follows. When recovered, Mitchell sets out to get his horse back, and finally does so when Bess has Millican at her hoofs' mercy and he hands over the deed of sale. Horse and man are then reunited with girl.

Comment: "Adventures of Gallant Bess" is frankly juvenile stuff and seldom attempts to be anything else. The few attempts at such serious things as love-making are ludicrous, and Director Lew Landers has wisely avoided coming to grips with such matters. Bess is a trick horse, who can even talk in a horse (hoarse) manner. She balances on a plank, she bows, she snatches hats off people's heads, and what's more, works entirely from voice command. This is worth watching despite the painful story and amateurish acting; but the kids are going to go wild over it. Appeal directly to them, make them plague their parents until kids and parents both show up at your theatre. That's the box-office recipe for this picture. After you've played it, bring the film back every six months for children's matinees.

Embraceable You

Warner Bros. Drama 88 mins.

AUDIENCE SLANT: (Adult) The average adult will find satisfactory entertainment in this murder-mystery that turns out to be a moving love story with lots of feminine appeal.

BOX-OFFICE SLANT: Should make the grade as a second feature in any situation. Might take the top spot wherever Dane Clark has a following . . . and the title will attract.

Cast: Dane Clark, Geraldine Brooks, S. Z. Sakall, Wallace Ford, Richard Rober, Lina Romay, Douglas Kennedy, Mary Stuart, Philip Van Zandt, Rod Rogers. Credits: Directed by Felix Jacoves. Screenplay by Edna Anhalt. From a story by Dietrich V. Hannekin and Aleck Block. Photography, Carl Guthrie. Produced by Saul Elkins.

Plot: When a small-time crook runs down a young girl, he runs off, but later returns to the hospital. The accident leaves her with an injury that will cause certain death, but she doesn't know it. However, he does, and he is forced by the detective on the case to take care of her in her last days. He is mixed up with a gang and a murderer, but with the help of the detective he gets out of his predicament and marries the girl. They hope to

find happiness together for the short time she has to live.

Comment: "Embraceable You" starts out to be a murder-mystery and ends up being a moving love story. As such it is a satisfactory picture for any program that can take a tear-jerker as its second feature, or it might top a double bill where Dane Clark has a following. Title has no bearing on the story. It is only used as an opener, and in one sequence, but it should help attract the customers, for the song is a popular number. Good performances are turned in by the entire cast, with Dane Clark and Geraldine Brooks giving sympathetic delineations of the two lovers involved. In supporting roles Wallace Ford plays a copper-with-a-heart and S. Z. Sakall is his usual, competent self. Direction was handled by Felix Jacoves, and Saul Elkins produced.

Daredevils of the Clouds

Republic Drama 60 mins.

AUDIENCE SLANT: (Family) A good work-a-day thriller successfully aimed at average audiences.

BOX-OFFICE SLANT: Nice action second-halfer with no big names, although some may be interested to see Mae Clarke again.

Cast: Robert Livingston, Mae Clarke, James Cardwell, Grant Withers, Edward Gargan Ray Teal, Jimmie Dodd, Pierre Watkin, Jayne Hazard, Bob Wilke, Frank Melton, Russell Arms, Hugh Prosser, Charles Sullivan. Credits: Associate producer, Stephen Auer. Direction, George Blair. Screenplay, Norman S. Hall. Original story, Ronald Davidson. Photography, John MacBurnie.

Plot: Mae Clarke, discredited woman ferry pilot (Wasp), finally lands a job on the ground with Robert Livingston, who is trying to make a go of his Polar Airways in the face of desperate competitive efforts by Pierre Watkin. Watkin's spy, James Cardwell, attempts, in concert with Grant Withers, to make 'way with a large shipment of gold. Livingston, with Mae's help, finally thwarts the attempt, Mae is vindicated, and wedding bells are in the cold Alaskan air.

Comment: Plenty of action here, with a fine assortment of flying shots, several good fights, and rugged mountain scenery. If this is not enough, there is a tepid romance, with two rivals opposing Livingston, and some mild comedy by Edward Gargan. Interest will be aroused in many patrons at the appearance of Mae Clarke (the original grapefruit girl) after an absence of several years from the screen. All the principals do a bang-up job with the material available, which—to be truthful—is uneven. The film stands to do well on the second half, with special appeal to boys because of the air shots. These are handled very well indeed, and a belly landing on a wet field has the virtue of novelty. Don't over-bill it, but don't be afraid of it.

The Red Shoes

(Color by Technicolor)
(Reviewed in London)

Eagle Lion Musical Drama 134 mins.

AUDIENCE SLANT: (Adult) This beautifully conceived romantic drama of life with a famous ballet company will appeal mainly to the more cultured elements and discriminating patronage.

BOX-OFFICE SLANT: Superb technically, this will do best with class audiences and balletomanes in particular.

Cast: Anton Walbrook, Marius Goring, Moira Shearer, Leonide Massine, Robert Helpmann, Albert Basserman, Esmond Knight, Ludmilla Tcherina and others. Credits: Written, produced and directed by Michael Powell and Emeric Pressburger. Original screenplay, Emeric Pressburger. Additional dialog, Keith Winter. Photography, Jack Cardiff, ASC. Color by Technicolor. Music composed, arranged and conducted by Brian Easdale. Royal Philharmonic Orchestra conducted by Sir Thomas Beecham, Bart. Production designed by Hein Heckroth. "Red Shoes" ballot choreography by Robert Helpmann. A product of the Archers presented by J. Arthur Rank. UK distribution, GFD.

Plot: Moira Shearer joins Anton Walbrook's ballet company as a young dancer. Anton knows she will be a great ballerina and demands iron discipline and complete dedication of her life. She reaches stardom in the "Red Shoes" ballet, dancing to Marius Goring's music. Moira finds herself torn between her love for Goring and her devotion to the ballet and its jealous master, Walbrook. Their lives are reflected in the "Red Shoes" fairy tale, and after conflicts with Walbrook and Goring, she dances to her death.

Comment: In this picture, the Archers achieve to a great extent for ballet what Laurence Olivier has done for Shakespeare on the screen. Excerpts from many ballets are introduced while the "Red Shoes" has been specially designed to bring in the full magic of the cinema. Reflecting the love story of the dancers, it plays an integral part of the plot which is basically a backstage drama. It has been made for thoughtful audiences and those who seek culture. As such it is superb filmcraft which will be widely acclaimed. The masses may react differently. The opening is slow and slighty precocious, taking over an hour for an all too easy success story to develop into a pleasing if hackneyed romance played against the breathtakingly beautiful background of Monte Carlo. Many may find that there is too much dancing and have difficulty in acclimating themselves to the effeminate ballet make-up of the men. Acting is excellent, though many of the players are not known to moviegoers. Moira Shearer is a major discovery. She is a brilliant dancer with great beauty backed up by a dazzling personality. Technically, "The Red Shoes" is outstanding with special credit for the music and Jack Cardiff's Technicolor photography.

Locale for Westerns

Colorado is well-nigh a perfect locale for the filming of western pictures, particularly those in Technicolor, according to Director Louis King who is in Durango, that state, directing "Sand." King predicts Colorado will be used more and more by major studios for filming westerns because the light, scenic and weather conditions are so excellent for outdoor pictures. Eagle Lion has two pictures set to film in Colorado in the immediate future—"Big Cat" and "Red Stallion in the Rockies."

Good Sam

RKO Radio Comedy 114 mins.

AUDIENCE SLANT: (Family) Anybody—male or female, young or aged—who doesn't enjoy this picture is nothing but a testy old curmudgeon.

BOX-OFFICE SLANT: The marquee strength plus wonderful word-of-mouth will undoubtedly make this one of the year's big grossers.

Cast: Gary Cooper, Ann Sheridan, Ray Collins, Edmund Lowe, Joan Lorring, Clinton Sundberg, Minerva Urecal, Louise Beavers, Dick Ross, Lore Lee Michel, Bobby Dolan, Jr., Matt Moore, Netta Packer, Ruth Roman, Carol Stevens, Todd Karns, Irving Bacon, William Frawley, Harry Hayden. Credits: A Rainbow Production. Produced and directed by Leo McCarey. Screenplay, Ken Englund. Story by McCarey and John Klorer. Photography, George Barnes. Music score by Robert Emmett Dolan.

Plot: Gary, as Sam, is an incurable good Samaritan. He will give away his shirt to anyone who needs a shirt—and does so before the picture ends. This is a trial to wife Ann Sheridan, who wants to enlarge their building fund so they can move to a house of their own. Gary has loaned the money to the Adamses so they can open a gas station. Ann's brother sponges on them. He takes in a girl from the department store who tries suicide. He lends his car to his neighbors and ends up with a damage suit. To crown his misfortunes, a woman feigns sickness, gets him to take her home, socks him on the head, takes the store's Christmas benefit money. The banker refuses a loan. Gary gets drunk and is taken home by the Salvation Army band. There the banker has relented and the new home is safe.

Comment: What we have all been hollering for right along is more comedy—comedy on the human side that can be enjoyed by all classes. Well boys, here she is, a comedy that offers entertainment for everybody. It has the widest audience appeal of any film in many moons. Leo McCarey, John Klorer and Ken Englund have conjured up a story and screenplay that is a veritable mosaic of characterizations. The numerous bit parts stand out like jewels, and Cooper and Ann Sheridan make a delightful married couple. They are both in their happiest vein. Englund's dialog is wise, witty and mellow—a combination that can't be beat, and, of course, McCarey's direction is tops. The element that makes this comedy hold such wide appeal is that the incidents are such as can happen to all of us, and an audience feels close to the screen participants. The sequence in the bus will have them howling. There is nothing more to be said except this: if you are in a position to book "Good Sam," you're a lucky exhibitor.

Hull as Architect

Henry Hull has been signed by Warner Bros. to play the role of the architect, Henry Cameron, in "The Fountainhead," filmization of Ayn Rand's novel. Gary Cooper stars in the picture.

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Hollywood Newsreel

West Coast Offices—6777 Hollywood Blvd., Hollywood 28, Calif.—Ann Lewis, Manager

PRODUCTION PARADE

by Ann Lewis

Humphrey Bogart has chosen Conover model Candy Toxton as his leading lady in his first independent motion picture production "Knock on Any Door." This choice brings with it a new name and a new career, in addition to a long-term contract by Columbia. Miss Toxton, henceforth to be known as Susan Perry, will play the role of a social worker who is courted by Bogart. Picture is due to start the first week in August under Nicholas Ray's direction.

* * *

An original suspense-melodrama authored by Larry Marcus, youthful radio writer, has been purchased by Warner Bros. and put on Director Vincent Sherman's slate. Picture will be produced by Anthony Veiller, who recently signed a long-term producer-director contract with the studio. No cast has been set.

* * *

Fred MacMurray will be featured in a new Jerry Fairbanks short subject for Paramount. The veteran star will demonstrate Hollywood's newest physical training aids now being sponsored by the Bing Crosby Research Foundation.

* * *

Cathy O'Donnell, who just the other day severed relations with Samuel Goldwyn, just signed a long-term contract with David O. Selznick. She will make her debut as a Selznick star in one of the leading roles in "The Greatest Show on Earth," which will be photographed in Technicolor with an all-star cast chosen from among the personalities under contract to Selznick. The entire resources of Ringling Bros. and Barnum and Bailey, Inc. will be utilized in this picture, which is to go into production this fall.

* * *

The "Dollar Bills," Pine and Thomas, are busy setting a starting date and selecting stars for "El Paso," latest in their new "A" color picture contract with Paramount. Under the agreement with the studio, they are to turn out three of these pictures annually, made with top budgets and star personalities.

* * *

The "Lone Wolf" series gets a new start at Columbia. This time Ron Randell, the Australian actor, will play the lead and Lois Maxwell will be seen in the feminine role of "The Lone Wolf and His Lady," the first to go. Starting date is the early part of August with Rudolph Flothow at the production reins.

* * *

Jerrold Brandt's picture "Command Performance," which was originally scheduled for release through Columbia, is now set for release through United Artists. This film tells the story of radio since its inception, and according to Brandt, will feature some of the top radio stars of all time. Budget is set at a million and a half.

* * *

Negotiations are in progress between Producer-Director Roy Del Ruth and Claire Trevor for her to play the lead opposite William Bendix in his next Allied Artists picture "Bright Is the Sun." Story was written by a New York newspaper man, and concerns an ex-army topkick who re-enlists to help train the new batch of draftees. Picture is slated for Del Ruth's 1949 release schedule.

* * *

A picture that will have the help of ALL FAITHS is being planned by Paul F. Heard, Protestant Film Commission executive producer. Edward Cahn has beeen signed to direct this untitled feature dealing with racial prejudice, with shooting scheduled to start sometime in August. Story deals with a man who believes himself free of prejudice, but through the aid of a minister, discovers he shares in prejudices . . . and eventually eliminates them.

* * *

The epic scene of the first Spaniards landing in the New World was duplicated this week on the island of Dominica in the British West Indies when a location crew of the "Christopher Columbus" production recorded this historical event in Technicolor, Fredric March is playing the title role in this J. Arthur Rank film, which Universal-International will release.

* * *

"Night Watch," an original novel by Robert Buckner, is being turned into a screenplay by its author. Story, a modern drama with a Palestine background, is scheduled for a mid-September starting date, with Buckner set to direct and produce, thereby serving in three capacities. Finished product will be released by Universal-International.

It's Meg McClure

Gene Roberts, tentatively known as "Miss X," has been definitely named Meg McClure by Universal-International, and appears as the ingenue lead opposite John Hubbard in the Burt Lancaster, Yvonne De Carlo, Dan Duryea starrer, "Criss Cross." Search for a new name was occasioned by the studio's belief that her original name "did not fit" her personality. The name Meg is her own selection; the McClure was taken from a rundown of the studio directory.

Studio Roundup

Predictions have been made that some day virtually all of Hollywood's output will be in color. This week finds that optimistic prognostication at least one-quarter true. Nine of the 36 films now shooting are tinted, including eight in Technicolor and one in Cinecolor.

Eagle Lion leads the parade, with all of its films currently in work being shot in color. These include William Moss' "The Big Cat" and Walter Wanger's "Tulsa," both in Technicolor; and "Red Stallion in the Rockies," in Cinecolor. Metro-Goldwyn-Mayer started "Barkleys of Broadway" on July 19, in Technicolor, with Fred Astaire and Ginger Rogers reunited after a number of years; plus Oscar Levant and Billie Burke.

Robert Ryan was given the lead opposite Barbara Bel Geddes in Enterprise's "Luckiest Girl in the World," which MGM will release. The company secured permission from the New York Police Commissioner to tie up a portion of highway on July 30 in order to film scenes of the John Garfield starrer, "Numbers Racket." Director Abraham Polonsky completed shooting of the Hollywood phase, and will work with the troupe in New York for a week.

One of Paramount's three pictures before the lenses is in Technicolor: "The Streets of Laredo." Records for rapid moviemaking are being set daily by the company on location at Gallup, N. M. Two camera units are working simultaneously on a schedule calling for filming at 21 widely separated locations during 16 days. A clever tiein was worked there when male stars of the outdoor film judged a "Miss Gallup" beauty contest sponsored by the Junior Chamber of Commerce.

Frank McDonald came over to RKO to direct Tim Holt's "Gun Runners," which went into production July 26 at Lone Pine location. Martha Hyer plays opposite the western star for the third time.

Screen Guild bounced back into production with Ron Ormond, Western Adventure Pictures producer, starting "Outlaw Country" on July 27.

Make 'Em Good And We'll All Make Money—Milestone



Lewis Milestone

The public is not seeking a particular type of motion picture entertainment; all it wants are GOOD pictures.

Who could better authorize that statement than Lewis Milestone, who will have three entirely different types of films released in 1948. One of the real industry veterans, Milestone has been directing—and more recently producing—pictures for a quarter of a century.

"This year," he told SHOWMEN'S TRADE REVIEW, "I will have a drama, 'Arch of Triumph'; an outdoor film, 'The Red Pony'; and an out-and-out farce comedy. 'No Minor Vices.' That represents every possible dramatic shading. It has long ago been said that there is never anything wrong with the box-office that a good picture can't cure."

"Arch" and "No Minor Vices" were made for Enterprise, while "The Red Pony" was produced for Republic release. Star names in these pictures read like a Who's Who in Hollywood—Ingrid Bergman, Charles Boyer, Dana Andrews, Myrna Loy, Robert Mitchum, Lilli Palmer, Charles Laughton, Louis Calhern and others—all top-caliber talent. At the same time, Milestone feels that the story is the single most important element.

"Those of us who make pictures cannot allow our thinking to become sterotyped," he asserts. "Make a lot, make few; make comedy, make drama. But make them GOOD and we'll all make money."—JAY GOLDBERG.

PICTURES STARTED LAST WEEK

COLUMBIA. Law of the Barbary Coast—Principals: William Bishop, Adele Jergens, Stephen Dunne, Gloria Henry. Director, Lew Landers.

EAGLE LION. Tulsa (Technicolor)—Principals: Susan Hayward, Robert Preston, Pedro Armendariz. Director, Stuart Heisler.

MGM. Barkleys of Broadway (Technicolor)—Principals: Fred Astaire, Ginger Rogers, Oscar Levant, Billie Burke. Director, Charles Walters.

MONOGRAM. Gallant Texan — Principals: Jimmy Wakely, "Cannonball" Taylor. Director, Derwin Abrahams.

PARAMOUNT. One Woman—Principals: Alan Ladd, Donna Reed, June Havoc, Berry Kroeger. Director, Lewis Allen.

RKO. Gun Runners—Principals: Tim Holt, Richard Martin, Martha Hyer. Director, Frank McDonald.

SCREEN GUILD. Frontier Fury—Principals: Lash LaRue, Fuzzy St. John. Director, Ray Taylor.

UNITED ARTISTS. Adventures of the Cisco Kid—Principals: Duncan Renaldo, Leo Carrillo. Director, Wallace Fox.

TITLE CHANGES

"F.B.I. Meets Scotland Yard" (Col.) now WALK A CROOKED MILE

"Dark Circle" (Para.) now STRANGE TEMPTATION

"Blondes Up" (UA) now MY BLONDE HEAVEN

"The Numbers Racket" (Enterprise) now THE NUMBERS RACKET: THE STORY OF TUCKER'S PEOPLE

A Lash LaRue-Fuzzy St. John starrer, it will be shot simultaneously with another western, "Frontier Phantom." Ira Webb is associate producer on both pictures, which are being made on location at Corrigan's Ranch.

Phil Krasne started "Adventures of Cisco Kid," for United Artists release, on July 26, with Duncan Renaldo in the title role once played by Warner Baxter and Gilbert Roland. Leo Carrillo, after a long absence from films, returns as Renaldo's sidekick.

At Warner Bros. Dennis Morgan started rehearsals on "Two Guys and a Gal," with Jack Carson and Doris Day. The production will be interrupted to permit Morgan and Carson to make p.a.'s at the world premiere of "Two Guys from Texas" Aug. 4 at the Majestic Theatre, San Antonio. Another adjustment was made at Warners to allow Robert Montgomery to return to his family at their farm in Carmel, N. Y.; Director Bretaigne Windust shot the "tag" for "June Bride," although Bette Davis and other cast members have two more weeks.

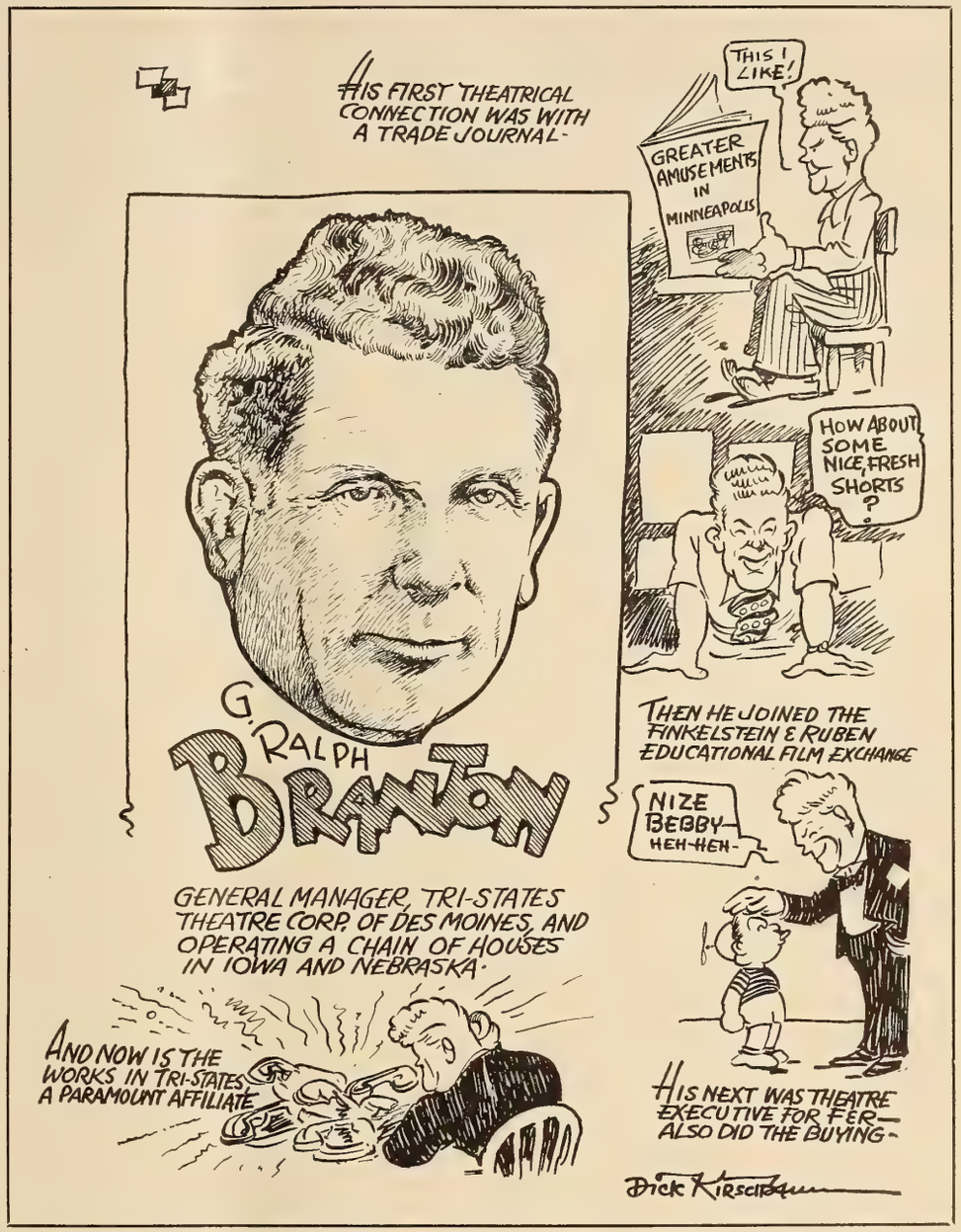
A special camera plane bearing Universal-International director Robert Siodmak and cameraman Stanley Horsley was used July 21 in making twilight shots for "Criss Cross," showing the area around the Los Angeles city hall. Besides using the aerial shots for establishing scenes in the story, enough footage is being made for title backgrounds.

Columbia started "Law of the Barbary Coast" last week, with Wallace MacDonald producing. Cast includes William Bishop, Stephen Dunne, Gloria Henry, Adele Jergens and Stefan Schnabel. Action centers around San Francisco in the '90s. Big Boy Williams, veteran western comedian-heavy, was signed for the role of ranch foreman in "Smoky Mountain Melody," the new Roy Acuff action musical. Fred Sears is doubling as dialog director and villain in the film; he checks the lines of other players and then dashes before the cameras as a crooked lawyer in key scenes.

Academy Appointment

Dore Schary has been appointed to the Board of Governors of the Academy of Motion Picture Arts and Sciences to represent the executive branch. He replaces Donald Nelson, who is no longer in the film industry.

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



Sherman Preparing Hashknife Series

The Hashknife series based on W. C. Tuttle's famous western character is being readied by Producer Harry Sherman for release simultaneously with, but independently of, his schedule of productions for Enterprise release. Decision was made following Sherman's receipt of reports from Associate Producer Vernon Clark, who recently returned from six weeks of conferences with exhibitors across the country.

The Hashknifers will be in addition to the following pictures, which are in various stages of preparation: "Tennessee's Partner," his next for Enterprise, and "Brandy for Heroes," "Tall Man From Texas," "Ring Horse" and "Carmen of the West."

Role for the Winner

A role in the forthcoming Monogram comedy, "Jiggs and Maggie in Court," will be awarded to the winner of Tommy Dorsey's current Casino Gardens contest to find a girl with "the world's most beautiful legs."

James Mason Signs Enterprise Contract

Months of speculation as to which studio would sign British actor James Mason came to an end this week when Enterprise Studios revealed that Mason had signed a contract to appear in the tentatively titled "Wild Calendar," which will be released by MGM. Also starred in Mason's first American vehicle are Barbara Bel Geddes and Robert Ryan. The picture is now before the cameras, and Mason will check into the Enterprise lot this week.

President Charles Einfeld and Board Chairman David Loew signed the British actor to the deal.

Michalson on Coast

Harry Michalson, head of RKO Radio's short subjects department, is in Hollywood to discuss with Sid Rogell and Producer George Bilson the launching of a series of pictures on the format of "Variety Time," a full-length feature recently given a remarkable reception at sneak previews.

NEWSREEL SYNOPSES

(Released Wednesday, July 26)

MOVIETONE (Vol. 31, No. 59)—East-West crisis at a climax over "Battle of Berlin"—General Clay arrives with report—American B-29s fly to England—U. S., British jets cross the Atlantic—Anti-Communists rally in Berlin; General Hershey explains new draft law; France decorates visiting U. S. hero; N. Y. Communists seized by the F. B.I.; U. S. Olympic athletes arrive in England; Sports: Olympic torch starts trip to London—Water skiing thrills in Washington state—Sand skiing on Colorado dunes.

NEWS OF THE DAY (Vol. 19, No. 293)—Berlin crisis holds world spotlight—General Clay arrives from Berlin—60 American B-29 superforts arrive in England—Five-power Western Union representatives meet in the Hague—Berlin citizens bitterly denounce the Soviet blockade; F.B.I. roundup of Red leaders in the U. S.; College girl fashions favor the "old look"; Sports: London all set for the 1948 Olmypic—Czechs hold Sokol gymnastic carnival.

PARAMOUNT (No. 96)—20,000 women in Sokol gymnastic drill; Flooded city of Vanport lifts its head above water; Master's voice saves dog; Berlin crisis holds No. 1 international spot; Clay recalled from Berlin; F.B.I. arrests top Reds; Draft plans announced; B-29s arrive in England.

UNIVERSAL (Vol. 21. No. 163)—Threat of showdown in Berlin crisis brings world close to war; B-29s arrive in England; General Clay here from Berlin; Top U. S. Communists seized; French mark Bastille Day; Hershey explains new draft; Turks get U. S. submarines; Farmer Brown's "magic cell"; New arrivals at the zoo.

WARNER PATHE (Vol. 19, No. 98)—Top U. S. Reds arrested; General Clay reports on Berlin crisis; General Hershey takes over new draft; Sky sailing in the Alps; Two great U. S. soldiers honored; Tiny tigers; Ice cold cut-ups.

ALL-AMERICAN (Vol. 6, No. 301)—President Truman renominated by Democrats; Satchel Paige joins Cleveland baseball team; Nation mourns as General Pershing is buried.

TELENEWS (Vol. 11, No. 9)—New party formed in Philadelphia; Masked Clansmen meet at Stone Mountain, Ga.; Police break New York narcotics ring; Berlin battles red blockade; War criminal meets death in Poland; U. S. condemned in Mexican air tragedy; First films of top secret atom research in England; "Master cell" puzzles scientists; Olympic stars arrive in England.

(Released Saturday, July 31)

MOVIETONE (Vol. 31, No. 60)—Third party nominates Wallace; General Clay reports on crisis in Berlin; Governor Dewey holds conferences on foreign affairs; Giant 180-passenger transport plane joins U. S. navy; Ku Klux Klan initiates 500 new members in Georgia; Parade and frolic mark aquatennial at Minneapolis (Minneapolis only); Killer admits mass slaying.

NEWS OF THE DAY (Vol. 19, No. 294)—"Progressives" name Wallace for President; Report by General Clay on the Berlin crisis; Ku Klux Klan out in open; Refugees from Soviet terror flee to U. S.; Greatest airship in first flight; U. S. Olympic team hailed in London.

PARAMOUNT (No. 97)—1948 Olympiad—London host to topflight athletes; Weekend at Pawling—Dewey keeps pace with world issues; Aquatennial—Minneapolis stages great water spectacle; Wallace party states policy—Pro-Soviet line upheld by convention.

UNIVERSAL (Vol. 21, No. 164)—General Clay sees no war over Berlin; Progressives name Wallace candidate for president; 180-passenger Lockheed Constitution spans the U. S.; Latvian refugees flee Reds by sea; Pope sees war-wounded kiddies; Stars Abbott and Costello greet contest winner; "Shooting stars" display in Washington.

WARNER PATHE (Vol. 19, No. 99)—Third party convention; Air news; Ku Klux Klan rears its head again; People in the news—General Clay, French Premiere Andre Marie; Refugees sail to Boston; Governor Dewey and General Eisenhower; Minneapolis aquatennial.

ADVANCE DATA
On Forthcoming Product

No Minor Vices (Enterprise—MGM) Principals: Dana Andrews, Lilli Palmer, Louis Jourdan. Director, Lewis Milestone. A comedy involving a successful young pediatrician and his wife, whose happy marriage is almost broken by a free-wheeling young painter.

Song of India (Columbia) Principals: Sabu. Turhan Bey, Gail Russell. Director, Al Rogell. A jungle story about an Indian prince and his princess, who meet a "nature boy" while on a hunting expedition, only to have the prince killed by a wounded tiger and his wife end up by marrying the jungle youth.

Undercover Man (Columbia) Principals: Glenn Ford, Nina Foch. Director, Joseph Lewis. An action drama about a treasury agent who brings a big gangster to justice after three deaths are suffered in the process.

Wings Westward (Columbia) Principals: Gene Autry, Patricia White. Director, John English. Outdoor musical with Gene Autry resigning from the state forestry department to operate his sportsman's camp in the Blue Ridge Forest, only to return to the service after bringing criminals to justice.

Jungle Goddess (Screen Guild) Principals: George Reeves, Wanda McKay, Armida. Director, Lewis D. Collins. A melodrama about two men who search for a missing woman to gain a large reward, and find she has become a goddess to the natives; complications ensue before one of the men and the "goddess" get away from the villain and the angry tribesmen.

New Ideal Theatre Chairs
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Feature Booking Guide

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases and re-issues) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listing.

SHOWMEN'S TRADE REVIEW

A

Title	Company
Abbott & Costello Meet Frankenstein	U-I
A Connecticut Yankee	Para.
Accused, The	Para.
Act of Violence	MGM
A Date With Judy	MGM
A Double Life	U-I
Adventures of Casanova	EL
Adventures of Don Juan	WB
Adventures of Gallant Bess	EL
Adventures of Silverado	Col.
A Foreign Affair	Para.
A Lady Surrenders	U-I
Albuquerque	Para.
Alias A Gentleman	MGM
All My Sons	U-I
All's Well	Ind.
Always Together	WB
A Man About the House	20th-Fox
An Act of Murder	U-I
An Ideal Husband	20th-Fox
Angel in Exile	Rep.
Angels' Alley	Mono.
Angry God, The	UA
An Innocent Affair	UA
Anna Karenina	20th-Fox
Another Part of the Forest	U-I
Apartment for Peggy	20th-Fox
April Showers	WB
Arch of Triumph	UA
Are You With It?	U-I
Arizona Ranger	RKO
Arthur Takes Over	20th-Fox
A Song Is Born	RKO
A Southern Yankee	MGM
Assigned to Danger	EL
Atlantis, The Lost Continent	U-A

B

Bachelor and the Bobby-Soxer	RKO
Babe Ruth Story, The	Allied
Bad Sister	U-I
Baltimore Escapade	RKO
Behind Locked Doors	EL
Berlin Express	RKO
Best Man Wins	Col.
Best Years of Our Lives	RKO
Betrayal, The	Astor
Beyond Glory	Para.
B. F.'s Daughter	MGM
Big Cat, The	EL
Big City	MGM
Big Clock, The	Para.
Big Dan	20th-Fox
Big Punch, The	WB
Big Sombrero, The	Col.
Big Town After Dark	Para.
Big Town Scandal	Para.
Bill and Coo	Rep.
Bishop's Wife, The	RKO
Black Arrow, The	Col.
Black Bart	U-I
Black Eagle	Col.
Black Velvet	U-I
Blanche Fury	U-I
Blonde Ice	FC
Blonde Savage	EL
Blondes Up	UA
Blondie's Anniversary	Col.
Blondie's Night Out	Col.
Blondie's Reward	Col.
Blondie's Secret	Col.
Blood on the Moon	RKO
Body and Soul	UA
Bodyguard	RKO
Born to Fight	EL
Borrowed Trouble	UA
Boston Blackie's Chinese Venture	Col.
Bowery Buckaroos	Mono.
Bowery Comeback	Mono.
Boy With Green Hair, The	RKO
Bribe, The	MGM
Bride Goes Wild, The	MGM
Broken Journey	EL
Brothers, The	U-I
Brothers in the Saddle	RKO
Bungalow	20th-Fox
Bush Christmas	U-I
Bush Pilot	SGP

C

Caged Fury	Para.
Calcutta	Para.
Calendar, The	EL
Call Northside 777	20th-Fox
Campus Honeymoon	Rep.
Campus Sleuth	Mono.
Canon City	EL
Captain from Castile	20th-Fox
Captain Boycott	U-I
Caravan	EL
Carnegie Hall	UA
Casbah	U-I
Case of the Baby Sitter	SGP
Cass Timerlane	MGM
Catherine the Great	FC

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION OR BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) Biographical	(C) Comedy
(D) Drama	(Doc) Documentary
(G) Gangster	(M) Musical
(H) Horror	(W) Western
(My) Mystery	(Wa) War

(See final page of Guide for Re-Issues)

ALLIED ARTISTS

				Time Mins.	Rel. Date	Refer to
		CURRENT				
3	Gangster, The	(D)A	Belita-B. Sullivan-J. Lorring	83	11/22/47	b10/4/47
5	Hunted, The	(D)A	Preston Foster-Belita	85	4/7/48	b2/7/48
7	Panhandle	(W)F	R. Cameron-C. Downs	84	2/22/48	b2/14/48
6	Smart Woman	(D)A	B. Aherne-C. Bennett-B. Sullivan	93	4/30/48	b3/13/48
4	Song of My Heart	(D)F	Frank Sundstrom-Audrey Long	85	1/31/48	b11/8/57
		COMING				
	Babe Ruth Story, The		W. Bendix-C. Trevor-C. Bickford		9/6/48	a6/12/48
8	Dude Goes West, The	(C)F	E. Albert-G. Storm-J. Gleason	87	8/15/48	b5/1/48
	Last of the Badmen		B. Sullivan-M. Reynolds-B. Crawford			
	Strike It Rich		R. Cameron-B. Granville			
	When a Man's a Man		G. Madison-R. Calhoun-G. Storm			

ASTOR PICTURES

Deadline		Sunset Carson-Pat Starling	64	4/15/48	New Release
Fighting Mustang		Sunset Carson-Pat Starling	62	3/1/48	New Release
Western Terror		Dave "Tex" O'Brien-Buzzy Henry	0	12/20/47	New Release
		Westerns (Coming)			
Battling Marshal		Sunset Carson-Pat Starling			
Six-Shooter		Sunset Carson-Pat Starling			
Sunset Carson Rides Again		Sunset Carson-Pat Starling			
Sunset Carson Strikes Back		Sunset Carson-Pat Starling			

COLUMBIA

		CURRENT				
	Adventures in Silverado	(W)F	W. Bishop-G. Henry-E. Buchanan	73	3/25/48	b5/8/48
	Arkansas Swing, The		H. Hot Shots-G. Henry-S. Hart	63	7/29/48	
	Best Man Wins	(C)F	E. Buchanan-A. Lee-R. Shayne	73	5/6/48	b5/22/48
	Blondie's Anniversary	(C)F	P. Singleton-A. Lake-L. Simms	67	12/18/47	b1/3/48
	Blondie's Reward	(C-D)	P. Singleton-A. Lake-L. Simms	67	6/3/48	a2/21/48
	Coroner Creek	*C (D)A	R. Scott-M. Chapman-G. Macready	90	July '48	b6/5/48
915	Crime Doctor's Gamble, The	(M)A	Warner Baxter-Micheline Cheirel	66	11/27/47	b12/13/47
	Devil Ship	(D)F	Richard Lane-Louise Campbell	62	12/11/47	b12/20/47
	Fuller Brush Man, The	(C)F	Red Skelton-Janet Blair	93	June '48	b3/8/48
	Glamour Girl	(M)F	G. Krupa-V. Grey-M. Duane	68	1/16/48	b1/3/48
929	Her Husband's Affairs	(C)A	F. Tone-L. Ball-E. E. Horton	86	11/12/47	b7/26/47
	I Love Trouble	(My)A	F. Tone-J. Blair-J. Carter	94	Jan. '48	b1(10(48
	It Had to Be You	(C-D)A	Ginger Rogers-Cornel Wilde	98	Dec. '47	b10/25/47
905	Key Witness	(D)A	John Beal-Trudy Marshall	67	10/9/47	b11/15/47
	Lady from Shanghai, The	(My)A	Rita Hayworth-Orson Welles	87	May '48	b4/17/48
917	Lone Wolf in London	(M)A	Gerald Mohr-Nancy Saunders	68	11/13/47	b12/6/47
	Lost One, The	(O)A	Nelly Corradi-Gino Mattera	84		b4/3/48
	Mary Lou	(M)F	R. Lowery-J. Barton-G. Farrell	65	1/23/48	b2/28/48
	Mating of Millie, The	(C)F	G. Ford-E. Keyes-R. Randall	85	Apr. '48	b3/13/48
	My Dog Rusty	(D)F	T. Donaldson-J. Litel-J. Lloyd	64	4/8/48	b6/12/48
	Port Said	(D)A	Gloria Henry-William Bishop	68	4/15/48	b5/15/48
	Prince of Thieves	*C (D)F	J. Hall-P. Morison-A. Jergens	72	Jan. '48	b3/6/48
	Relentless	*T (D)F	R. Young-M. Chapman-W. Parker	93	2/20/48	b1/17/48
	Return of the Whistler	(My)F	M. Duane-L. Aubet-R. Lane	61	3/18/48	b4/3/48
	Rose of Santa Rosa		Hoosier Hot Shots-E. Noriega	65	12/25/47	
	Sign of the Ram, The	(D)A	S. Peters-A. Knox-P. Thaxter	84	Mar. '48	b2/7/48
	Song of Idaho	(M-C)F	Hoosier Hot Shots-Kirby Grant	67	3/30/48	b4/10/48
	Swordsman, The	*T (D)F	L. Parks-E. Drew-G. Macready	81	1/9/48	b10/11/47
981	The Last Round-Up	(W)F	Gene Autry-Jean Heather	77	11/5/47	b10/11/47
	Thunderhoof	(D)F	P. Foster-M. Stuart-W. Bishop	76	7/8/48	b7/10/48
	To the Ends of the Earth	(D)A	D. Powell-S. Hasso-Maylia	109	2/27/48	b1/24/48
	Trapped By Boston Blackie	(M)	C. Morris-J. Vincent-R. Lane	78	5/13/48	b6/19/48
919	Two Blondes and a Redhead	(F)M	J. Porter-J. Lloyd-J. Preisser	70	11/6/47	b1/10/48
	Woman from Tangiers, The	(D)A	A. Jergens-S. Dunne-M. Duane	66	2/12/48	b3/6/48
	Wreck of the Hesperus	(D)F	Willard Parker-Edgar Buchanan	68	2/5/48	b5/29/48
		COMING				
	Big Sombrero, The	*C	Gene Autry-Elena Verdugo			a9/20/47
	Black Arrow, The	(D)F	L. Hayward-J. Blair-G. Macready	76		b7/3/48
	Black Eagle, The Story of a Horse		W. Bishop-V. Patton-G. Jones		9/16/48	a7/3/48
	Blondie's Night Out	(C)	P. Singleton-A. Lake-L. Simms			a1/10/48
	Blondie's Secret		Singleton-Lake-Kent-Simms			a7/3/48
	Boston Blackie's Chinese Venture		C. Morris-R. Lane-G. E. Stone			a7/17/48
	Dark Past, The		William Holden-Lee J. Cobb			a7/10/48
	First Gentlemen, The	(D)A	Jean-Pierre Aumont-Joan Hopkins	111		b5/8/48
	Gallant Blade	*C (D)	Larry Parks-Marguerite Chapman			a2/21/48
	Gentleman From Nowhere		Warner Baxter-Fay Baker			a7/3/48
	Her Wonderful Life		Janis Carter-Marc Platt			
	I Surrender Dear		Gloria Jean-David Street			a5/15/48
	Ladies of the Chorus		A. Jergens-R. Brooks-M. Monroe			a7/3/48
	Law of the Barbary Coast		W. Bishop-A. Jergens-S. Dune-G. Henry			
	Loaded Pistols	*C	Gene Autry-Barbara Britton			a7/3/48
	Loser Take All		C. Mitchell-J. Nigh-B. Edwards			a6/12/48
	Lovers, The		Cornel Wilde-Patricia Knight			
	Loves of Carmen	*T	R. Hayworth-G. Ford-Luther Adler			a5/1/48
	Lulu Belle	(D)	D. Lamour-G. Montgomery-A. Dekker	87	Aug. '48	b6/12/48
	Man from Colorado, The	*T (D)	Glenn Ford-Ellen Drew-Wm. Holden			a5/24/47
	Manhattan Angel		G. Jean-R. Ford-A. Tyrrell			a6/12/48
	Racing Luck		Stanley Clements-Gloria Henry			a7/17/48
	Return of October, The	*T (C)	Glenn Ford-Terry Moore			
	Rusty Leads the Way		Donaldson-Doran-Moffett-Litel			a6/5/48
	Rusty Saves a Life		T. Donaldson-G. Henry-S. Dunne			a7.10/48
	Singin' Spurs		Hoosier Hot Shots-Patricia White			
	Slightly French		Lamour-Carter-Parker-Ameche			a5/8/48
	Song of India		Sabu-G. Russell-T. Bey			
	Strawberry Roan, The	*C (W)F	G. Autry-G. Henry-J. Holt	76	Aug. '48	b4/24/48
	Triple Threat		Sammy Baugh-Charles Trippi			
	Undercover Man		Glenn Ford-Nina Foch			
	Untamed Breed, The	*C	S. Tufts-B. Britton-G. "G" Hayes			a6/5/48
	Walk a Crooked Mile		Dennis O'Keefe-Louis Hayward			
	Walking Hills, The		R. Scott-E. Raines-W. Bishop			a7/3/48
	Wings Westward	*C	Gene Autry-Jimmy Lloyd			

Westerns (Current)

	Blazing Across the Pecos	Charles Starrett-Smiley Burnette		55	7/1/48	
964	Last Days of Boot Hill (W)	Charles Starrett-Smiley Burnette		56	11/20/47	a7/19/47
	Phantom Valley	Charles Starrett-Smiley Burnette		52	2/19/48	
	Six Gun Law (W)	C. Starrett-S. Burnette		54	1/9/48	
	West of Sonora	Charles Starrett-Smiley Burnette		55	3/25/48	
	Whirlwind Raiders	Charles Starrett-Smiley Burnette		54	5/13/48	

Westerns (Coming)

	Challenge of the Range	Charles Starrett-Smiley Burnette				
	El Dorado Pass	Charles Starrett-Smiley Burnette				
	Quick On The Trigger	Charles Starrett-Smiley Burnette				
	Smoky Mountain Melody	Roy Acuff-Smoky Mountain Boys				
	Trail to Laredo	C. Starrett-S. Burnette-J. Bannon		54	8/12/48	

EAGLE LION

CURRENT

812	Adventures of Casanova (D)F	DeCordova-Bremer-Bey-Sutton		83	2/7/48	b2/28/48
821	Assigned to Danger (My)	G. Raymond-N. Nash-R. Bice		66	5/19/48	a4/17/48
807	Blonde Savage (D)F	L. Erickson-G. Sherwood		62	11/22/47	b10/11/47
826	Canon City (Doc)A	S. Brady-J. Corey-W. Bissell		82	6/30/48	b6/26/48
824	Close-Up	Alan Baxter-Virginia Gilmore		76	6/9/48	
820	Cobra Strikes, The (My)F	S. Ryan-R. Fraser-L. Brooks		61	4/24/48	b5/22/48
817	Enchanted Valley, The *C (D)F	A. Curtis-A. Gwynne-C. Grapewin		77	3/27/48	b4/3/48
810	Heading for Heaven (C)F	S. Erwin-G. Farrell		71	1/17/48	b12/20/47
808	Linda Be Good (C)A	E. Knox-J. Hubbard-M. Wilson		66	1/3/48	b11/1/47
806	Love From a Stranger (My)A	J. Hodiak-S. Sidney-A. Richards		81	11/15/47	b11/8/47
815	Man from Texas (D)F	J. Craig-J. Johnston-L. Bari		71	3/6/48	b4/3/48
825	Mickey *C (C)F	L. Butler-B. Goodwin-I. Hervey		87	6/23/48	b6/19/48
819	Noose Hangs High (C)F	Abbott-Costello-Downs-Calleia		77	4/17/48	b4/10/48
830	Northwest Stampede *C (C)F	J. Leslie-J. Craig-J. Oakie		79	7/28/48	b7/3/48
828	Oliver Twist (D)F	R. Newton-A. Guinness-K. Walsh		116	7/14/48	b7/3/48
818	October Man, The (D)A	J. Mills-J. Greenwood-E. Chapman		85	3/20/48	b9/6/47
813	Open Secret (D)A	J. Ireland-J. Randolph-R. Bohnen		70	5/5/48	b7/17/48
822	Raw Deal (D)A	D. O'Keefe-C. Trevor-M. Hunt		79	5/26/48	b5/22/48
804	Return of Rin Tin Tin (D)F (Color)	D. Woods-B. Blake-C. Drake		67	11/1/47	b11/8/47
816	Ruthless (D)A	Z. Scott-L. Hayward-D. Lynn		102	4/3/48	b4/3/48
829	Shed No Tears	W. Ford-J. Vincent-R. Scott		70	7/2/48	a5/29/48
811	Smugglers, The *T (D)A	Michael Redgrave-Jean Kent		88	1/31/48	b4/12/47
827	Spiritualist, The	T. Bey-L. Bari-C. O'Donnell		79	7/7/48	
823	Swords of the Avenger (D)A	R. Del Gado-Sigrid Gurie		72	6/2/48	b5/15/48
809	T-Men (D)F	Dennis O'Keefe-Mary Meade		91	1/10/48	b12/20/47
814	Take My Life (D)F	Greta Gynt-Hugh Williams		80	2/28/48	b5/17/47
805	Whispering City (D)A	H. Dantine-P. Lukas-M. Anderson		89	11/15/47	b11/15/47

COMING

	Adventures of Gallant Bess *C (D)	Cameron Mitchell-Audrey Long				a3/20/48
	Behind Locked Doors	L. Bremer-R. Carlson-T. Henry				a7/10/48
	Big Cat, The *T	Lon McCallister-Peggy Ann Garner				
	Born to Fight	Scott Brady-Anabel Shaw				a6/5/48
	Broken Journey (D)A	P. Calvert-M. Grahame-F. L. Sullivan		89		b4/24/48
	Calendar, The (C)A	Greta Gynt-John McCallum		79		b6/5/48
	Hollow Triumph	Paul Henreid-Joan Bennett				a5/15/48
	It Always Rains on Sundays	G. Withers-J. Warner		92		b11/29/47
	Lady at Midnight	R. Denning-F. Rafferty-J. Searle				a5/29/48
	Let's Live a Little	Hedy Lamarr-Robert Cummings				a6/5/48
	Man Wanted	Anabel Shaw-Robert Lowery				
	Million Dollar Weekend	G. Raymond-O. Massen-F. Lederer				
	Mystic, The	T. Bey-C. O'Donnell-L. Bari				a5/15/48
	Philo Vance's Peril	W. Wright-L. Belasco-R. Ames				b1/25/47
	Red Stallion in the Rockies *C	Red Stallion-Arthur Franz				
	Strange Mrs. Crane, The	M. Lord-P. Watkin-J. McGuire				
	29 Clues	Scott Brady-Richard Basehart				a7/10/48
	Tulsa *T	S. Hayward-R. Preston-P. Armendariz				

Westerns (Current)

853	Check Your Guns (W)F	E. Dean-R. Ates-N. Gates		55	1/24/48	b11/22/47
856	Hawk of Powder River, The (W)F	E. Dean-R. Ates-J. Holt		54	4/10/48	b3/27/48
857	Prairie Outlaws	E. Dean-R. Ates-J. Holt		57	5/12/48	
852	Shadow Valley ()F	E. Dean-R. Ates-J. Holt		58	11/29/47	b12/13/47
758	Stage to Mesa City (W)F	Lash LaRue-Fuzzy St. John		52	11/1/47	b1/31/48
858	Tioga Kid, The (W)F	E. Dean-R. Ates-J. Holt		54	6/17/48	b3/20/48
854	Tornado Range (W-S)F	Eddie Dean-Roscoe Ates-J. Holt		56	2/21/48	2/21/48
855	Westward Trail, The (W)F	E. Dean-R. Ates-P. Planchard		56	3/13/48	b3/13/48

Westerns (Coming)

	Gun Fighter	Lash LaRue-Fuzzy St. John-Mary Scott				a12/18/47

FILM CLASSICS

CURRENT

	Blonde Ice (D)A	Leslie Brooks-Robert Paige		73	May '48	b5/22/48
	Devil's Cargo (M)A	J. Calvert-R. Hudson-R. Karns		61	Apr. '48	b3/20/48
	Discovery (Doc)F	Admiral Byrd-Members of Expedition		74	Jan. '48	b4/24/48
	For You I Die (D)A	C. Downs-P. Langton-M. Auer		76	Jan. '48	b1/3/48
	Furia (D)A	Isa Pola-Rosanno Brazzi		89	Jan. '48	b10/25/47
	Inner Sanctum	Mary Beth Hughes-Charles Russell				
	Miraculous Journey *C	R. Calhoun-A. Long-V. Grey			July '48	
	Money Madness	H. Beaumont-F. Rafferty-H. Warde		73	Apr. '48	b4/3/48
	Sofia *C	Gene Raymond-Sigrid Gurie			July '48	
	Spirit of West Point (D)F	Glenn Davis-Felix Blanchard		77	Nov. '47	b10/4/47
	The Argyle Secrets (My)F	W. Gargan-M. Lord-R. Byrd		63	May '48	b4/24/48
	Unknown Island *C	V. Grey-B. MacLane-P. Reed				
	Will It Happen Again? (Doc)A	Adolph Hitler-Eva Braun		62	May '48	b5/22/48
	Women in the Night (D)A	Tala Birell-William Henry		90	Jan. '48	b1/17/48

METRO-GOLDWYN-MAYER

CURRENT

831	A Date With Judy *T (C)F	W. Beery-J. Powell-E. Taylor		113	July '48	b6/19/48
818	Alias a Gentleman (C-D)A	W. Beery-T. Drake-D. Patrick		76	Mar. '48	b2/7/48
820	B. F.'s Daughter (D)A	B. Stanwyck-Heflin-C. Coburn		108	Apr. '48	b2/21/48
827	Big City (D)M	M. O'Brien-R. Preston-D. Thomas		103	June '48	b3/27/48
819	Bride Goes Wild, The (C)F	V. Johnson-J. Allyson-B. Jenkins		97	Mar. '48	b2/28/48
813	Cass Timberlane (D)A	Spencer Tracy-Lana Turner		119	Jan. '48	b11/8/47
829	Easter Parade *T(M)F	J. Garland-F. Astaire-P. Lawford		103	July '48	b5/29/48
810	Good News (M-C)F *T	June Allyson-Peter Lawford		95	Dec. '47	b12/6/47
811	Green Dolphin Street (D)F	Lana Turner-Van Heflin		141	Nov. '47	b10/18/47
815	High Wall (D)A	R. Taylor-A. Totter-H. Marshall		99	Feb. '48	b12/20/47
826	Homecoming (D)A	Gable-Turner-Baxter-Hodiak		113	May '48	b4/10/48
728	Hucksters, The (C-D)A	C. Gable-D. Kerr-A. Menjou		115	Aug. '47	b6/28/47
814	If Winter Comes (D)A	W. Pidgeon-D. Kerr-A. Lansbury		97	Jan. '48	b12/27/47
809	Killer McCoy (D)A	M. Rooney-A. Blyth-B. Donlevy		104	Dec. '47	b10/25/47
825	Pirate, The *T (M)A	J. Garland-G. Kelly-W. Slezak		102	June '48	b4/3/48
708	Show-Off, The (C)F	R. Skelton-Marilyn Maxwell		83	Dec. '47	b8/18/47
824	State of the Union	S. Tracy-K. Hepburn-V. Johnson		124	Apr. '48	b3/27/48
821	Summer Holiday *T (C)A	Rooney-De Haven-Huston-Morgan		92	5/20/48	b3/13/48
816	Tenth Avenue Angel (D)F	M. O'Brien-A. Lansbury-G. Murphy		74	Feb. '48	b1/17/48
808	This Time for Keeps *T (M-S)	E. Williams-L. Melchior		105	Nov. '47	b10/11/47
817	Three Daring Daughters *T (M)F	J. MacDonald-J. Iturbi-J. Powell		115	Mar. '48	b2/14/48

Title	*Company*
Challenge, The	20th-Fox
Checkered Coat, The	20th-Fox
Cheyenne	WB
Chicken Every Sunday	20th-Fox
Cleopatra Arms	WB
Closeup	EL
Cobra Strikes	EL
Command Decision	MGM
Corpse Came C. O. D., The	Col.
Corridor of Mirrors	U-I
Counterfeiters, The	20th-Fox
Countess of Monte Cristo	U-I
Cover-Up	UA
Cowboy Cavalier	Mono.
Crack Up	RKO
Creeper, The	20th-Fox
Crime Doctor's Gamble	Col
Crimson Key, The	20th-Fox
Criss-Cross	U-I
Cry Wolf	WB

D

Daisy Kenyon	20th-Fox
Danger Woman	U-I
Dangerous Years	20th-Fox
Daredevils of the Clouds	Rep.
Dark Circle	Para.
Dark Delusion	MGM
Dark Past	Col.
Daughter of Darkness	Para.
Dead Don't Dream, The	UA
Dear Ruth	Para.
Decision of Christopher Blake	WB
Deep Waters	20th-Fox
Denver Kid, The	Rep.
Design for Death	RKO
Devil Ship	Col.
Dick Tracy's Dilemma	RKO
Disaster	Para.
Discovery	FC
Docks of New Orleans	Mono.
Dream Girl	Para.
Drums Along the Amazon	Rep.
Dude Goes West, The	Allied
Duel in the Sun	Selznick
Dynamite	Para.

E

Easter Parade	MGM
Easy to Wed	MGM
Embraceable You	WB
Emperor Waltz, The	Para.
Enchanted Valley	EL
Enchantment	RKO
Escape	20th-Fox
Every Girl Should Be Married	RKO
Eyes of Texas	Rep.

F

FBI Meets Scotland Yard	Col.
Fabulous Texan, The	Rep.
False Paradise	UA
Fame Is the Spur	U-I
Family Honeymoon	U-I
Feudin', Fussin' and A-Fightin'	U-I
Fiesta	MGM
Fighter Squadron	WB
Fighting Back	20th-Fox
Fighting Father Dunne	RKO
Fighting Mad	Mono.
Flame, The	Rep.
Flaxy Martin	WB
For the Love of Mary	U-I
For You I Die	FC
Fort Apache	RKO
Fountainhead, The	WB
Four Faces West	UA
French Leave	Mono.
Fugitive	RKO
Fuller Brush Man	Col.
Furia	FC
Fury at Furnace Creek	20th-Fox

G

Gallant Blade	Col.
Gallant Legion, The	Rep.
Gangster, The	Allied
Gay Intruders	20th-Fox
Gay Ranchero, The	Rep.
Gas House Kids Go West	EL
Gentleman From Nowhere	Col.
Gentleman's Agreement	20th-Fox
Girl From Jones Beach	WB
Girl From Manhattan, The	UA
Give My Regards to Broadway	20th-Fox
Glamour Girl	Col.
Golden Eye, The	Mono.
Good News	MGM
Good Sam	RKO
Good Time Girl	U-I
Great Expectations	U-I
Great Gatsby, The	Para.
Green Dolphin Street	MGM
Green Grass of Wyoming	20th-Fox
Guilt of Janet Ames	Col.
Guns of Hate	RKO

H

Half-Past Midnight	20th-Fox
Hamlet	U-I
Hat Box Mystery	SG

Title	Company
Hatter's Castle	Para.
Hazard	Para.
Heading for Heaven	EL
Hearsay	Col.
Heartaches	EL
Heart of Virginia	Rep.
Heiress, The	Para.
Henry the Fifth	UA
Her Husband's Affairs	Col.
Her Wonderful Life	Col.
Here Comes Trouble	UA
High Barbaree	MGM
High Conquest	Mono.
High Tension	Mono.
High Wall	MGM
Hills of Home	MGM
Holiday Camp	U-I
Hollow Triumph	EL
Hollywood Barn Dance	SG
Homecoming	MGM
Homicide for Three	Rep.
Honeymoon	RKO
Hoppy's Holiday	UA
Hucksters, The	MGM
Hungry Hill	U-I
Hunted, The	Allied

I

I Became a Criminal	WB
I Cover Big Town	Para.
Idol of Paris	WB
If I'm Lucky	20th-Fox
If Winter Comes	MGM
If You Knew Susie	RKO
I, Jane Doe	Rep.
I Know Where I'm Going	U-I
I Love Trouble	Col.
Indian Agent	RKO
Indian Scout	UA
Indian Summer	RKO
Inner Sanctum	FC
Interference	RKO
Intrigue	UA
I Remember Mama	RKO
Iron Curtain	20th-Fox
Isn't It Romantic?	Para.
I Surrender Dear	Col.
It Always Rains on Sunday	EL
It Had to Be You	Col.
Ivy	U-I
I Walk Alone	Para.
I Wouldn't Be in Your Shoes	Mono.

J

Jassy	U-I
Jiggs & Maggy in Society	Mono.
Jimmy Steps Out	Astor
Jinx Money	Mono.
Joan of Arc	RKO
Joe Palooka in Fighting Mad	Mono.
Joe Palooka in Winner Take All	Mono.
John Loves Mary	WB
Johnny Belinda	WB
Judge Steps Out, The	RKO
Julia Misbehaves	MGM
June Bride	WB
Jungle Goddess	SGP

K

Key Largo	WB
Kidnapped	Mono.
Killer McCoy	MGM
Kilroy Was Here	Mono.
King of the Bandits	Mono.
King of the Gamblers	Rep.
Kings of the Olympics (Pt. 1)	UA
Kiss in the Dark	WB
Kissing Bandit	MGM

L

Ladies of the Chorus	Col.
Lady at Midnight	EL
Lady From Shanghai, The	Col.
Laff-Time	UA
Larceny	U-I
Last of the Badmen	Allied
Last of the Redmen	Col.
Law and Martin Rome, The	20th-Fox
Le Silence est D'Or	RKO
Leave It to the Irish	20th-Fox
Let's Live a Little	EL
Letter From an Unknown Woman	U-I
Let's Live Again	20th-Fox
Lighthouse	EL
Lightnin' in the Forest	Rep.
Linda Be Good	EL
Little Miss Broadway	Col.
Little Women	MGM
Locker, The	RKO
Lone Wolf in London	Col.
Long Denial, The	RKO
Look for the Silver Lining	WB
Loser Take All	Col.
Lost Moment's, The	U-I
Lost One, The	Col.
Louisiana	Mono.
Love From a Stranger	EL
Lovers, The	Col.
Loves of Carmen	Col.
Luck of the Irish, The	20th-Fox
Luckiest Girl in the World	MGM
Lucky Stiff	UA
Lulu Belle	Col.
Luxury Liner	MGM

COMING

	A Southern Yankee	R. Skelton-B. Donlevy-A. Dahl	Sept. '48	a5/29/48
	Act of Violence	Van Heflin-Robert Ryan		
	Barkleys of Broadway *T	F. Astaire-G.Rogers-O.Levant-B. Burke		
	Bribe, The	Taylor-Gardner-Laughton-Hodiak		
	Command Decision	Gable-Hodiak-Johnson-Pidgeon		
	Hills of Home *T	Lassie-E. Gwenn-J. Leigh		a11/15/47
	Julia Misbehaves	G. Garson-W. Pidgeon-C. Romero	Sept. '48	a5/29/48
	Kissing Bandit, The *T	F. Sinatra-K. Grayson		a8/23/47
	Little Women *T	Allyson-O'Brien-Taylor-Lawford		
	Luckiest Girl in the World	Barbara Bel Geddes-Frances Rafferty		
	Luxury Liner *T	G. Brent-F. Gifford-J. Powell		a11/15/47
	No Minor Vices	Dana Andrews-Lilli Palmer		
	Numbers Racket, The	John Garfield-Thomas Gomez		
828	On An Island With You *T (M)F	E. Williams-P. Lawford	107	b5/1/48
	Piccadilly Incident (D)A	Anna Neagle-Michael Wilding	83	b8/31/47
830	Search, The (D)F	Montgomery Clift-Aline MacMahon	105 Aug. '48	b3/27/48
	Stormy Waters (D)A	J. Gabin-M. Morgan	77	b8/9/47
	Sun in the Morning *T	J. MacDonald-C. Jarman, Jr.J-Lassie		
	Three Godfathers *T	J. Wayne-P. Armendariz-H. Carey, Jr.		
	Three Musketeers *T	Turner-Kelly-Heflin-Allyson		a5/22/48
	Words and Music *T	J. Garland-M. Rooney-T. Drake		

MONOGRAM

CURRENT

4708	Angels' Alley (D)F	L. Gorcey-H. Hall-B. Benedict	67	3/21/48	b1/31/48
4713	Campus Sleuth (My)F	F. Stewart-J. Preisser-B. Sherwood	57	4/18/48	b6/5/48
626	Chinese Ring, The (My)F	R. Winters-W. Douglas-V. Sen Young	68	12/6/47	b12/27/47
4712	Docks of New Orleans (My)F	Roland Winters-Victor Sen Young	64	4/4/48	b5/15/48
4709	Fighting Mad (D)F	L. Errol-J. Kirkwood-E. Knox	75	2/7/48	b2/21/48
4714	French Leave (C-D)F	Jackie Cooper-Jackie Coogan	64	4/25/48	b5/8/48
4720	Golden Eye, The	R. Winters-M. Moreland	69	8/22/48	
4716	I Wouldn't Be in Your Shoes (My)A	Don Castle-Elyse Knox	70	5/23/48	b5/8/48
4704	Jiggs & Maggie in Society (C)F	Joe Yule-Renie Riano	67	1/10/48	b2/14/48
4717	Jinx Money (My)F	Gorcey-Hall-Caldwell-McKay	68	6/27/48	b5/22/48
4719	Joe Palooka in Winner Take All	Joe Kirkwood, Jr.-Elyse Knox			a6/19/48
624	King of the Bandits	G. Roland-C. Martin-A. Greene	66	11/8/47	
4703	Louisiana (C-D)F	Jimmie Davis-Margaret Lindsay	85	11/1/47	b8/9/47
4707	Perilous Waters (D)A	D. Castle-A. Long	64	2/14/48	a12/13/47
4705	Rocky (D)F	Roddy McDowall-"Rags"-E. Barrier	76	3/7/48	b5/8/48
4710	Rose of the Rio Grande	Movita-John Carroll	60	3/14/48	
4718	Shanghai Chest, The	R. Winter-D. Best-J. Alvin	65	7/11/48	
4801	16 Fathoms Deep (D)F	L. Chaney-A. Lake-T. Chandler		7/25/48	b6/12/48
627	Smart Politics (M-C)F	F. Stewart-J. Preisser-F. Darro	68	1/3/48	b3/6/48
4715	Stage Struck (D)A	Audrey Long-Kane Richmond	71	6/13/48	b5/15/48

COMING

	Bowery Comeback	Leo Gorcey-Huntz Hall-Frankie Darro			
	High Tension	Gorcey-Hall-Dell-Parrish			a7/10/48
	Kidnapped	Roddy McDowall-Ferris Taylor			
4719	Michael O'Halloran (D)F	Scotty Beckett-Allene Roberts	79	8/8/48	b6/19/48
4721	Music Man	Phil Brito-Freddie Stewart			a7/17/48
	My Brother Jonathan (D)A	M. Denison-D. Gray	105	Oct. '48	b3/13/48
	Smugglers' Cove	L. Gorcey-H. Hall-G. Dell			a6/5/48
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	Nov. '48	b3/29/48

Westerns (Current)

4757	Back Trail	Johnny Mack Brown-Raymond Hatton	54	7/18/48	
4762	Cowboy Cavalier	J. Wakely-C. Taylor		7/4/48	
4755	Crossed Trails	Johnny Mack Brown-Raymond Hatton	53	4/11/48	
4756	Frontier Agent	Johnny Mack Brown-Raymond Hatton	56	5/16/48	
	Gallant Texan	Jimmy Wakely-"Cannonball" Taylor			
674	Gun Talk (W)F	J. M. Brown-R. Hatton-C. McIntyre	57	12/20/47	b1/3/48
624	King of the Bandits (D)F	G. Roland-C. Martin-A. Greene	66	11/8/47	b10/18/47
4761	Oklahoma Blues	J. Wakely-C. Taylor-V. Belmont	56	3/28/48	
4751	Overland Trail	J. Mack Brown-R. Hatton-V. Belmont	58	1/31/48	
4765	Partners in the Sunset	J. Wakely-Cannonball Taylor	53	5/6/48	
4766	Range Renegades	J. Wakely-C. Taylor-C. Larson	54	6/6/48	
686	Song of the Drifter	J. Wakely-C. Taylor-M. Coles	53	1/17/48	
4752	Triggerman	Johnny Mack Brown-Raymond Hatton	56	6/20/48	

Westerns (Coming)

4753	Fighting Ranger	Johnny Mack Brown-Raymond Hatton	8/15/48	
	Sheriff From Medicine Bow	Johnny Mack Brown-Raymond Hatton		
	Silver Trails	Wakely-Taylor-Larson		

PARAMOUNT

CURRENT

4709	Albuquerque *C (WD)F	R. Scott-B. Britton-G. Hayes	89	2/20/48	b1/24/48
4713	Big Clock, The (M-D)A	R. Milland-C. Laughton-M. O'Sullivan	95	4/9/48	b2/21/48
4706	Big Town After Dark (D)A	Philip Reed-Hillary Brooke	69	12/12/47	b11/22/47
4722	Big Town Scandal (D)F	Philip Reed-Hillary Brooks	61	7/30/48	
4711	Caged Fury (D)F	Richard Denning-Sheila Ryan	61	3/5/48	b2/14/48
4721	Dream Girl (C)F	B. Hutton-M. Carey-P. Knowles	85	7/23/48	b5/8/48
4720	Emperor Waltz, The *T (C)F	Bing Crosby-Joan Fontaine	103	7/2/48	b5/8/48
4718	Hatter's Castle (D)A	R. Newton-J. Mason-D. Kerr	105	6/18/48	b4/17/48
4716	Hazard (C)F	P. Goddard-M. Carey-F. Clark	100	5/28/48	b3/20/48
4708	I Walk Alone (D)F	B. Lancaster-L. Scott-K. Douglas	96	1/16/48	b12/20/47
4712	Mr. Reckless (D)F	W. Eythe-B. Britton-W. Catlett	66	3/26/48	b2/28/48
4707	Road to Rio (C)F	B. Crosby-B. Hope-D. Lamour	101	12/25/47	b11/22/47
4710	Saigon (D)A	A. Ladd-V. Lake-D. Dick	94	3/12/48	b2/7/48
4714	Sainted Sisters, The (C-D)A	V. Lake-J. Caulfield-B. Fitzgerald	89	4/30/48	b3/13/48
4717	Shaggy *C (D)F	B. Joyce-G. Nokes-R. Shayne	71	6/11/48	b4/17/48
4715	Speed to Spare (D)F	R. Arlen-J. Rogers-R. Travis	57	5/14/48	b3/13/48
4725	Unconquered *T (D)F	Gary Cooper-Paulette Goddard	146	4/2/48	b9/27/47
4719	Waterfront at Midnight (D)A	W. Gargan-M. B. Hughes-R. Travis	63	6/25/48	b5/8/48
4704	Where There's Life (C)A	B. Hope-S. Hasso-W. Bendix	75	11/21/47	b10/11/47

COMING

	A Connecticut Yankee *T (MC)	B. Crosby-R. Fleming			a1/31/48
	Accused, The	L. Young-R. Cummings-W. Corey			a6/19/48
4724	A Foreign Affair (C)A	J. Arthur-M. Dietrich-J. Lund	116	8/20/48	b6/19/48
4726	Beyond Glory (D)F	A. Ladd-D. Reed-G. Macready	82	9/3/48	b6/19/48
	Daughter of Darkness (D)A	Anne Crawford-Maxwell Reed	91		b2/28/48
4806	Disaster	R. Denning-T. Marshall-D. O'Flynn	60	12/3/48	a6/19/48
	Dynamite	William Gargan-Leslie Brooks			a6/12/48
	Great Gatsby, The	A. Ladd-B. Field-B. Sullivan			a6/12/48
	Heiress, The	De Havilland-Richardson-Clift-Hopkins			
4802	Isn't It Romantic?	Lake-DeWolfe-Knowles-Freeman		10/8/48	a5/29/48
	My Own True Love (D)	Phyllis Calvert-M. Douglas			a8/16/47
4803	Night Has a Thousand Eyes, The (D)A	E. G. Robinson-G. Russell-J. Lund	81		b7/17/48
	Now and Forever	C. Rains-M. Carey-W. Hendrix			a5/15/48
	One Woman	A. Ladd-D. Reed-J. Havoc-B. Kroeger			
4807	Paleface, The *T	Bob Hope-Jane Russell	83	11/2/48	a3/6/48
	Strange Temptation	R. Milland-T. Mitchell-A. Totter			a7/10/48
	Special Agent	W. Eythe-L. Elliott-C. Mathews			a6/26/48
4723	So Evil My Love (D)A	R. Milland-A. Todd-G. Fitzgerald	109	8/6/48	b3/13/48
4804	Sealed Verdict (D)	Ray Milland-Florence Marly	83	11/5/48	a3/6/48

	Sorrowful Jones	Bob Hope-Lucille Ball				a7/10/48
4801	Sorry, Wrong Number	B. Stanwyck-B. Lancaster-A. Richards.	89		9/24/48	a5/15/48
	Streets of Laredo	Holden-Carey-Bendix-Freeman				
4805	Tatlock Millions	Hendrix-Lund-Fitzgerald-Woolley			11/19/48	a6/19/48
	Whispering Smith *T	A. Ladd-R. Preston-B. Marshall				a6/14/47

RKO RADIO

CURRENT

				Trade Shown	
814	Arizona Ranger, The (D)F	T. Holt-J. Holt-N. Leslie	63	May '48	b4/3/48
951	Best Years of Our Lives	F. March-M. Loy-D. Andrews	172	Dec. '47	b11/23/46
815	Berlin Express (D)R	Oberon-Ryan-Korvin-Lukas	86	June '48	b4/10/48
852	Bishop's Wife, The (D)A	C. Grant-L. Young-D. Niven	108	Nov. '47	b11/22/47
871	Design for Death (Doc)F	Japanese Cast	48	Jan. '48	b2/7/48
816	Fighting Father Dunne (D)F	Pat O'Brien-Darryl Hickman	93	June '48	b5/15/48
870	Fort Apache (D)A	J. Wayne-H. Fonda-S. Temple	127	Mar. '48	b3/13/48
863	Fugitive, The (D)A	Henry Fonda-Dolores Del Rio	104	Nov. '47	b11/8/47
819	Guns of Hate (W)F	Tim Holt-Nan Leslie	61	June '48	b5/22/48
811	If You Knek Susie (C)F	E. Cantor-J. Davis-A. Joslyn	90	Jan. '48	b2/7/48
868	I Remember Mama (C-D)F	I. Dunne-B. Bel Geddes-O. Homolka	134	Mar. '48	b3/13/48
893	Melody Time *T (M)F	R. Rogers-D. Day-Andrews Sisters	75	7/1/48	b5/22/48
869	Miracle of the Bells (D)	F. MacMurray-Valli-F. Sinatra	120	Mar. '48	b3/6/48
865	Mourning Becomes Electra (D)A	R. Russell-K. Paxinou-R. Massey	173	Nov. '47	b11/22/47
806	Night Song (D)A	D. Andrews-M. Oberon-E. Barrymore	102	Nov. '47	b11/15/47
810	Out of the Past (D)A	Robert Mitchum-Jane Greer	96	Nov. '47	b11/22/47
867	Pearl, The (D)A	Pedro Armendariz-Maria Elena Marques	78	Feb. '48	b2/14/48
821	Race Street (D)A	G. Raft-W. Bendix-M. Maxwell	79	July '48	b5/15/48
817	Return of the Badmen (W)A	Randolph Scott-Anne Jeffreys	90	July '48	b5/15/48
807	So Well Remembered (D)A	M. Scott-J. Mills	86	Nov. '47	b11/1/47
813	Tarzan and the Mermaids (D)F	Weissmuller-Joyce-Christian	67	May '48	b4/3/48
866	Tycoon *T (D)F	John Wayne-Laraine Day	128	Dec. '47	b12/6/47
812	Western Hertage (W)F	Tim Holt-Nan Leslie	61	Jan. '48	b1/31/48
808	Wild Horse Mesa (W)F	Tim Holt-Nan Leslie	61	Nov. '47	b11/22/47

COMING

	A Song Is Born *T (M)	D. Kaye-V. Mayo-B. Goodman		Oct. '48	a3/20/48
	Baltimore Ecapade	R. Young-S. Temple-J. Agar			
	Blood on the Moon	Mitchum-Bel Geddes-Preston-Brennan			a6/12/48
	Bodyguard	Lawrence Tierney-Priscilla Lane			a7/3/48
	Boy With Green Hair *T	O'Brien-Ryan-Hale-Stockwell			a6/12/48
	Brothers in the Saddle	T. Holt-R. Martin-R. Powers			
	Enchantment	David Niven-Teresa Wright		Nov. '48	a7/3/48
	Every Girl Should Be Married	C. Grant-F. Tone-D. Lynn			
	Good Sam (C)	Gary Cooper-Ann Sheridan		Sept. '48	a2/14/48
	Gun Runners	Tim Holt-Richard Martin-Martha Hyer			
	Indian Agent	T. Holt-R. Martin-N. Leslie			a7/5/47
	Interference	Mature-Ball-Tufts-Scott			
	Joan of Arc *T (D)	I. Bergman-J. Ferrer-J. Emery			a1/3/48
	Judge Steps Out, The (D)	A. Knox-A. Southern-G. Tobias			a7/5/47
864	Le Silence est D'Or (C)A	Maurice Chevalier-M. Derrien	89		b10/25/47
	Long Denial, The	M. O'Hara-M. Douglas-B. Williams			a6/5/48
	Mr. Joseph Young of Africa	Johnson-Armstrong-Toomey-Moore			
822	Mystery in Mexico (My)F	W. Lundigan-J. White-R. Cortez	65		b6/26/48
	Outlaw Valley	Tim Holt-Richard Martin			
	Rachel and the Stranger (D)	L. Young-W. Holden-R. Mitchum		Nov. 48	a12/27/47
	Roughshod (D)	R. Sterling-C. Jarman-G. Grahame			a9/6/47
	Set-Up, The	Robert Ryan			
	Station West (D)	D. Powell-J. Greer-A. Moorehead		Nov. '48	a12/13/47
	Tarzan and the Arrow of Death	L. Barker-E. Ankers-B. Joyce			
820	Twisted Road, The (D)A	C. O'Donnell-F. Granger-H. DaSilva	95	Sept. '48	b6/26/48
	Variety Time	Paar-Carle-Errol-Kennedy			
872	Velvet Touch, The (D)	Russell-Genn-Trevor-Greenstreet		Aug. '48	a2/14/48
	Weep No More	Cotten-Valli-Paar-Byington			a7/3/48
	Window, The	B. Hale-B. Driscoll-A. Kennedy			a5/15/48

REPUBLIC

CURRENT

728	Bill and Coo *U (N)F	George Burton's Birds	61	3/28/48	b12/27/47
703	Campus Honeymoon (MC)F	Wilde Twins-R. Crane-A. Mara	61	2/1/48	b1/31/48
732	Eyes of Texas *U	Rogers-Roberts-Sons of Pioneers	70	7/15/48	a7/10/48
624	Fabulous Texan, The (W)F	W. Elliott-J. Carroll-C. McLeod	95	11/9/47	b11/8/47
628	Flame, The (D)A	J. Carroll-V. Ralston-R. Paige	97	11/24/47	b1/10/48
715	Gallant Legion, The (W)F	W. Elliott-J. Schildkraut-A. Booth	88	7/25/48	b5/29/48
644	Gay Ranchero *U (W)F	R. Rogers-T. Guizar-J. Frazee	72	1/10/48	b1/31/48
707	Heart of Virginia (D)F	Janet Martin-Robert Lowery	60	4/25/48	b5/8/48
710	I, Jane Doe (D)F	R. Hussey-J. Carroll-V. Ralston	85	5/25/48	b5/15/48
705	Inside Story, The (C-D)F	M. Hunt-W. Lundigan-C. Winninger	87	3/14/48	b3/27/48
709	ing of the Gamblers (D)A	Janet Martin-William Wright	60	5/10/48	b6/5/48
706	Lightin' in the Forest (D)F	L. Roberts-D. Barry-W. Douglas	58	3/25/48	b4/24/48
704	MaKdonna of the Desert (D)F	L. Roberts-D. Castle-D. Barry	60	2/23/48	b3/13/48
701	Main Street id, The (C)KF	A. Pearce-J. Martin-A. Mowbray	64	1/1/48	b1/17/48
708	Old Los Angeles (W)	W. Elliott-J. Carroll-C. McLeod	88	4/25/48	a1/17/48
711	Secret Service Investigator (D)F	Lynn Roberts-Lloyd Bridges	60	5/31/48	b6/5/48
702	Slippy McGee (D)A	D. Barry-D. Evans-T. Brown	65	1/15/48	b1/24/48
712	Train to Alcatraz (D)A	D. Barry-J. Martin-W. Phipps	60	6/28/48	b7/17/48
731	Under California Stars *U (W)F	R. Rogers-J. Frazee-A. Devine	70	5/1/48	b5/15/48

COMING

	Angel in Exile	Carroll-Mara-Gomez-Bedoya			a7/17/48
	Daredevils of the Clouds	Robert Livingston-Mae Clarke	60	8/10/48	a7/17/48
	Drums Along the Amazon	Brent-Ralston-Aherne-Bennett			
	Homicide for Three	W. Douglas-A. Young-F. Withers			a7/17/48
	Macbeth (D)	O. Welles-J. Nolan-R. McDowell			a8/23/48
714	Moonrise	D. Clark-G. Russell-E. Barrymore	90	10/1/48	a5/8/48
	Nighttime in Nevada *U	R. Rogers-A. Mara-A. Devine			a7/10/48
	Out of the Storm	Jimmy Lydon-Lois Collier		8/9/48	
	Plunderers, The *U	R. Cameron-I. Massey-A. Booth			
	Red Pony, The *T (D)	M. Loy-R. Mitchum-L. Calhern			a10/25/47
	Sons of Adventure	Russel Hayden-Lynne Roberts		8/27/48	
	Wake of the Red Witch	John Wayne-Gail Russell			

Westerns Current)

752	Bandits of Dark Canyon (W)F	Allan Lane-Bob Steele	59	12/15/47	b12/13/47
754	Bold Frontiersman, The (W)F	Allan Lane-Black Jack	60	4/15/48	b5/8/48
654	California Firebrand *U (W)F	Monte Hale-Adrian Booth	63	4/1/48	b5/8/48
755	Carson City Raiders (W)F	A. Lane-E. Waller-B. Jons	60	5/13/48	b5/29/48
756	Marshall of Amarillo	Allan "Rocky" Lane-Eddy Waller	60	7/25/48	
753	Oklahoma Badlands (W)F	A. "Rocky" Lane-Black Jack	59	2/22/48	b4/24/48
656	Timber Trail *U (W)F	M. Hale-L. Roberts-J. Burke	67	6/15/48	b7/10/48
652	Under Colorado Skies *U	Monte Hale-Adrian Booth	65	12/15/47	b12/27/47

Westerns (Coming)

	Denver Kid, The	A. Lane-E. Waller-C. Gallagher			
	Desperadoes of Dodge City	A. Lane-E. Waller-M. Coles			
	Grand Canyon Trail *U	R. Rogers-A. Devine-F. Willing			
	Son of God's Country	Monte Hale			

Title	*Company*
M	
Macbeth	Rep.
Madonna of the Desert	Rep.
Mad Wednesday	UA
Magic Bow	U-I
Main Street Kid	Rep.
Man-Eaters of Kumaon	U-I
Man of Evil	UA
Man From Colorado, The	Col.
Man From Texas	EL
Manhattan Angel	Col.
Man Wanted	EL
Mark of the Lash	SGP
Martin Rome	20th-Fox
Mary Lou	Col.
Mating of Millie	Col.
Meet Me at Dawn	20th-Fox
Melody Time	RKO
Mexican Hayride	U-I
Michael O'Halloran	Mono.
Mickey	EL
Million Dollar Weekend	EL
Mine Own Executioner	20th-Fox
Miracle of the Bells	RKO
Miracle on 34th St.	20th-Fox
Miraculous Journey	FC
Miss Mink of 1949	20th-Fox
Mr. Blandings Builds His Dream House	SRO
Mr. Joseph Young of Africa	RKO
Mr. Peabody and the Mermaid	U-I
Mr. Reckless	Para.
Money Madness	FC
Moonrise	Rep.
Moss Rose	20th-Fox
Mourning Becomes Electra	RKO
Music Man	Mono.
My Brother Jonathan	Mono.
My Dear Secretary	UA
My Dog Rusty	Col.
My Dream Is Yours	WB
My Own True Love	Para.
Mystery in Mexico	RKO
My Girl Tisa	WB
My Wild Irish Rose	WB
Mystic, The	EL
N	
Naked City	U-I
Nicholas Nickelby	U-I
Night Beat	WB
Night Has a Thousand Eyes	Para.
Night Song	RKO
Night Unto Night	WB
No Minor Vices	MGM
Noose Hangs High	EL
Northwest Outpost	Rep.
Northwest Stampede	EL
Now and Forever	Para.
Numbers Racket, The	MGM
O	
Odd Man Out	U-I
O'Flynn, The	U-I
Oh Say Can You Sing	Univ.
Old Los Angeles	Rep.
Oliver Twist	EL
On an Island With You	MGM
On Our Merry Way	UA
One Last Fling	WB
One Sunday Afternoon	WB
One Touch of Venus	U-I
Open Secret	EL
Other Love	UA
Out of the Past	RKO
Out of the Storm	Rep.
Outlaw Valley	RKO
Outpost in Morocco	UA
P	
Paleface	Para.
Panhandle	Allied
Paradine Case	Selznick
Perilous Waters	Mono.
Perils of Pauline	Para.
Philo Vance Returns	EL
Philo Vance's Peril	EL
Piccadilly Incident	MGM
Pirate, The	MGM
Pirates of Monterey	U-I
Pitfall, The	UA
Plunderers, The	Rep.
Police Reporter	SGP
Port Said	Col.
Portrait of Jennie	SRO
Prairie, The	SG
Prince of Thieves	Col
R	
Race Street	RKO
Rachel and the Stranger	RKO
Racing Luck	Col.
Raw Deal	EL
Red Pony, The	Rep.
Red River	UA
Red Stallion in the Rockies	EL
Relentless	Col.
Return of October	Col.
Return of Rin Tin Tin	EL
Return of the Whistler	Col.
Return of Wildfire	SGP
Riff-Raff	RKO
River Lady	U-I
Road House	20th-Fox
Road to Rio	Para.
Road to the Big House	SG
Robin Hood of Texas	Rep.
Rocky	Mono.

Title	Company
Rogues' Regiment	U-I
Romance on the High Seas	WB
Roosevelt Story, The	UA
Rope	WB
Rose of Santa Rose	Colo.
Rose of the Rio Grande	Mono.
Roses Are Red	20th-Fox
Roughshod	RKO
Rupert of Hentzau	SRO
Rusty Leads the Way	Col.
Rusty Saves a Life	Col.
Ruthless	EL

S

Saddle Pals	Rep.
Saigon	Para.
Sainted Sisters	Para.
Sand	20th-Fox
Saxon Charm, The	U-I
Scudda Hoo, Scudda Hay	20th-Fox
Sealed Verdict	Para.
Search, The	MGM
Secret Beyond the Door, The	U-I
Secret Life of Walter Mitty	RKO
Secret Service Investigator	Rep.
Senator Was Indiscreet	U-I
Set-Up, The	RKO
Seven Keys to Baldpate	RKO
Shaggy	Para.
Shanghai Chest, The	Mono.
Shed No Tears	EL
Show-Off	MGM
Silent Conflict	UA
Silver River	WB
Sinister Journey	UA
Sign of the Ram, The	Col.
Sitting Pretty	20th-Fox
Sixteen Fathoms Deep	Mono.
Sleep, My Love	UA
Slightly French	Col.
Slippy McGee	Rep.
Smart Girls Don't Talk	WB
Smart Politics	Mono.
Smart Woman	Allied
Smugglers, The	EL
Smugglers Cove	Mono.
Snake Pit, The	20th-Fox
Snowbound	U-I
So Evil My Love	Para.
Sofia	FC
Son of Rusty	Col.
Song of Idaho	Col.
Song of India	Col.
Song of My Heart	Allied
Sons of Adventure	Rep.
Sorry, Wrong Number	Para.
Sorrowful Jones	Para.
So This Is New York	UA
South of St. Louis	WB
So Well Remembered	RKO
Special Agent	Para.
Speed to Spare	Para.
Spirit of West Point	FC
Spiritualist, The	EL
Sport of Kings	Col.
Springtime in the Sierras	Rep.
Stage Struck	Mono.
State of the Union	MGM
Station West	RKO
Step-Child	EL
Stork Bites Man	UA
Strange Gamble	UA
Strawberry Roan	Col.
Strange Mrs. Crane, The	EL
Street With No Name	20th-Fox
Streets of Laredo	Para.
Strike It Rich	AA
Summer Holiday	MGM
Sun in the Morning	MGM
Sweetheart of the Blues	Col.
Sword of the Avenger	EL
Swordsman	Col.

T

Take My Life	EL
Tap Roots	U-I
Tarzan and the Arrow of Death	RKO
Tarzan and the Mermaids	RKO
Tatlock Millions, The	Para.
Tawny Pipit, The	U-I
Temptation Harbour	Mono.
Tender Is the Night	SRO
Tender Years, The	20th-Fox
Tenth Avenue Angel	MGM
Texas, Brooklyn & Heaven	UA
That Lady in Ermine	20th-Fox
That Wonderful Urge	20th-Fox
That's My Gal	Rep.
That's My Man	Rep.
The Argyle Secrets	FC
The Fan	20thFox
The Inside Story	Rep.
The Kissing Round-Up	Col.
The Open Secret	EL
The Window	RKO
Thirteen Lead Soldiers	20th-Fox
This Happy Breed	U-I
This Time for Keeps	MGM
This Was a Woman	20th-Fox
Three Daring Daughters, The	MGM
Three Godfathers	MGM
Three Musketeers	MGM
Three Wives	20th-Fox
Thunderbolt	Mono.
Thunder in the Valley	20th-Fox
Thunderhoof	Col.
Time of Your Life	UA
T-Men	EL
To the Ends of the Earth	Col.
To the Victor	WB
Trail of the Mounties	SG

SCREEN GUILD PRODUCTIONS

S-7	Duke of West Point	L. Hayward-J. Fontaine	108	8/24/48		1938
S-5	Flirting With Fate	J. E. Brown-B. Roberts	72	9/10/48		1938
	Frontier Fury	Lash LaRue-Fuzzy St. John				
4802	Jungle Goddess	G. Reeves-L. Leeds-Armida		8/13/48		
S-4	King of the Turf	A. Menjou-D. Costello	89	7/16/48		1939
HC20	Law of the Pampas	W. Boyd-R. Hayden	79	6/4/48		1939
	Mark of the Lash	L. LaRue-A. St. John-P. Stewart				
X-3	Miracle in Harlem	Stepin Fetchit	71	6/11/48		
S-8	Miss Annie Rooney	S. Temple-W. Gargan	88	9/24/48		
4615	Police Reporter	Wade-MacDonald-Blackley-Barnett	70	5/17/47		
4705	Prairie, The (D)	L. Aubert-A. Baxter	76	5/21/48	a	12/27/47
4801	Return of Wildfire	R. Arlen-P.Morison-M. B. Hughes				
4706	Road to the Big House, The (D)A	J. Shelton-A. Doran-G. Williams	72	12/27/47	b	11/1/47
S-3	Runaway Daughter	B. Stanwyck-R. Young	71	7/23/48		
S-6	That's My Boy	J. Durante-R. Tauber	81	9/10/48		1932
4708	Trail of the Mounties	R. Hayden-Jennifer Holt	72	2/21/48		
4707	Where the North Begins (D)F	R. Hayden-J. Holt-T. Coffin	40	12/13/48	b	4/17/48

SELZNICK RELEASING ORGANIZATION

CURRENT

	Duel in the Sun *T (WD)A	J. Jones-G. Peck-J. Cotten	138	4/17/47	b	1/4/47
	Mr. Blandings Builds His Dream House (C)F	C. Grant-M. Loy-M. Douglas	94		b	3/17/48
	Paradine Case, The (D)A	G. Peck-A. Todd-C. Laughton-Valli	132	Jan. '48	b	1/3/48

COMING

	Portrait of Jennie (D)	J. Jones-J. Cotten-E. Barrymore			a	11/1/47

20TH-FOX

CURRENT 1947-'48

809	An Ideal Husband *T (C-D)A	P. Goddard-M. Wilding-D. Wynyard	96	Mar. '48	b	11/29/47
820	Anna Karenina (D)A	V. Leigh-R. Richardson-K. Moore	110	May '48	b	2/28/48
817	Arthur Takes Over (C)F	Lois Collier-Richard Crane	63	May '48	b	4/10/48
805	Call Northside 777 (D)A	J. Stewart-R. Conte-L. J. Cobb	111	Feb. '48	b	1/24/48
801	Captain from Castile (D)F *T	T. Power-J. Peters-C. Romero	140	Jan. '48	b	11/29/47
807	Challenge, The (D)F	T. Conway-J. Vincent-R. Stapley	68	Mar. '48	b	2/28/48
825	Checkered Coat, The	T. Conway-N. Nash-H. Hatfield	67	July '48		
819	Counterfeiters, The (My)A	John Sutton-Doris Merrick	74	June '48	b	6/5/48
731	Daisy Kenyon (D)A	J. Crawford-D. Andrews-H. Fonda	98	Dec. '47	b	11/29/47
804	Dangerous Years (D)F	William Halop-Ann E. Todd	61	Feb. '48	b	12/20/47
821	Deep Waters (D)F	D. Andrews-J. Peters-C. Romero	85	July '48	b	7/3/48
815	Fury at Furnace Creek (W)	V. Mature-C. Gray	88	May '48	b	4/10/48
806	Gentleman's Agreement (D)F	G. Peck-D. McGuire-J. Garfield	118	Mar. '48	b	11/15/47
827	Give My Regards to Broadway *T (C)F	D. Dailey-C. Winninger-N. Guild	89	June '48	b	5/22/48
818	Green Grass of Wyoming *T (D)F	P. Cummins-C. Coburn-R. Arthur	89	June '48	b	4/24/48
808	Half Past Midnight (D)F	K. Taylor-P. Knudsen-J. Sawyer	69	Mar. '48	b	3/6/48
816	Iron Curtain, The (D)A	D. Andrews-G. Tierney-J. Havoc	87	May '48	b	5/8/48
813	Let's Live Again (D)F	J. Emery-J. Millican-T. Holmes	68	Apr. '48	b	3/6/48
812	Meet Me at Dawn (C)A	W. Eythe-S. Holloway-B. Campbell	89	Apr. '48	b	3/20/48
824	Mine Own Executioner (D)A	B. Meredith-K. Moore-D. Gray	102	July '48	b	12/6/47
823	Street With No Name, The (Doc)A	M. Stevens-R. Widmark-L. Nolan	91	July '48	b	6/26/48
734	Roses Are Red (My)A	Don Castle-Peggy Knudsen	67	Dec. '47	b	11/8/47
811	Scudda Hoo, Scudda Hay *T (D)F	J. Haver-L. McCallister-W. Brennan	95	Apr. '48	b	3/6/48
810	Sitting Pretty (C)A	R. Young-M. O'Hara-C. Webb	84	Apr. '48	b	2/28/48
814	Thirteen Lead Soldiers (My)F	Tom Conway-Maria Palmer	66	Apr. '48	b	6/5/48
720	Thunder in the Valley *T (D)F	P. A. Garner-L. McCallister-E. Gwenn	103	Nov. '47	b	6/7/47
802	You Were Meant for Me (MC-D)F	J. Crain-D. Dailey-O. Levant	91	Feb. '48	b	1/24/48

COMING

	A Man About the House	M. Johnson-D. Gray-K. Moore	94		b	6/28/47
	Apartment for Peggy *T	J. Crain-W. Holden-E. Gwenn			a	5/1/48
	Big Dan	C. Russell-V. Christine-G. Gray-Flame			a	6/5/48
	Bungalow	Tom Conway-Margaret Hamilton				
	Chicken Every Sunday	D. Dailey-A. Young-C. Holm			a	7/17/48
	Creeper, The	J. Baragrey-O. Stevens-E. Ciannelli				
822	Escape (D)A	Rex Harrison-Peggy Cummins	77			
828	Fighting Back	Paul Langton-Gary Gray	61	Aug. '48		
	Gay Intruders, The (C)A	John Emery-Tamara Geva	68		b	6/19/48
	Luck of the Irish, The	T. Power-A. Baxter-C. Kellaway			a	5/15/48
	Miss Mink of 1949	Jimmy Lydon-Lois Collier-Richard Lane				
	Reign of Terror, The	Victor Mature-Richard Conte			a	5/8/48
	Road House	Lupino-Wilde-Holm-Widmark			a	6/5/48
	Sand *T	M. Stevens-C. Gray-C. Grapewin			a	7/17/48
	Snake Pit, The (D)	O. deHavilland-L. Genn-M. Stevens			a	10/11/47
836	That Lady in Ermine *T (M)A	B. Grable-D. Fairbanks, Jr.	89	Aug. '48	b	7/17/48
	That Wonderful Urge	T. Power-G. Tierney-R. Gardiner			a	6/19/48
	The Fan	Crain-Sanders-Carroll-Greene				
	This Was a Woman (D)A	Sonia Dresdel-Barbara White			a	1/24/48
	Three Wives	Darnell-Crane-Lynn-Sothern			a	7/17/48
	Trouble Preferred	C. Russell-P. Knudsen-L. Roberts			a	6/19/48
	Tucson	J. Lydon-P. Edwards-C. Russell			a	7/17/48
	Unfaithfully Yours	R. Harrison-L. Darnell-R. Vallee	108		a	5/29/48
826	Walls of Jericho, The (D)A	Wilde-Darnell-Baxter-Douglas	111	Aug. '48	b	7/10/48
	West of Tomorrow	C. Miller-A. Franz-R. Jaeckel				
	When My Baby Smiles at Me *T	Grable-Dailey-Oakie-Havoc			a	5/29/48
	While I Live (D)A	T. Walls-C. Evans-C. Raye	85		b	10/18/47
829	Winner's Circle, The (Doc)F	Johnny Longden-Morgan Farley	75	Aug. '48	b	6/19/48
	Yellow Sky *T	G. Peck-A. Baxter-R. Widmark			a	7/17/48

UNITED ARTISTS

CURRENT

	Arch of Triumph (D)A Sp	I. Bergman-C. Boyer-C. Laughton	120	Mar. '48	b	2/21/48
	Body and Soul (D)A	John Garfield-Lilli Palmer	105	Nov. '47	b	8/16/47
	Four Faces West (D)F	J. McCrea-F. Dee-C. Bickford	90	5/15/48	b	5/15/48
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134		b	4/27/46
	Here Comes Trouble *C (C)F	B. Tracey-J. Sawyer-E. Parnell	50	4/9/48	b	4/17/48
	Intrigue (D)A	G. Raft-J. Havoc-H. Carter	88	Dec. '47	b	12/27/47
	Laff-Time	W. Tracy-P. Morgan-E. Janssen	110	4/9/48		
	Kings of the Olympics (Pt. 1) (Doc.) F	Bill Slater—Narrator	65	Apr. '48	b	1/24/48
	Man of Evil (D)A	J. Mason-P. Calvert-A. Stephens	90	Jan. '48	b	2/7/48
	On Our Merry Way	B. Meredith-P. Goddard-F. MacMurry	107	Feb. '48	b	2/7/48
	Roosevelt Story, The F	K. Lynch-E. Begley-C. Lee	76	Nov. '47	b	7/5/47
	Silent Conflict (W)F	W. Boyd-A. Clyde-R. Brooks	61	Apr. '48	b	4/17/48
	Sleep, My Love (D)A	C. Colbert-D. Ameche-R. Cummings	97	Jan. '48	b	1/17/48
	So This Is New York (C)F	H. Morgan-R. Vallee-H. Herbert	80	May '48	b	5/15/48
	Time of Your Life (D)A	J. Cagney-Wm. Bendix-J. Cagney	109	5/27/48	b	5/29/48
	Who Killed 'Doc' Robbin? *C (C)F	V. Grey-D. Castle-G. Zucco	51	Apr. '48	b	5/8/48

COMING

	An Innocent Affair	Fred MacMurray-Madeleine Carroll
	Adventures of the Cisco Kid	Duncan Renaldo-Leo Carillo
	Angry God, The	Alicia Parla-Casimiro Ortega
	Atlantis, The Lost Continent	Maria Montez-Jean Pierre-Aumont
	Borrowed Trouble	William Boyd-Andy Clyde
	Cover-Up	William Bendix-Dennis O'Keefe
	Dead Don't Dream, The (W)	W. Boyd-A. Clyde
	False Paradise	Wm. Boyd-Andy Clyde
	Girl from Manhattan, The	Montgomery-Lamour-Laughton
	Indian Scout	George Montgomery-Ellen Drew

	Lucky Stiff	D. Lamour-B. Donlevy-C. Trevor				
	Mad Wednesday (D)F	H. Lloyd-R. Washburn-J. Conlin	89			b2/22/47
	My Blonde Heaven	Marx Bros.-Massey-Vera Ellen-Hutton				
	My Dear Secretary	L. Day-K. Douglas-K. Wynn				
	Outpost in Morocco	George Raft-Akim Tamiroff				
	Pitfall, The	Powell-Wyatt-Scott-Burr				a6/12/48
	Red River (WD)F	J. Wayne-M. Clift-W. Brennan	125		8/26/48	b7/17/48
	Sinister Journey	Wm. Boyd-Andy Clyde				
	Strange Gamble (W)	W. Boyd-A. Clyde-R. Brooks				a12/13/47
	Texas, Brooklyn, and Heaven (CD)A	G. Madison-D. Lynn-J. Dunn	76		8/11/48	b7/17/48
	Vendetta (D)	Hillary Brooke-Faith Domergue				a5/10/47
	Vicious Circle (D)A	Conrad Nagel	77		7/24/48	b5/29/48

UNIVERSAL-INTERNATIONAL

CURRENT

664	Abbott & Costello Meet Frankenstein (C)F	Abbott-Costello-Chaney-Lugosi	83		July '48	b7/3/48
650	A Double Life (D)A	R. Colman-S. Hasso-E. O'Brien	104		Mar. '48	b1/3/48
657	All My Sons (D)A	Edward G. Robinson-Burt Lancaster	94		May '48	b2/21/48
656	Are You With It? (M)F	D. O'Connor-O. San Juan-M. Stewart	90		May '48	b3/13/48
634	A Woman's Vengeance (D)A	Charles Boyer-Ann Blyth	96		Feb. '48	b12/20/47
663	Bad Sister	M. Lockwood-I. Hunter	91		July '48	b12/6/47
653	Black Bart *T (W-D)A	Y. DeCarlo-D. Duryea-J. Lynn	80		Apr. '48	b1/31/48
629	Black Narcissus *T (D)F	Deborah Kerr-David Farrar	91		Dec. '47	b5/3/47
652	Captain Boycott (D)F	Stewart Granger-Kathleen Ryan	93		Jan. '48	b9/6/47
655	Casbah (D)A	Y. DeCarlo-T. Martin-P. Lorre	94		Apr. '48	b3/6/48
658	Dear Murderer (D)A	E. Portman-G. Gynt-D. Price	94		May '48	b6/7/48
	End of the River, The (D)A	Sabu-Bibi Ferreira	80		June '48	b11/29/47
665	Feudin', Fussin' and A-Fightin'	D. O'Connor-M. Main-P. Kilbride	78		July '48	
679	Holiday Camp	Flora Robson-Jack Warner-D. Price			May '48	
679	Holiday Camp	M. Lockwood-P. Roc-D. Price	96		Mar. '48	b8/23/47
659	Letter from an Unknown Woman (D)A	Joan Fontaine-Louis Jourdan	90		June '48	b4/10/48
666	Man-Eater of Kumaon (D)F	Sabu-W. Corey-J. Page	80		July '48	b6/19/48
651	Naked City, The (D)A	B. Fitzgerald-H. Duff-D. Hart	96		Mar. '48	b1/24/48
632	Pirates of Monterey *T (D)F	M. Montez-R. Cameron-P. Reed	77		Dec. '47	b11/15/47
661	River Lady *T (D)A	Y. DeCarlo-D. Duryea	78		June '48	b5/8/48
627	Secret Beyond the Door (D)A	J. Bennett-M. Redgrave-A. Revere	98½		Feb. '48	b1/10/48
633	Senator Was Indiscreet, The (C)A	W. Powell-E. Raines	83		Jan. '48	b12/13/47
662	Up in Central Park (C)F	D. Durbin-D. Haymes-V. Price	87		June '48	b5/29/48

COMING

	A Lady Surrenders (D)A	Margaret Lockwood-Stewart Granger	113			b10/12/48
	An Act of Murder	F. March-E. O'Brien-F. Eldridge				
	Black Velvet	A. Blyth-G. Brent-H. Duff				
	Blanche Fury (D)A *T	V. Hobson-S. Granger	95			b3/20/48
677	Brothers, The (D)A	Patricia Roc-Will Fyffe	98			b5/24/47
635	Bush Christmas (D)F	C. Rafferty-J. Fernside	76		Dec. '48	b11/29/47
	Corridor of Mirrors (D)A	E. Portman-E. Romney	105			b3/27/48
	Countess of Monte Cristo	S. Henie-O. San Juan-F. Trenkler				a6/19/48
	Criss-Cross	B. Lancaster-Y. DeCarlo-D. Duryea				
	Fame Is the Spur (D)A	M. Redgrave-R. Johns	112			b10/4/47
	Family Honeymoon	C. Colbert-F. MacMurray-H. McDaniel				
	For the Love of Mary	Durbin-O'Brien-Taylor-Lynn				
	Good Time Girl (D)A	Jean Kent-Dennis Price	92			b5/28/48
	Hamlet (D)F	Laurence Olivier-Jean Simmons	150			b5/15/48
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109			b1/18/47
	Larceny	J. Payne-J. Caulfield-D. Duryea				a6/19/48
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106			b9/28/48
	Mexican Hayride	Abbott & Costello				7/17/47
	Mr. Peabody and the Mermaid (C)A	W. Powell-A. Blyth-I. Hervey	89			b7/10/48
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105			b3/22/47
	O'Flynn, The	D. Fairbanks-H. Carter-R. Greene				
	Oh Say Can You Sing	Sheila Ryan-Fred Brady				a5/25/46
	One Night With You (C)F	Nino Martini-Patricia Roc	92			b5/1/48
	One Touch of Venus	R. Walker-A. Gardner-D. Haymes				a5/29/48
	Rogues' Regiment	D. Powell-M. Toren-V. Price				a6/26/48
	Saxon Charm, The	R. Montgomery-S. Hayward-J. Payne				
	Snowbound	R. Newton-D. Price	86			
	Tap Roots *T (D)F	V. Heflin-S. Hayward-B. Karloff	109			b6/26/48
680	Tawny Pipit, The (D)A	Bernard Miles-Rosamund John	81			b9/6/47
	Unafraid, The	J. Fontaine-B. Lancaster-R. Newton				a6/19/48
	Years Between, The (D)A	M. Redgrave-V. Hobson-F. Robson	87			b9/13/47
	You Gotta Stay Happy	J. Fontaine-J. Stewart-E. Albert				

WARNER BROS.

CURRENT

713	Always Together (C)F	R. Hutton-J. Reynolds	78		1/10/48	b12/20/47
719	April Showers (C)F	J. Carson-A. Sothern-R. Alda	95		3/27/48	b3/13/48
727	Big Punch, The (D)A	W. Morris-L. Maxwell-G. MacRae	80		6/26/48	b5/29/48
717	I Became a Criminal (D)A	Sally Gray-Trevor Howard	78		3/6/48	b7/12/47
731	Key Largo (D)A	H. Bogart-E. G. Robinson-L. Bacall	101		7/31/48	b7/10/48
715	My Girl Tisa (C-D)F	L. Palmer-S. Wanamaker-A. Tamiron	95		2/7/48	b1/24/48
711	My Wild Irish Rose *T (MC-D)F	D. Morgan-A. King-A. Hale	101		12/27/47	b12/13/47
728	Romance on the High Seas *T (M)F	J. Carson-J. Paige-D. DeFore	99		7/3/48	b6/12/48
725	Silver River (W)A	Errol Flynn-Ann Sheridan	107		5/29/48	b5/8/48
720	To the Victor (D)A	D. Morgan-V. Lindfors-V. Francen	101		4/10/48	b4/3/48
714	Treasure of Sierra Madre (D)A	H. Bogart-W. Huston-T. Holt	127		1/24/48	b1/10/48
716	Voice of the Turtle (C)A	R. Reagan-E. Parker-E. Arden	103		2/21/48	b12/27/47
726	Wallflower (C)F	J. Reynolds-R. Hutton-J. Paige	77		6/12/48	b5/22/48
721	Winter Meeting (D)A	B. Davis-J. Davis-J. Paige	100		4/24/48	b4/10/48
724	Woman in White, The (My)A	A. Smith-E. Parker-S. Greenstreet	109		5/15/48	b4/24/48

COMING

	Adventures of Don Juan *T (H-R)	Errol Flynn-Viveca Lindfors				a2/7/48
	Cleopatra Arms	David Niven-Jane Wyman				a6/26/48
	Decision of Christopher Blake, The (D)	A. Smith-R. Douglas				a10/11/47
732	Embraceable You	Dane Clark-Geraldine Brooks	80		8/21/48	
	Fighter Squadron *T	Edmond O'Brien-Robert Stack				
	Flaxy Martin	Z. Scott-V. Mayo-D. Kennedy				a7/3/48
	Fountainhead, The	Gary Cooper-Patricia Neal-Kent Smith				
	Girl from Jones Beach	R. Reagan-V. Mayo-D. Clark				
	Idol of Paris (D)A	Michael Rennie-Beryl Baxter	105			b2/28/48
	John Loves Mary	Reagan-Carson-Neal-Morris				a5/1/48
	Johnny Belinda (D)	L. Ayres-J. Wyman-C. Bickford				a2/28/48
	June Bride	B. Davis-R. Montgomery-B. Lyon				a7/10/48
	Kiss in the Dark	Jane Wyman-David Niven				
702	Life With Father (C)F	W. Powell-I. Dunne-E. Taylor	118		8/14/48	b8/16/47
	Look for the Silver Lining *T	J. Haver-R. Bolger-G. MacRae				a7/3/48
	My Dream Is Yours *T	Carson-Day-Bowman-Arden				a6/26/48
	Night Beat	R. Douglas-H. Westcott-R. Alda				
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors				a5/10/47
	One Last Fling	A. Smith-Z. Scott-J. Backus				a5/22/48
	One Sunday Afternoon *T	Dennis Morgan-Janis Paige				a5/22/48
	Rope *T	Stewart-Chandler-Hardwicke				a6/26/48
	Smart Girls Don't Talk	V. Mayo-B. Bennett-R. Hutton				a5/15/48
	South of St. Louis *T	J. McCrea-A. Smith-Z. Scott				
801	Two Guys from Texas *T	J. Carson-D. Morgan-D. Malone	86		9/4/48	
	Under Capricorn *T	Ingrid Bergman-J. Cotten-M. Wilding				
	Whiplash (D)	D. Clarke-A. Smith-S. Z. Sakall				a11/1/47
	Younger Brothers, The *T	W. Morris-J. Paige-B. Bennett				

Title	*Company*
Train to Alcatraz	Rep.
Trapped by Boston Blackie	Col.
Treasure of Sierra Madre	WB
Trespasser, The	Rep.
Triple Threat	Col.
Trouble Preferred	20th-Fox
Trouble With Women	Para.
29 Clues	EL
Tucson	20th-Fox
Tulsa	EL
Twisted Road, The	RKO
Two Blondes and a Redhead	Col.
Two Guys from Texas	WB
Tycoon	RKO
U	
Unafraid, The	U-I
Unconquered	Para.
Under California Stars	Rep.
Under Capricorn	WB
Under the Tonto Rim	RKO
Undercover Man	Col.
Unfaithfully Yours	20th-Fox
Unknown Island	FC
Untamed Breed, The	Col.
Up in Central Park	U-I
V	
Variety Time	RKO
Velvet Touch, The	RKO
Vendetta	UA
Verdict	WB
Vicious Circle, The	UA
Violence	Mono.
Voice of the Turtle	WB
W	
Wake of the Red Witch	Rep.
Walking Hills	Col.
Wallflower	WB
Walls of Jericho	20th-Fox
Waterfront at Midnight	Para.
Web, The	Univ.
Web of Danger	Rep.
Weep No More	RKO
Welcome Stranger	Para.
West of Tomorrow	20th-Fox
Western Heritage	RKO
When My Baby Smiles at Me	20th-Fox
Where the North Begins	SG
Where There's Life	Para.
Whiplash	WB
Whispering City	EL
Whispering Smith	Para.
Who Killed 'Doc' Robbin?	UA
Will It Happen Again?	FC
Winner's Circle, The	20th-Fox
Winter Meeting	WB
Woman from Tangiers	Col.
Woman in the Hall, The	Brit.
Woman in White	WB
Woman on the Beach	RKO
Women in the Night	FC
Words of Music	MGM
Wreck of the Hesperus	Col.
Y	
Years Between	U-I
Yellow Sky	20th-Fox
You Gotta Stay Happy	U-I
You Were Meant for Me	20th-Fox
Younger Brothers, The	WB

MISCELLANEOUS FEATURES

Listing of features of foreign and U. S. origin not distributed by major outlets. Titles are followed, in parentheses, by name of country of origin and U. S. national distributor; names of stars, running time, and date of issue in which review appeared, in that order.

A FRIEND WILL COME TONIGHT (Lopert) Michel Simon, Madeleine Sononge. 92. b7/17/48.

ALL'S WELL (U. S.-Independent) D. Lamour-C. Laughton

BLIND DESIRE (France-Discina Int'l) Jean-Louis Barbault-Edwige Feuillere. 88. b6/12/48.

CRIME AND PUNISHMENT (Sweden-Film Rights Int'l.) H. Faustman-G. Wallgren. 107. b3/20/48

DAMNED, THE (France-Discina). H. Vidal-F. Marley. 105. b5/1/48

DAY OF WRATH (Denmark-Schaefer). L. Movin-T. Roose. 100. b5/1/48

DIE FLEDERMAUS (Germany-Artkino) M. Harrell-J. Heesters. 96. b3/30/48

FANNY (France-Siritsky) Raimu-P. Fresnay. 124. b2/21/48

FARREBIQUE (France - Siritsky) Non-pro. cast. 90. b3/6/48

FIGHT NEVER ENDS, THE (U. S.-W. Alexander) Joe Louis-Mills Bros. 70. b2/28/48

(Continued on Next Page)

MISCELLANEOUS FEATURES

FIRST OPERA FILM FESTIVAL (Italy-Classic). T. Gobbi-P. Malcarini. 95. b5/29/48

FRIC-FRAC (France-Oxford). Fernandel-Arletty. 90. b6/5/48

IDIOT, THE (France-European Copyrights) G. Phillippe-E. Feuillere. 92. b2/14/48

ILLEGALS, THE (U. S.-Mayer-Burstyn) T. Torres-Y. Mikalowitch. 75. b7/10/48

JANS MONSON IN AMERICA (Sweden-Scandia). E. Persson-S. Olin. 103. b4/17/48

JENNY LAMOUR (France-Vog Films) L. Jourdan-S. Renant. 102. b2/14/48

LAUGH, PAGLIACCI (Italy-Coutinental) A. Valli-B. Gigli. 83. b3/13/48

LOST HAPPINESS (Italy-Saturnia) L. Cortese-D. Sassoli. 75. b3/6/48

MARIUS (France-Siritizky Int'l). Raimu-P. Fresnay. 128. b5/15/48

NAIS (France-Siritzky-Int'l). Fernandel-J. Pagnol. 105. b6/19/48

PAISAN (Italy-Mayer-Bur.) C. Sazio-R. Von Loon. 118. b2/28/48

PASSIONNELLE (France-Distinguished) O. Joyeaux-Alerme. 82. b2/21/48

PORTRAIT OF INNOCENCE (France-Siritzky-Int'l) Louis Carletti-Gilbert Gil. 90. b6/12/48.

ROOM UPSTAIRS, THE (France-Lopert). M. Dietrich-J. Gabin. 90. b6/5/48

ROSSINI (Italy-Best) N. Besozzi-P Barbara. 95. b2/14/48

SHOWTIME (England-English Films). A. Todd-R. Greene. 91. b6/5/48

STORY OF LIFE, THE (U. S.-Crusades) J. Crehan-W. McKay. 67. b7/10/48

THEY ARE NOT ANGELS (France-Siritzky-Int'l). P. Blanchard-R. Bussieres. 130. b5/29/48

VOYAGE SURPRISE (France-Duke Inter'l) J. Henri-Duval. 80. b3/13/48

BRITISH PRODUCT

(U. S. Distribution Not Set)

AGAINST THE WIND (Rank). R. Beatty-S. Signoret. 96. b3/13/48

BEWARE OF PITY (Rank). L. Palmer-A. Lieven. 105. b11/1/47

BRIGHTON ROCK (Pathe). R. Attenborough-H. Baddeley. 92. b1/3/48

EASY MONEY (Rank). G. Gynt-D. Price. 94. b3/6/48

GHOSTS OF BERKELEY SQUARE, THE (Pathe). R. Morley-F. Aylmer. 90. b11/1/47

HOLIDAY CAMP (Rank). F. Robson-D. Price. 97. b8/16/47

LOVES OF JOANNA GODDEN, THE (Rank). G. Withers-J. Macallum. 85. b6/21/47

MARK OF CAIN, THE (Rank). E. Portman-S. Gray. 88. b1/17/48

MASTER OF BANKDAM (Rank). A. Crawford-D. Price. 105. b9/6/47

MRS. FITZHERBERT (Pathe). P. Graves-J. Howard. 99. b2/14/48

VICE VERSA (Rank). R. Livesey-K. Walsh. 111. b3/6/48

WHEN THE BOUGH BREAKS (Rank). P. Roc-R. John. 81. b12/27/47

WOMAN IN THE HALL (Rank). U. Jeans-J. Simmons. 90. b11/15/47

RE-ISSUES (Nationally Released)

			Time Mins.	Rel. Date	Orig Rel. Date
ASTOR PICTURES					
	Aces Wild	Harry Carey	63	4/30/48	1937
	Ghost Town	Harry Carey	59	1/1/48	1936
	Li'l Abner	M. O'Driscoll-R. Owen	70	2/20/48	1940
	Jimmy Steps Out	J. Stewart-P. Goddard	89	3/25/48	1941
	Pecos Kid	Fred Kohler, Jr.	59	4/25/48	1935
	Toll of the Desert	F. Kohler, Jr.-B. Mack	55	6/1/48	1937
	Wagon Trail	Harry Carey	58	5/30/48	1935
	Wild Mustang	Harry Carey	64	2/1/48	1935
EAGLE LION					
848	Seven Sinners	M. Dietrich-J. Wayne	86	3/27/48	1936
849	Sutter's Gold	Edward Arnold	93	3/27/48	1936
FAVORITE FILM CORP.					
	Burlesque on Carmen	Charlie Chaplin	55	Feb. '48	
	It Happened Tomorrow	D. Powell-L. Darnell	87	Jan. '48	1944
	Kelly the Second	P. Kelly-M. Rosenbloom	71	Jan. '48	1936
	Matinee Scandal	B. Aherne-C. Bennett	84	Jan. '48	1936
	Merrily We Live	I. Lupino-F. Lederer	90	Jan. '48	1938
	Our Relations	Laurel & Hardy	70	Jan. '48	1936
	Topper	C. Grant-C. Bennett	96	Jan. '48	1937
	Two Mugs From Brooklyn	W. Bendix-G. Bradley	73	Jan. '48	1943
FILM CLASSICS					
	Border Wolves	Bob Baker	56	8/15/48	1938
	Bury Me Not on Lone Prairie	Johnny M. Brown	60	3/15/48	1941
	Challenge, The	J. Gardner-M. Clare	78	5/20/48	1939
	Courage of the West	Bob Baker	58	3/15/48	1937
	Deep in the Heart of Texas	J. M. Brown-Ritter	61	7/15/48	1942
	Drums *T	Sabu-R. Massey		7/20/48	1938
	Eagle Squadron	R. Stack-D. Barrymore	109	6/11/48	1942
	Four Feathers *T	J. Duprez-R. Richardson		7/20/48	1939
	Gun Justice	Ken Maynard	61	9/15/48	1934
	Gung-Ho	R. Scott-R. Mitchum	87	6/11/48	1943
	Honor of the Range	Ken Maynard	63	4/15/48	
	Jungle Woman	E. Anchors-J. C. Naish		3/25/48	1944
	Last Stand	Bob Baker	57	9/15/48	1938
	Lone Star Trail	J. M. Brown-Ritter	58	2/15/48	1943
	Man Who Reclaimed Head	C. Rains-J. Bennett		7/1/48	1935
	Pony Post	Johnny M. Brown	60	8/15/48	1940
	Singing Outlaw	Bob Baker	57	4/15/48	
	Smoking Guns	Ken Maynard	63	2/15/48	1934
	South of Tahiti	M. Montez-B. Donlevy	75	3/1/48	1941
	Tower of London	B. Karloff-B. Rathbone		7/1/48	1939
	Wheels of Destiny	Ken Maynard	65	7/15/48	1934
METRO-GOLDWYN-MAYER					
3000	Gone With The Wind *T	V. Leigh-C. Gable	222	Feb. '48	1939
823	Tarzan's New Adventure	J. Weismuller-M. O'Sullivan	70	Apr. '48	1942
822	Tarzan's Secret Treasure	J. Weismuller-M. O'Sullivan	81	Apr. '48	1941
MONOGRAM					
4711	Sign of the Wolf	M. Whalen-G. Bradley	69	5/2/48	1941
PARAMOUNT					
R7-3508	Crusades, The	L. Young-H. Wilcoxon	126	June '48	1935
REALART PICTURES					
5013	Argentine Nights	Ritz Bros.-Andrew Sisters	73	Mar. '48	1940
1290	Captive Wild Woman	J. Carradine-Aquanetta	60	Apr. '48	1942
1250	Corvette K-225	R. Scott-B. Fitzgerald	98	May '48	1943
1210	Drums of the Congo	S. Erwin-O. Munson	61	Apr. '48	1941
1212	Ghost of Frankenstein	L. Chaney-E. Ankers	67	Jan. '48	1942
6046	Hellzapoppin	Olsen-Johnson	84	Mar. '48	1941
917	Little Tough Guy	Little Tough Guys	83	Mar. '48	1938
929	Little Tough Guys in Society	Little Tough Guys	73	Mar. '48	1938
796	Magnificent Brute	J. McLaglen-B. Barnes	78	Apr. '48	1936
1344	Mummy's Ghost	L. Chaney-R. Ames	65	Feb. '48	1944
1246	Mummy's Tomb	D. Foran-L. Chaney	67	Feb. '48	1942
361	Sea Spoilers	J. Wayne-N. Grey	63	Apr. '48	1936
1266	Sin Town	C. Bennett-B. Crawford	74	Jan. '48	1942
1295	Son of Dracula	L. Chaney-L. Allbritton	80	Jan. '48	1943
924	Storm, The	C. Bickford-P. Foster	78	Feb. '48	1938
871	Wings Over Honolulu	R. Milland-W. Barrie	78	May '48	1937
RKO RADIO					
892	Bambi *T	Disney Feature Cartoon	70		1942
882	Border G-Man (W)	G. O'Brien-L. Day	60		1938
818	Bring 'Em Back Alive	Frank Buck			1932
881	Gun Law (W)	G. O'Brien-R. Oehman	60		1933
884	Lawless Valley (W)	G. O'Brien			1938
883	Painted Desert (W)	G. O'Brien-L. Day	60		1938
886	Timber Stampede (W)	G. O'Brien-M. Reynolds			1939
885	Trouble in Sundown (W)	G. O'Brien-W. Bond			1939
SCREEN GUILD PRODUCTIONS					
S-7	Duke of West Point	L. Hayward-J. Fontaine	108	6/10/48	1938
S-5	Flirting With Fate	J. E. Brown-B. Roberts	72	5/28/48	1938
HC14	In Old Mexico (W)	W. Boyd-G. Hayes	70	2/7/48	1938
S-4	King of the Turf	A. Menjou-D. Costello	89	5/21/48	1939
HC20	Law of the Pampas	W. Boyd-R. Hayden	79	6/3/48	1939
S-8	Miss Annie Rooney	S. Temple-W. Gargan	88	6/17/48	1942
HC13	Pride of the West (W)	W. Boyd-G. Hayes	58	1/3/48	1938
HC19	Range War	W. Boyd-R. Hayden	69	5/7/48	1939
HC18	Renegade Trail (W)	W. Boyd-G. Hayes	60	4/10/48	1939
S-3	Runaway Daughter	B. Stanwyck-R. Young	71	5/21/48	
HC21	Santa Fe Marshal	W. Boyd-R. Hayden	70	7/2/48	1940
HC17	Silver on the Sage (W)	W. Boyd-G. Hayes	71	3/6/48	1939
S-6	That's My Boy	J. Durante-R. Tauber	81	5/28/48	1932
20TH CENTURY-FOX					
830	Belle Starr	R. Scott-G. Tierney	87	June '48	1941
831	Frontier Marshal	R. Scott-N. Kelly	71	June '48	1939
832	Rose of Washington Square	T. Power-A. Faye	86	July '48	1939
833	Slave Ship	W. Baxter-W. Beery	92	July '48	1937
WARNER BROS.					
718	Adventures of Robin Hood	E. Flynn-O. DeHavilland	102	3/13/48	1938
730	Flowing Gold	J. Garfield-P. O'Brien	82	7/17/48	1940
729	God's Country and the Woman	G. Brent-B. Roberts	71	7/17/48	1936
723	The Fighting 69th	J. Cagney-P. O'Brien	78	5/8/48	1938
727	Valley of the Giants	W. Morris-C. Trevor	79	5/8/48	1940

1947-48 SHORT SUBJECT BOOKING GUIDE

Releases (grouped in series of which they are a part) listed under name of distributor. Reading from left to right are: distributor's release number; title of subject; running time in minutes; release date; date of issue of SHOWMEN'S TRADE REVIEW in which data concerning the subject appeared.

ASTOR PICTURES

Rel. No.	Title	Rel. Date	Data
	Jimmy Fidler's Personality Parade (20)	12/20	.....
	Boss Comes to Dinner (10)	4/1	.....
	Makers of Destiny #1(17½)	5/1	6/5

COLUMBIA

SPECIAL MUSICAL FEATURETTE

9541	A Voice Is Born (20½)	1/15	.....

THREE STOOGES COMEDIES

9401	Brideless Groom (16½)	9/11	.....
9402	Sing a Song of Six Pants (17)	10/30	12/20
9403	All Gummed Up (18)	12/11	12/20
9404	Shivering Sherlocks (17)	1/8	6/5
9405	Pardon My Clutch (15)	2/26	6/19
9406	Squareheads of the Round Table (18)	3/4	6/5
9407	Fiddlers Three (17)	5/6	6/5
9408	The Hot Scots (17)	7/8	.....

ASSORTED & ALL-STAR COMEDIES

9431	Rolling Down to Reno (16½)	9/4	.....
9432	Hectic Honeymoon (17)	9/18	.....
9421	Wedding Belle (17)	10/9	1/17
9422	Should Husbands Marry? (17)	11/13	12/20
9423	Silly Billy (18)	1/29	6/19
9424	Two Nuts in a Rut (18)	2/19	6/12
9425	Tall, Dark and Gruesome (16)	4/15	6/5
9426	Crabbin' in the Cabin (18)	5/13	6/19
9427	Pardon My Lamb Chop ( )	6/10	7/10
9433	Wife to Spare (16)	11/20	12/20
9434	Wedlock Deadlock (16)	12/18	2/14
9435	Radio Romeo (17½)	12/25	.....
9436	Man or Mouse (18)	1/15	6/19
9437	Eight Ball Andy (17½)	3/11	6/19
9438	Jitter Bughouse (17)	4/29	6/12
9439	The Sheepish Wolf (17½)	5/27	6/19
9440	Flat Feat (17½)	6/24	.....

COLOR RHAPSODIES

9501	Swiss Tease (6)	9/11	.....
9502	Boston Beany (6)	12/4	12/20
9503	Flora (7)	3/18	6/19

COLOR PHANTASIES

9701	Kitty Caddy (6)	11/6	12/20
9702	Topsy Turkey (6½)	2/5	.....
9703	Short Snorts on Sports (6½)	6/3	7/10

COLOR FAVORITES (Re-Issues)

9601	Dreams on Ice (6½)	10/30	.....
9602	Novelty Shop (6½)	11/20	.....
9603	Dr. Bluebird (8)	12/18	.....
9604	In My Gondola (7½)	1/22	.....
9605	Animal Cracker Circus (7)	2/19	.....
9606	Bon Bon Parade (8½)	4/8	.....
9607	House That Jack Built (7)	5/6	.....
9608	The Untrained Seal (7½)	7/15	.....

THRILLS OF MUSIC

9951	Boyd Raeburn & Orch. (11)	9/18	.....
9952	Claude Thornhill & Orch. (11)	10/30	.....
9953	Lecuona Cuban Boys (10½)	11/13	12/20
9954	Skitch Henderson Orch. (10)	12/11	2/14
9955	Charlie Barnet & Orch. (10½)	1/15	6/5
9956	Ted Weems & Orchestra (10½)	3/25	6/5
9957	Gene Krupa Orch. ( )	6/10	7/10
9958	Tony Pastor Orch. ( )	7/22	.....

SCREEN SNAPSHOTS

9851	Hollywood Cowboys (9½)	9/4	.....
9852	Laguna, U. S. A. (9½)	10/9	12/20
9853	Out of This World Series (9)	11/27	12/20
9854	Off the Air (10)	12/18	12/20
9855	Hawaii in Hollywood (10)	1/22	6/5
9856	Photoplay's Gold Medal Awards (9½)	3/18	.....
9857	Smiles and Styles (10)	4/1	6/5
9858	Hollywood Honors Hersholt (8)	5/6	6/12
9859	Hollywood Party (9)	6/10	7/10
9860	Hollywood Friars Honor George Jessel ( )	7/8	.....

WORLD OF SPORTS

9801	Cinderella Cagers (9½)	9/25	.....
9802	Ski Demons (9)	10/23	12/20
9803	Bowling Kings (10)	11/13	12/20
9804	Navy Crew Champions (10)	12/25	2/14
9805	Rodeo Thrills and Spills (9½)	1/29	6/5
9806	Net Marvels (9)	3/11	6/19
9807	Champions in the Making (8½)	5/23	6/19
9808	No Holds Barred ( )	6/17	7/10
9809	Aqua Zanies ( )	7/15	.....

FILM NOVELTIES

9901	Aren't We All? (10½)	11/27	.....

COMMUNITY SINGS

9651	No. 1—Linda (10)	9/4	.....
9652	No. 2—April Showers (9)	10/2	.....
9653	No. 3—Peg O' My Heart (9)	11/6	12/20
9654	No. 4—When You Were Sweet 16 (9½)	12/4	12/20
9655	Feudin' and A-Fightin' (10½)	1/8	6/19
9656	Civilization ( )	2/12	6/5
9657	I'm Looking Over a Four-Leaf Clover (9½)	4/29	6/5
9658	Manana (9)	6/3	6/19

SERIALS (15 Chapters)

9120	The Sea Hound	9/4	.....
9140	Brick Bradford	12/18	1/17
9160	Tex Granger	4/1	.....
9180	Superman	7/15	.....

METRO-GOLDWYN-MAYER

MGM TECHNICOLOR CARTOONS

W-931	Slap Happy Lion (7)	9/20	.....
W-932	The Invisible Mouse (7)	9/27	11/22
W-933	King Size Canary ( )	12/6	2/14
W-934	The Bear and the Bean (7)	1/31	4/3
W-935	What Price Fleadom? (6)	3/20	.....
W-936	Make Mine Freedom (10)	4/24	6/12
W-937	Kitty Foiled (8)	5/1	6/12
W-938	Little 'Tinker (8)	5/15	7/24
W-939	The Bear and the Hare (7)	6/26	7/24

TRAVELTALKS

T-911	Visiting Virginia (9)	11/29	11/22
T-912	Cradle of a Nation (9)	12/13	3/6
T-913	Cape Breton Island (9)	5/8	7/24

THE PASSING PARADE

K-971	Miracle in a Corn Field (8)	12/20	3/6
K-972	It Can't Be Done (10)	1/10	4/3
K-973	Goodbye Miss Turlock (10)	1/24	4/3
K-974	My Old Town (9)	2/7	4/3
K-975	Souvenirs of Death (10)	6/19	7/24

GOLD MEDAL CARTOONS (Reissues)

W-921	Goldilocks and the Three Bears (11)	11/22	.....
W-922	The Fishing Bear (8)	12/20	.....
W-923	The Milky Way (8)	2/14	.....
W-924	The Midnight Snack (9)	3/27	.....
W-925	Puss 'N' Toots (7)	4/24	.....
W-926	The Bowling Alley Cat (8)	6/12	.....

PETE SMITH SPECIALTIES

S-951	Football Thrills No. 10 (8)	9/6	.....
S-952	Surfboard Rhythm (8)	10/18	11/22
S-953	What D'Ya Know? (9)	11/18	11/22
S-954	Have You Ever Wondered? (9)		.....
S-955	Bowling Tricks (10)	1/10	4/3
S-956	I Love My Mother-in-Law But (8)	2/7	5/1
S-957	Now You See It (Tech.) (9)	3/30	.....
S-958	You Can't Win (9)	5/29	6/12

MUSICAL MERRY-GO-ROUND

M-981	Freddy Martin, Keenan Wynn (10)	2/14	6/5
M-982	Tex Beneke (10)	2/13	6/5
M-983	Ray Nobel, Buddy Clark (11)	6/26	7/24

TWO REEL SPECIALS

A-901	Drunk Driving (21)	3/27	.....
A-902	Going to Blazes (21)	4/24	6/12

PARAMOUNT

PACEMAKERS

K7-1	It Could Happen to You (11)	10/3	.....
K7-2	Babies, They're Wonderful (11)	11/14	11/22
K7-3	Bundle From Brazil (11)	1/2	1/17
K7-4	Musical Miracle (11)	3/12	.....
K7-5	A Model Is Born (7)	5/28	6/26
K7-6	Neighbor to the North (13)	7/22	7/24

POPULAR SCIENCE

J7-1	Radar Fisherman (10)	10/17	11/22
J7-2	Desert Destroyers (11)	12/16	12/20
J7-3	Streamlined Luxury (10)	2/20	3/6
J7-4	Fog Fighters (10)	4/2	6/5
J7-5	The Big Eye (10)	5/21	6/12

SPORTLIGHTS

R7-1	Riding the Waves (10)	10/3	11/22
R7-2	Running the Hounds (11)	10/31	11/22
R7-3	Five Fathoms of Fun (10)	11/28	1/17
R7-4	Stop, Look and Guess 'Em (10)	12/5	1/17
R7-5	All American Swing Stars (10)	1/16	4/3
R7-6	Double Barrelled Sport (10)	2/20	4/3
R7-7	Big Game Angling (10)	3/26	6/5
R7-8	Riding Habits (10)	4/30	6/5
R7-9	Big League Glory (10)	6/11	7/10

UNUSUAL OCCUPATIONS

L7-1	Hula Magic (11)	11/7	11/22
L7-2	Bagpipe Lasses (11)	1/2	3/6
L7-3	Modern Pioneers (11)	2/13	6/5
L7-4	Nimrod Artist (10)	4/16	6/5
L7-5	Feather Finery (10)	5/14	6/26

SPEAKING OF ANIMALS

Y7-1	Dog Crazy (11)	10/3	.....
Y7-2	Ain't Nature Grand (10)	11/14	11/22
Y7-3	Monkey Shines (9)	12/12	/1/17
Y7-4	Home Sweet Home (10)	2/6	3/6
Y7-5	'Tain't So and 'Tain't True (10)	4/16	6/5
Y7-6	As Headliners (10)	6/18	7/3

NOVELTOONS

Technicolor

P7-1	Santa's Surprise (9)	12/5	1/17
P7-2	Cat O'Nine Ails (8)	1/9	1/17
P7-3	Flip Flap (8)	2/23	6/5
P7-4	We're in the Honey (8)	3/19	6/5
P7-5	The Bored Cuckoo (8)	4/9	6/5
P7-6	There's Good Boo's Tonite (9)	4/23	6/5
P7-7	Land of the Lost (7)	5/7	6/12
P7-8	Butterscotch and Soda (7)	6/4	6/26

LITTLE LULU

D6-6	Dog Show-Off (7)	1/30	5/1

POPEYE

E7-1	All's Fair at the Fair (8)	12/19	12/20
E7-2	Olive Oyl for Pres dent (7)	1/30	1/17
E7-3	Wigwam Whoopee (8)	2/27	6/5
E7-4	Pre-Hysterical Man (9)	3/26	6/5
E7-5	Popeye Meets Hercules (7)	6/18	.....

SCREEN SONG

X7-1	The Circus Comes to Clown (7)	12/26	1/17
X7-2	Base Brawl (7)	1/23	4/3
X7-3	Little Brown Jug (8)	2/20	4/3
X7-4	The Golden State (8)	3/12	6/5
J7-5	Winter Draws On (7)	3/19	6/5
J7-6	Sing or Swim (7)	6/4	6/26

MUSICAL PARADES

FF7-1	Samba-Mania (18)	2/27	4/3
FF7-2	Footlight Rhythm (19)	4/9	6/5
FF7-3	Gypsy Holiday (19)	6/25	7/3

RKO RADIO

FLICKER FLASHBACKS

84201	No. 1 (10)	10/24	12/20
84202	No. 2 (9)	12/5	1/17
84203	No. 3 (9)	1/16	4/3
84204	No. 4 (9)	2/27	6/5
84205	No. 5 (8)	4/9	6/5
84206	No. 6 (9)	5/21	6/26
84207	No. 7 (9)	7/2	.....

THIS IS AMERICA

83101	Border Without Bayonets (16)	11/14	12/20
83102	Switzerland Today (18)	12/12	1/17
83103	Children's Village (19)	1/9	3/6
83104	Operation White Tower (18)	2/6	3/6
83105	Photo Frenzy (18)	3/5	5/1
83106	Funny Business (18)	4/2	6/5
83107	Democracy's Diary (20)	4/30	6/19
83108	Crime Lab (17)	5/28	6/26
83109	Letter to a Rebel (16)	6/25	7/3

SPORTSCOPES

84301	Ski Holiday (8)	9/19	.....
84302	Golf Doctor (8)	10/17	.....
84303	Quail Pointers (8)	11/14	12/20
84304	Pin Games (8)	12/12	1/17
84305	Racing Day (8)	1/9	3/6
84306	Sports Coverage (8)	2/6	3/6
84307	Teen Age Tars (9)	3/5	5/1
84308	Doggone Clever (8)	4/2	6/19
84309	Big Mouth Bass (8)	4/30	6/19
84310	Muscles and the Lady (9)	5/28	6/26
84311	Ladies in Wading (8)	6/25	.....

MUSICAL JAMBOREES (Revivals)

84401	Enric Madriguera & Orch. (8)	9/5	.....
84402	Tommy Tucker Time (8)	10/3	.....
84403	Johnny Long & Orch. (8)	10/31	.....
84404	Duke Elligton (9)	11/28	.....
84405	Jerry Wald &Orch. (9)	12/26	.....
84406	Ray McKinley & Orch. (8)	1/23	.....
84407	Dick Stabile & Orch. (8)	2/20	.....

LEON ERROL

83701	Bet Your Life (14)	1/16	4/3
83702	Don't Fool Your Wife (18)	3/5	6/5
83703	Secretary Trouble (17)	4/9	6/5

EDGAR KENNEDY

83401	Mind Over Mouse (17)	11/21	1/17
83402	Brother Knows Best (17)	1/2	4/3
83403	No More Relatives (18)	2/6	5/1
83404	How to Clean House (18)	5/14	6/26
83405	Dig That Gold (17)	6/25	.....

RAY WHITLEY REVIVALS

83501	Molly Cures a Cowboy (19)	9/5	.....
83502	Musical Bandit (16)	10/10	.....
83503	Corralling a School Marm (14)	11/14	.....
83504	Prairie Spooners (13)	12/19	.....

SPECIAL

83601	20 Years of Academy Awards (19)	4/2	6/5
83801	Basketball Headliners of 1948 (18)	4/23	6/19
842	Louis-Walcott Fight Picture (19)	6/26	.....

WALT DISNEY CARTOONS

Reissues

84701	Hawaiian Holiday (8)	10/17	.....
84702	Clock Cleaners (8)	12/12	2/14
84703	Little Hiawatha (9)	2/20	.....
84704	Alpine Climbers (10)	4/2	.....
84705	Woodland Cafe (7)	4/14	6/19
84706	Three Little Pigs ( )		.....

REPUBLIC

SERIALS

791	G-Men Never Forget (12 Chapters)	1/31	.....
792	Dangers of the Canadian Mounted (12 Chapters)	4/24	.....
793	Dick Tracy Returns (15 Chapters)	7/17	.....

CARTOON

Trucolor

761	It's A Grand Old Nag (8)	12/20	12/20

20th CENTURY-FOX

MOVIETONE ADVENTURES

8201	Horizons of Tomorrow (8)	9/12	12/20
8202	The 3 R's Go Modern (9)	11/7	.....
8203	Sky Thrills (9)	3/	5/1
8204	Majesty of Yellowstone (9)	7/	6/19
8251	Holiday in South Africa (8)	8/22	.....
8252	Home of the Danes (8)	10/17	.....
8253	Jungle Closeups (8)	12/12	5/1
8254	Copenhagen Pageantry (T) (8)	1/	5/1
8255	Scenic Sweden (T) (8)	6/	6/19
8256	Riddle of Rhodesia (T) (8)	7/	.....
8257	Bermuda (T) (8)	8/	.....
8258	Desert Lights (T) ( )	8/	.....

SPORTS REVIEW

8301	Gridiron Greatness (9)	8/1	.....
8302	Olympic Class (10)	2/	5/1
8303	Everglades Adventure (9)		5/1
8351	Vacation Magic (8)	9/26	.....
8352	Aqua Capers (T) (8)	1/	5/1
8353	Playtime in Scandinavia (T) (8)	4/	6/5

TERRYTOONS

Technicolor

8501	One Note Tony (7)	2/	.....
8502	Talking Magpies in Flying South (7)	8/15	.....
8503	Mighty Mouse in a Date for Dinner (7)	8/29	.....
8504	Talking Magpies in Fishing by the Sea (7)	9/19	1/17
8505	Mighty Mouse in the First Snow (7)	10/10	1/17
8506	Talking Magpies in the Super Salesman (7)	10/24	1/17
8507	Mighty Mouse in a Fight to the Finish (7)	11/14	1/17
8508	The Wolf's Pardon (7)	12/5	1/17
8509	Mighty Mouse in Swiss Cheese Family Robinson (7)	12/19	5/1
8510	Talking Magpies in Hitch Hikers (7)	12/12	6/5
8511	Mighty Mouse in Lazy Little Beavers (7)	12/26	6/5
8512	Felix the Fox (7)	1/	6/5
8513	The Talking Magpies in Taming the Cat (7)	1/	6/5
8514	Mighty Mouse and the Magician (7)	3/	6/19
8515	Gady Goose and the Chipper Chipmunk (7)	3/	.....
8516	Hounding the Hares (7)	4/	6/19
8517	Mighty Mouse in the Feudin' Hillbillies (7)	4/	6/19
8518	Mystery in the Moonlight (7)	5/	6/19
8519	Seeing Ghosts (7)	6/	6/19
8520	The Talking Magpies in a Sleepless Night (7)	6/	.....

el. No.	Title	Rel. Date	Data
8521	Mighty Mouse in the Witch's Cat	7/	.....
8522	The Talking Magpies in Magpie Madness (7)	7/	.....
8523	Mighty Mouse in Love's Labor Won (7)	8/	.....

TERRYTOONS

Technicolor-Reissues

3531	The Butcher of Seville (7)	5/	.....
8532	Mighty Mouse in the Green Line (7)	5/	.....

DRIBBLE PUSS PARADE

8901	Album of Animals (8)	11/21	.....
8902	Dying to Live (9)	5/	6/19

FEMININE WORLD

8601	Something Old—Something New (8)	2/	5/1
8602	Fashioned for Action (8)	4/	6/5

MARCH OF TIME

1	Is Everybody Listening? (19)	9/5	9/6
2	T-Men in Action (18)	10/3	10/4
3	End of an Empire (18)	10/31	11/1
4	Public Relations . . . This Means You!	11/28	12/20
5	The Presidential Year ( )	12/26	12/20
6	The Cold War ( )	1/	.....
7	Marriage and Divorce ( )	2/20	3/6
8	Crisis in Italy ( )	3/	.....
9	Life With Junior ( )	4/	.....
10	Battle for Greece (17)	5/	.....
11	The Fight Game (19)	5/	6/26
12	The Case of Mrs. Conrad (18)	7/	.....
13	White-Collar Girls (18)	8/6	8/7

UNITED ARTISTS

LANTZ CARTUNES

	The Bandmaster (7)	12/	1/17
	The Mad Hatter (7)	2/	/6/19
	Pixie Picnic (7)		6/5
	Banquet Busters (7)		6/19
	Kiddie Koncert (7)		6/5

UNIVERSAL-INTERNATIONAL

NAME BAND MUSICALS

3301	Alvino Rey and Orch. (15)	10/22	2/14
3302	Drummer Man (15)	12/3	2/14
3303	Carlos Molina & His Orch. (15)	12/13	2/14
3304	Tex Beneke & His Orch. (15)	3/3	6/19
3305	Woody Herman & His Orch. (15)	3/31	.....
3306	Reg Ingle & His National Seven (15)	6/16	6/19
3307	Tex Williams and His Orch. in Western Whoopee (15)	6/23	7/31

Rel. No.	Title	Rel. Date	Data

TECHNICOLOR CARTUNES

Reissues

3321	Knock Knock (7)	3/	.....
3322	Syncopated Sioux (7)	5/	.....
3323	Woody Woodpecker (7)	7/	.....

THE ANSWER MAN

3391	Wind, Curves and Trapped Doors (10)	12/22	2/14
3392	Hall of Fame (10)	1/19	.....
3393	Men, Women & Motion (10)	3/15	6/19
3394	Flood Water (10)	4/26	7/31
3395	Mighty Timber (10)	6/21	7/31
3396	Rockets of the Future (10)	7/5	.....

VARIETY VIEWS

3341	Tropical Harmony (9)	9/29	11/22
3342	Chimp Aviator (9)	11/17	11/22
3343	Brooklyn Makes Capital (27)	2/9	6/19
3344	Whatta Built (10)	6/7	6/19
3345	Copa Carnival (9)	6/28	7/31

SING AND BE HAPPY SERIES

3381	Spotlight Serenade (10)	3/29	.....
3382	Singing the Blues (10)	5/	7/31
3383	River Melodies (8)	7/5	7/31

MUSICAL WESTERNS

3351	Hidden Valley Days (27)	2/5	6/19
3352	Powder River Gunfire (24)	2/26	.....
3353	Echo Ranch (25)	4/1	6/19

SPECIALS

3201	Snow Capers (19)	2/18	6/19

WARNER BROS.

TECHNICOLOR SPECIALS

4001	Celebration Days (20)	1/31	2/14
4002	Soap Box Derby (20)	10/18	.....
4003	Teddy, the Roughrider (20)	2/21	.....
4004	King of the Carnival (20)	4/3	.....
4005	Calgary Stampede (20)	5/29	.....
4006	A Day at the Fair (20)	7/3	7/24
4007	The Man From New Orleans (19)	9/4	.....
4008	My Own United States (19)	10/16	.....

MEMORIES FROM MELODY LANE

4201	A Song of the West (10)	9/27	.....
4202	An Old Time Song (10)	12/27	.....
4203	A Song About the Moonlight (10)	1/24	3/6
1204	Grandfather's Favorites	3/13	6/5
4205	A Stephen Foster Song (10)	5/8	6/19
4206	A Song From the Movies (10)	7/17	.....

Rel. No.	Title	Rel. Date	Data

BLUE RIBBON HIT PARADE

(Revivals)

Technicolor

4301	Dangerous Dan McFoo (7)	12/20	.....
4302	Hobo Gadget Band (7)	1/17	.....
4303	Little Pancho Vanilla (7)	3/20	.....
4304	Don't Look Now (7)	4/10	.....
4305	Curious Puppy (7)	4/24	.....
4306	Circus Today (7)	5/22	.....
4307	Little Blabber Mouse (7)	6/12	.....
4308	The Squawkin' Hawk (7)	7/10	.....
4309	A Tale of Two Kitties (7)	7/31	.....
4310	Pigs in a Polka (7)	8/14	.....
4311	Greetings Bait (7)	8/28	.....
4312	Hiss and Make Up (7)	9/18	.....
4313	Hollywood Steps Out (7)	10/2	.....

JOE McDOAKES COMEDIES

4401	So You Want to Be a Salesman (10)	9/13	.....
4402	So You Want to Hold Your Wife (10)	11/22	12/20
4403	So You Want An Apartment (10)	1/3	3/6
4404	So You Want to Be a Gambler (10)	2/4	.....
4405	So You Want to Build a House (10)	5/15	.....
4406	So You Want to Be a Detective (10)	6/26	.....
5401	So You Want to Be in Politics (10)	10/23	.....

SPORTS PARADE

Technicolor

4501	Las Vegas Frontier Town (10)	11/1	.....
4502	Action in Sports (10)	12/13	.....
4503	A Nation on Skis (10)	7/31	.....
4504	Sun Valley Fun (10)	2/14	.....
4505	Trip to Sportland (10)	3/6	6/5
4506	Ride, Ranchero, Ride (10)	3/20	6/5
4507	Holiday for Sports (10)	4/17	6/19
4508	Built for Speed (10)	6/5	.....
4509	Fighting Athletes (10)	5/1	6/19
4510	The Race Rider (10)	6/19	7/24
4511	Playtime in Rio (10)	8/14	.....
4512	Sports Down Under (10)	9/18	.....
4513	Gauchos of the Pampas (10)	10/9	.....

MELODY MASTERS BANDS

4601	Freddy Martin & His Orch. (10)	9/13	.....
4602	Swing Styles (10)	10/25	.....
4603	Borrah Minevitch & Har. Sch. (10)	12/6	.....
4604	Rubinoff and His Violin (10)	1/10	....
4605	Artie Shaw & His Orch. (10)	2/7	....
4606	Henry Busse & His Orch. (10)	5/15	.....
4607	The Saturday Night Swing Club (10)	6/19	....
4608	Joe Reichman & His Orch. (10)	7/17	...

Rel. No.	Title	Rel. Date	Data

MERRIE MELODIES

Cinecolor

3711	Two Gophers From Texas (7)	1/17	2/14
3714	What Makes Daffy Duck (7)	2/14	.....
3716	A Hick, a Slick, and a Chick (7)	3/13	.....
4702	Bone Sweet Bone (7)	5/22	7/24
4704	Up-Standing Sitter (7)	7/3	.....
4707	Dough Ray Me-Ow (7)	8/14	.....
4709	Odor of the Day (7)	10/2	.....
4712	Daffy Dilly (7)	10/30	.....

MERRIE MELODIES

Technicolor

3712	Back Alley Oproar (7)	3/27	....
3713	What's Brewing, Bruin? (7)	2/28	.....
3715	Daffy Duck Slept Here (7)	3/6	.....
3717	I Taw a Putty Tat (7)	4/3	6/19
3718	Hop, Look and Listen (7)	4/17	6/19
4701	Nothing But the Tooth (7)	5/1	.. .
4703	The Shell-Shocked Egg (7)	7/10	... .
4704	The Rattled Rooster (7)	6/26	.....
4706	You Were Never Duckier (7)	8/7	.....
4708	The Pest That Came to Dinner (7)	9/11	.....
4710	The Foghorn Leghorn (7)	10/9	.....
4711	A Lad in His Lamp (7)	10/23	.....

L. T. BUGS BUNNY SPECIAL

Technicolor

3721	Gorilla My Dreams (7)	1/3	2/14
3722	A Feather in His Hare (7)	2/7	.....
3723	Rabbit Punch (7)	4/10	6/19
3724	Buccaneer Bunny (7)	5/8	.....
3725	Bugs Bunny Rides Again (7)	6/12	7/24
3726	Haredevil Hare (7)	7/24	.....

M.M. BUGS BUNNY SPECIAL

4719	Hot Cross Bunny (7)	8/21	.....
4720	Hare Splitter (7)	9/25	.....

ADVENTURE SPECIALS

Technicolor

4801	Land of Romance (10)	9/6	.....
4802	Beautiful Bali (10)	11/15	12/20
4803	Dad Minds the Baby (10)	12/20	.....
4804	What's Hatchin'? (10)	2/28	.....
4805	Rhythm of a Big City (10)	3/27	6/5
4806	Living With Lions (10)	6/5	7/24
5801	Mysterious Ceylon (10)	9/25	.....

FEATURETTES

5101	Football Magic (20)	9/11	.....

SPORTS NEWS REVIEWS

5601	Roaring Wheels (10)	10/2	.....

BLUE RIBBON CARTOON

5301	An Itch in Time (7)	10/30	.....

Regional News

(*Continued from Page 27*)

Latest count on television sets in use here is 28,739, according to WBKB.

Chicago operators' union has signed a 5-year pact with theatres, giving the operators a 10 per cent increase and two weeks' vacation with pay effective Sept. 1. Wage increase goes into union disability fund.

Burglars carried off a 400 pound safe from the Elmo Theatre, Chicago, with a full day's receipts locked inside.

Jack Kirsch will serve as this year's chairman of the theatre and entertainment division of the Community Fund drive. A. J. Shumow, Warner branch manager, will assist as co-chairman of the drive which has a goal of $8,679,000.

New Drive-Ins are opening in this territory on an almost weekly basis. Fink Gandel Circuit has opened their second, located at North Avenue and River Road. A few weeks ago, the Barger circuit opened the Twin Drive-In, out Cicero way, which they claim is the largest in the country—has twin screens for simultaneous showing to two audiences. Essaness Circuit is rushing things to open its 1,200-car Drive-In on the Southside early next month.

UA exchange reports "Arch of Triumph" has been sold on bids to B & K for the Marbro, Tivoli and Upton, to be followed by subsequent runs of the chain. 20th Century-Fox scored a beat by spotting "Street With No Name" into the new North Avenue Drive-In for its opening and at the same time placing the picture with the F.B.I. angle in the Twin Drive-In, and the Waukegan Drive-In, among the leading outdoor theatres in the territory.

Roy Miller's Colony theatre, McHenry, Ill., is reported to have received improved clearance in a case settled out of court.

Irving Stacil has joined National Screen, succeeding the late Roy Alexander.

Twentieth Century-Fox Franch Manager Tom Gilliam and his wife plan a vacation on the West Coast this month.

DES MOINES

With offices here, the Iowa state safety department has entered the visual education field in an effort to cut down the highway death toll and has made up 40 points each of a series of six one-minute films which have been offered to nearly 250 theaters in the state. Barbara Rogers, secretary to Art Stolte, Tri-States district manager, will be married on Aug. 29 to Norman Anthomi.

The Iowa at Winterset has been sold by the Kerr chain to D. C. Kennedy, who resigned as MGM exchange manager. The Star, Mason City, has closed during August for remodeling. C. W. McMurphy's theater at Diagonal, Ia., has resumed operation after the town council rescinded its action banning Sunday shows. John P. Broderick has leased the Royal, Dunlap, Ia., from Richard Koester. The new Grand operated at Eldora, Ia., by Leo Wolcott, has raised adult prices 5 cents. John V. Dostal, manager of the Orpheum, Davenport, Ia., for the past five years, has been appointed city manager of the Orpheum and Liberty at New Orleans.

PITTSBURGH

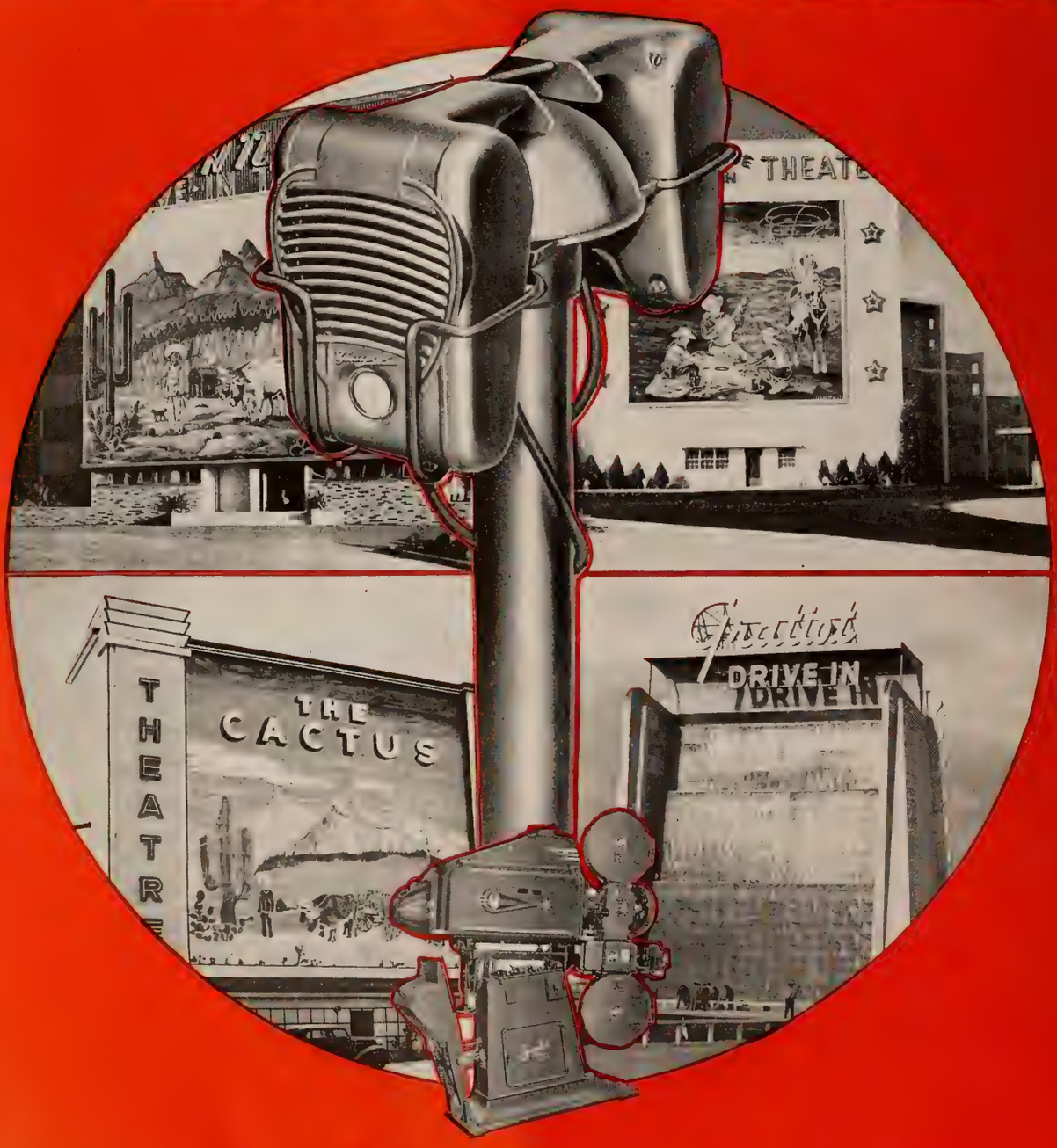
Joseph Feldman, Warner theaters assistant zone manager, and Mrs. Feldman celebrated their 20th wedding anniversary on Aug. 10. The local Variety Club will hold a testimonial dinner honoring Morris Lefko, promoted from RKO branch manager here to district manager, at the William Penn Hotel, Aug. 30. John D. Walsh, manager of Shea's Fulton, returned from attending the funeral of Dick Kearney in New York and left for Zanesville, Ohio, temporarily, to look after the Shea interests there. Wallace Battison, theater operator and son of the theater broker, Andrew Battison, was married to Miss Mildred Miles of Irwin, Pa. Warren Dana, son of Pete Dana, district manager for Universal-International, is temporarily handling publicity for radio station KQV. Captain Harold Broudy, son of the veteran orchestra leader and theater manager Dave Broudy, and his family returned from three years of overseas duty in Germany.

Can Convert Studio Stage Into 550-Seat Auditorium

General Service Studios' largest stage will be made easily convertible into a 550-seat auditorium for previews and other special events, according to architects' plans okayed by James Nasser who, with his brothers, heads the lot. Project is part of expansion, modernization program being directed by Theodore Nasser.

Simplex

DRIVE-IN THEATRE EQUIPMENT



Simplex

TM REG U S PAT OFF

THE FIRST NAME IN DRIVE-IN PROJECTION AND SOUND

MANUFACTURED BY INTERNATIONAL PROJECTOR CORPORATION • BLOOMFIELD, NEW JERSEY

AUG 9 1948

SHOWMEN'S TRADE REVIEW

The Service Paper of The Motion Picture Industry

FEL

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I.M.P.S.

Launched With Listing of Top Showmen Named In First Roll Call

REGULAR FEATURES:

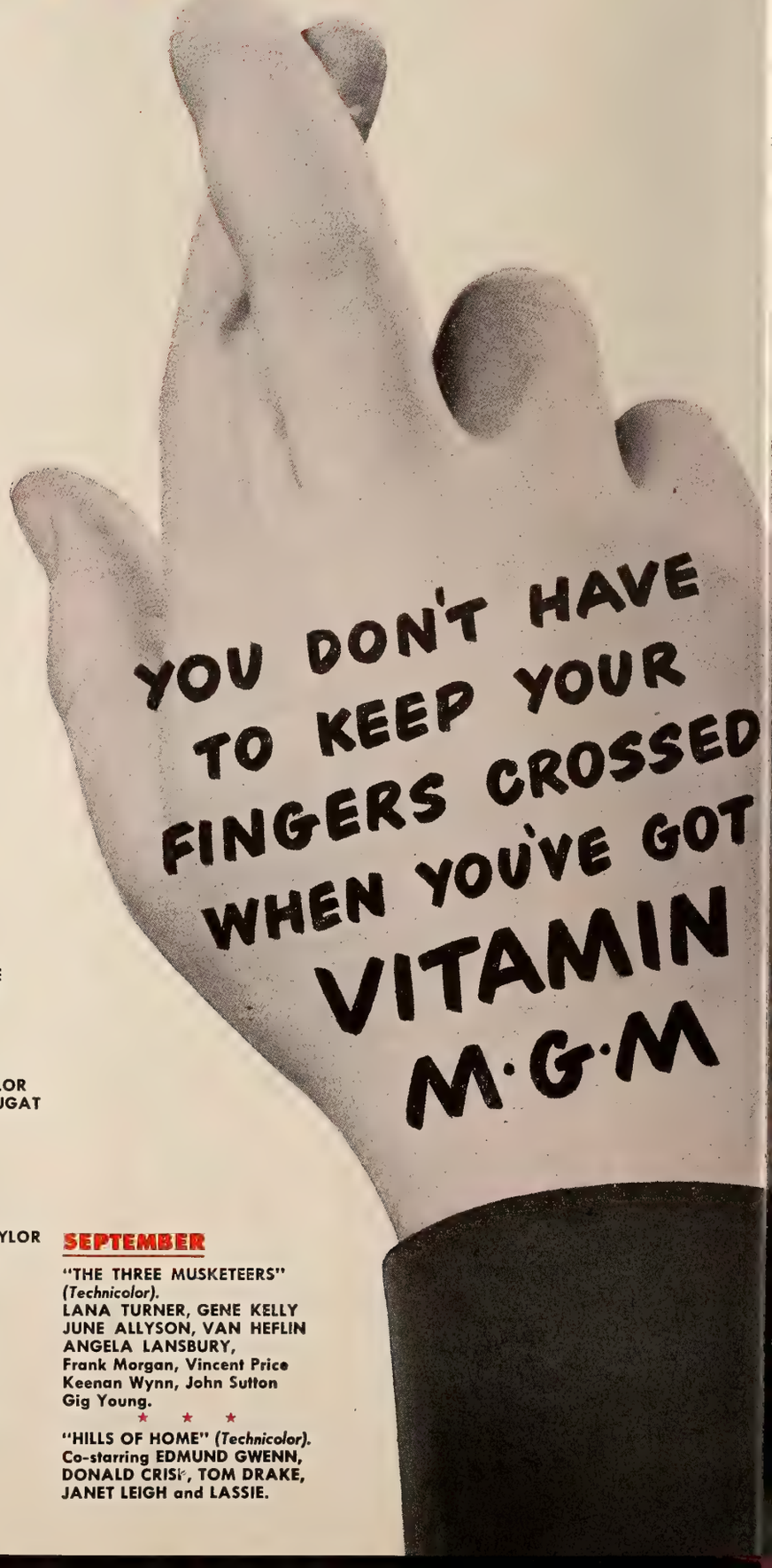
National Newsreel
Regional Newsreel
Hollywood Newsreel
Views of New Shorts
Selling the Picture
Theatre Management
Shorts Booking Guide
Feature Booking Guide

CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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AUGUST 7, 1948
Vol. 49 No. 6

THIS IS NOT NECESSARY!



EVERYBODY'S TALKING ABOUT THIS LINE-UP!

★

MAY

SPENCER TRACY
KATHARINE HEPBURN
VAN JOHNSON
Angela Lansbury
Adolphe Menjou, Lewis Stone
in FRANK CAPRA's
"STATE OF THE UNION."

★ ★ ★

"SUMMER HOLIDAY"
(Technicolor).
MICKEY ROONEY
GLORIA DeHAVEN
Walter Huston, Frank Morgan
Butch Jenkins, Marilyn Maxwell
Agnes Moorehead, Selena Royle.

★ ★ ★

CLARK GABLE
LANA TURNER
Anne Baxter, John Hodiak
in "HOMECOMING"
Ray Collins, Gladys Cooper,
Cameron Mitchell.

JUNE

"BIG CITY"
Starring Margaret O'Brien
Robert Preston, Danny Thomas
George Murphy, Karin Booth
Edward Arnold, Butch Jenkins
Betty Garrett, Lotte Lehmann.

★ ★ ★

JUDY GARLAND, GENE KELLY in
"THE PIRATE" *(Technicolor).*
Walter Slezak, Gladys Cooper
Reginald Owen.

★ ★ ★

ESTHER WILLIAMS, PETER LAWFORD
RICARDO MONTALBAN
JIMMY DURANTE, CYD CHARISSE
XAVIER CUGAT in "ON AN ISLAND
WITH YOU" *(Technicolor).*

JULY

IRVING BERLIN's
"EASTER PARADE"
(Technicolor). Starring
JUDY GARLAND, FRED ASTAIRE
PETER LAWFORD, ANN MILLER.

★ ★ ★

"A DATE WITH JUDY"
(Technicolor).
Starring WALLACE BEERY,
JANE POWELL, ELIZABETH TAYLOR
CARMEN MIRANDA, XAVIER CUGAT
ROBERT STACK.

AUGUST

GREER GARSON
WALTER PIDGEON in
"JULIA MISBEHAVES"
PETER LAWFORD, ELIZABETH TAYLOR
CESAR ROMERO, Lucile Watson
Nigel Bruce, Mary Boland
Reginald Owen.

★ ★ ★

MONTGOMERY CLIFT
ALINE MacMAHON
JARMILA NOVOTNA
in "THE SEARCH"

★ ★ ★

RED SKELTON, BRIAN DONLEVY
in "A SOUTHERN YANKEE"
Arlene Dahl, George Coulouris
Lloyd Gough, John Ireland
Minor Watson.

SEPTEMBER

"THE THREE MUSKETEERS"
(Technicolor).
LANA TURNER, GENE KELLY
JUNE ALLYSON, VAN HEFLIN
ANGELA LANSBURY,
Frank Morgan, Vincent Price
Keenan Wynn, John Sutton
Gig Young.

★ ★ ★

"HILLS OF HOME" *(Technicolor).*
Co-starring EDMUND GWENN,
DONALD CRISP, TOM DRAKE,
JANET LEIGH and LASSIE.



THE TRADE PRESS IS JUMPING!

Everybody's got that Vitamin M-G-M enthusiasm! Now read what Publisher Jay Emanuel says in THE EXHIBITOR:

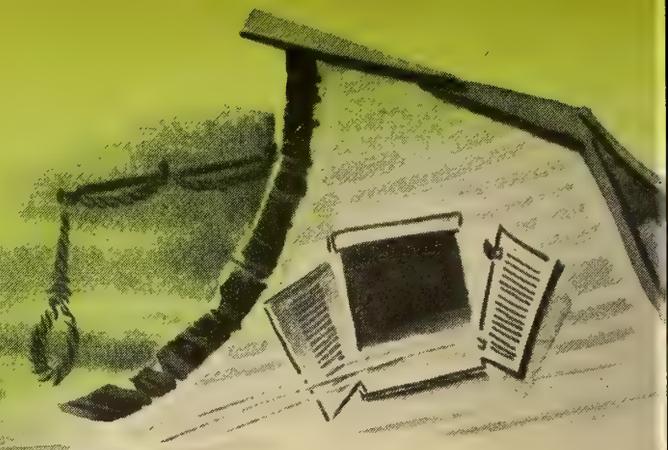
"The M-G-M studio has hit its stride. 'Homecoming' is in the front line of the boxoffice leaders. 'State of the Union' brings lustre to any marquee. Another which is accounting for itself nicely is 'On an Island With You', while 'Easter Parade', in its first engagements, is living up to everything promised for it. Both of these shows place the accent on entertainment rather than messages, which seems to be exactly what the paying patrons desire these days. Leo the Lion has reason to be optimistic about the future, too. 'A Date With Judy', 'Julia Misbehaves', 'The Three Musketeers', and 'Hills of Home' are all coming up, with the preview cards said to be very complimentary. It appears as if the company is now in for a succession of films which are aimed for peak audience entertainment. This is a healthy sign. When a leader is hitting things right on the ball, it is encouraging not only to its accounts but it also makes for healthier competition, and serves as an impetus to the others. With the boxoffices needing solid merchandise more than ever, this is encouraging."



COOLING THOUGHT!

Many exhibitors have gone out of their way to praise M-G-M for releasing "EASTER PARADE" at the toughest time of the year! Thank you, gentlemen. It's an old M-G-M custom to give our customers Big Ones when they need them most. "EASTER PARADE" is the biggest M-G-M success in years! In cool Technicolor!

It's a GRAND new idea for FUN!



THE MONSTERS OF MENACE
vs
THE MASTERS OF MIRTH!

UNIVERSAL-INTERNATIONAL presents



BUD ABBOTT & LOU COSTELLO

"ABBOTT & COSTELLO meet FRANKENSTEIN





WITH

The Wolfman PLAYED BY **LON CHANEY** · **Dracula** PLAYED BY **BELA LUGOSI** · **The Monster** PLAYED BY **GLENN STRANGE**

Lenore Aubert **Jane Randolph**

Original Screenplay by ROBERT LEES · FREDERIC I. RINALDO · JOHN GRANT · Directed by CHARLES T. BARTON · Produced by ROBERT ARTHUR



It's a GREAT new idea for BUSINESS!

Blasting every previous A&C record with powerhouse grosses topping even "The Killers," "The Egg and I" and "Naked City"!

HELD OVER **at Loew's Criterion, New York!** ***HELD OVER*** **in Cincinnati . . . Syracuse...Buffalo...Oklahoma City ...Albany!** ***TERRIFIC*** **in San Francisco! Booming the box-office and** ***HOLDING OVER*** **in five-theatre day-and-date run in Los Angeles!** **BIG . . . BIG . . . BIG everywhere!**

Universal International

Ride high with U-I



THEY'VE MADE THEIR DATE WITH *That* LADY!

SEATTLE • *Paramount*
BOSTON • *Memorial*
OKLAHOMA CITY • *Home*
SYRACUSE • *Paramount*
PORTLAND • *Orpheum & Oriental*

CINCINNATI • *Albee*
CLEVELAND • *Hippodrome*
DAYTON • *Keith*
ATLANTIC CITY • *Apollo*
SPOKANE • *Fox*

BETTY GRABLE · DOUGLAS FAIRBANKS, Jr.

That LADY IN ERMINE

COLOR BY TECHNICOLOR

CESAR ROMERO · WALTER ABEL · REGINALD GARDINER
HARRY DAVENPORT · VIRGINIA CAMPBELL · WHIT BISSELL

Produced and Directed by ERNST LUBITSCH

Screen Play by Samson Raphaelson • Lyrics and Music by Leo Robin and Frederick Hollander
Dances Staged by Hermes Pan

20th CENTURY-FOX

MAKE YOUR DATE TODAY FOR THE NATION-WIDE DAY-&-DATE PREMIERE AUGUST 11th

THE EDITORIAL PAGE

I.M.P.S. Makes Bow

With great pride and a deep sense of gratitude for the enthusiastic response of theatremen to our new idea, the Institute of Motion Picture Showmanship, STR this week publishes the First Roll Call of members. On this, and subsequent Rolls, you will read the names of progressive, up-and-coming younger and old hands at managing the theatres. They are the type of showmen of energy, interest in progress and ambition to improve the service of the movie theatre to the public. In other words, they are the hope of the present and future prosperity of the whole industry. For it takes great audiences to make great pictures and audiences are very largely made up of people the individual showman induces to attend his theatre.

We regret that necessity urged a definite time-limit for arrival of membership applications for inclusion of names in the First Roll Call. But there will be more Roll Calls and they will designate, as this first one does, the names of topflight showmen for all the industry to read.

All hail to the members of I.M.P.S. With their cooperation STR will carry on a constructive, instructive and continuing work in behalf of progressive showmanship at the theatres which are the life-blood of the motion picture industry. All theatremen are not only welcome, but urged, to join.

▲ ▲ ▲

Television Straws

The subject of video continues to be a hot one for everybody but particularly for the exhibitors, who don't want to be left at the post if, as, and when something definite develops to bring television in as a close ally or direct competitor to movie shows.

We don't know whether the incident is a straw in the wind, but we had a call the other night from an owner of an expensive television set who all last summer watched ball games in his living room instead of at the ball parks, and he requested help in obtaining tickets for a night game. We asked about his television set. His answer was that he missed the excitement and atmosphere of the ball park and had lost interest in seeing games via video.

Undoubtedly there will be many outstanding video attractions just as there are on radio. Some with sufficient appeal to keep people at home in preference to going out to the movies.

But we still doubt that television will keep everybody away from the movies regardless of what the attractions are any more than radio shows now do. In which event those who like the surroundings and the movies as presented at up-to-date theatres, together with the comfort that goes with them, will probably keep right on going to the movies as fast as the original novelty of the television wears off.

As for television in the theatres projected on to the screen, thus far we can only see it as an added attraction to the regular show. Whether the cost of installing the necessary equipment will be worth the investment will depend on the development of a supply of attractions for presentation in the theatres.

Being a pioneer is all well and good but you have to pay heavy for that dubious distinction. We were one of those guys 'way back in the early days of sound and it cost us well over fifteen thousand dollars per theatre for the—so-called—finest sound equipment that a few years later could be bought for twenty-five hundred bucks or close to it.

So when theatre television equipment hits the market you'll each have to decide for yourselves whether or not the investment will pay off before the same equipment drops in price with mass production.

From where we sit, it is still a ways off.

▲ ▲ ▲

Public Relations

Leo Wolcott discussed theatre public relations in his organization's latest bulletin and one part struck our good eye so we pass it along. Said Leo:

"Keep our theatres in the public eye all the time . . .
and . . . get off the old fanny and go to work . . .
back to showbusiness. The Lush Days are over. . . ."

You know somethin'? Leo's right. Every theatreman can and should be a great influence in his community. This he can do by being civic minded and active in all the affairs of the community and, as Leo put it, he should bend backwards to cooperate with all local organizations and groups; make his theatre available for meetings and other purposes outside of theatre operating hours; work with the schools and churches, and in general, make the theatre the center of all community interest and activity.

This is particularly important in the small towns and communities because there are so many more opportunities of being active in local affairs. There is one point you can't argue with: it will pay off at the box-office because through all such activity, the theatre and the exhibitor are constantly in the limelight locally and thus the theatre is thought of as the hub around which all good things revolve.

—CHICK LEWIS

WHAT'S NEWS

In the Film Industry This Week

Exhibition

Television was set to beat theatres this week as the National Broadcasting Company in assocation with *Time* and *Life* concluded a deal with United World whereby the latter would furnish it with footage flown from London on the Olympics for a series of five 15-minute telecasts of the events. Not only will the matter presumably get in ahead of theatres by way of the video sets but it is being made up from the same footage owned by J. Arthur Rank which goes into the newsreels.

Warning that interest in what the candy counter brought in was good enough but showmen still had to remember that the "play is the thing" was issued in San Francisco this week by Irving M. Levin, division director for San Francisco Theatres, Inc. Yes, they sell candy and soft drinks.

Federal taxes on admissions for May, reported in June went up to $31,639,479.10, a rise of $3,809,496.29 over the same month in 1947, a remarkable fact considering the remarkable statements now being made about business. And add to remarkable facts: Ontario is letting exhibitors keep two and a half per cent of their tax take for collection expenses; Ontario is also cutting its tax on projectors, etc. Pittsfield, Mass., without advancing a reason, has cut the license fees for Sunday shows. The Smithbergers in Minneapolis don't seem to be able to find any exhibitor complaints against 20th Century-Fox that are "meritorious."

John Balaban has been appointed convention chairman for the Theatre Owners of America meet in Chicago Sept. 23-25 with Eddie Zorn as co-chairman. Infantile paralysis has been officially declared "epidemic" in Los Angeles and has closed all public places but churches in Asheville, N. C. Weldom Allen, the Galesburg, Ill., exhibitor *Fortune* magazine wrote up, has engaged counsel to sue over clearance in connection with his Grove Theatre.

The American Arbitration Assocation this week announced that it will continue to arbitrate film cases until the government tells it not to. The Government apparently has no objection to voluntary arbitration in the interim period while its suit is resting, so to speak, has warned distributors that violations of the court order won't free them from contempt actions even if the alleged violation is arbitrated. Meanwhile Exhibitors Nick Kouaris and Apostolis Tolis of Newington were ready to file a complaint over the 21-day clearance granted Warner's Strand and Embassy at New Britain.

The American Society of Composers, Authors and Publishers indicated what course it will take in its recent monopoly suit by retaining Ex-War Secretary Robert W. Patterson as an added attorney to fight its battle. New York's Paramount went back to big-time ballyhoo for the premiere of "Beyond Glory" using television as an added touch to uniforms and a street band concert which tied up traffic.

In Minneapolis North Central Allied reached a deal with the local Screen Guild franchise holder whereby it would get a percentage of the take Screen Guild there got from its members. In Minneapolis also the assessor was classing theatre seats as personal property instead of real property as heretofore and forgetting to take them off the real property valuation, thereby making it a double tax. In New York Youth Month Chairman Charles P. Skouras announced that the movement would get a send-off Aug. 31 over a coast-to-coast Mutual broadcast. In Los Angeles the Pacific Coast Conference of Independent Theatre Owners set a trustee meeting for Sept. 14-16. And also in Los Angeles the "Birth of a Nation," revived by the Vista Theatre, was being picketed as a promoter of race difficulties by Henry Wallaceites.

Distribution

Screen Guild is going out after 8,000 accounts and will back its product up with exploitation, Vice-President William M. Pizor declared this week. Film Classics concluded its world-wide sales meet with an announcement by President Joseph Bernhard that the company would set up a bonus system not dependent upon sales drives.

General

American film industry observers were thoughtful this week over the possibility that Great Britain might devalue its pound thereby cutting into the frozen funds now in that nation's banks.

Meanwhle Independent Artists' Fred Brisson was warning the industry not to write off the foreign market, claiming it was possible to get a good deal on a picture suited for abroad by giving it individual attenton. And the American industry entered "Melody Time," "National Velvet," "The Big Clock," "The Fugitive," "Gentleman's Agreement," "A Double Life" and "Treasure of Sierra Madre" in the Venice Film Festival.

At home the Screen Guild extended its contract with the Association of Motion Picture Producers for one month pending negotiations of a new deal and reports from Hollywood indicated that Fred Odlum might retire from the RKO board, along with the majority of the directors come Aug. 31.

Deaths: John J. Payette, 55, veteran exhibitor and Warner Washington zone manager; Max Milder, one-time Warner British managing director; Patrick A. Powers, one-time treasurer of Universal and the National Association of the Motion Picture Industry, president of Powers Film Products, 79.

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By Way of Explanation

To Bartender It's No Juke

By BILL SPECHT (News Editor)

"The juke box is on the way out. When television gets on 24 hours a day and we get shows from night clubs and other spots, there just won't be a juke box."

The speaker is the night bartender at a New York bar on Second Avenue in the Thirties. His is a neighborhood the like of which you can find only in big cities. It contains expensive apartment houses rising above others which if they don't meet the legal or technical definitions of a tenement certainly suggest the conditions which the word usually connotes.

The beer-drinking crowd which filled the bar's stools but not its tables and which watched the television set was strictly shirt sleeve but orderly and respectable. Whether it would have been at a movie if it couldn't see a televised baseball game is doubtful.

But the bartender's views may have some importance as far as exhibitors are concerned.

Got Larger

First his business was steadier and larger since he put in television. Second, he viewed it as something which would affect his business presumably for the better and something which would supplant another necessary item to his trade—the juke box. And he looked upon it as something which would bring bigger and grander entertainment to his customers while they drank their ten-cent beer.

Also, while exhibitors have been considering the bar as their competitor ever since repeal, this bartender wasn't giving the movies a thought as competition and was thinking of television strictly as a business asset which he could use.

When he was asked what he thought video might do to the movies, he looked surprised and replied.

"I don't know. I never thought of that."

As to video: It brought more business to his bar, even though there was nothing outstanding programmed. Also if he didn't have a set, he'd lose his regulars to the place one block away whenever there was a "big event."

"Before we had the set and there was a good fight or a ball game," he said, "our customers would leave and go where they could look at it. They'd come back after it was over, but meanwhile they'd spent some of the dough we would have gotten down the street. Now they stay here."

Boosts Business

Besides it boosts business. Ordinarily his bar sells $30 worth of beer at night at 10 cents a glass. During the Louis-Walcott fight it sold $75. The prices were not advanced, but the technique of a quick pickup was used on the slow

(*Continued on Page* 11)

Picket 'Nation'

D. W. Griffith's "Birth of a Nation" was picketed this week in Hollywood by the Independent Progressive (Henry Wallace) party on the grounds that the picture incites race hatred. The party requested Western Amusement company's Vista Theatre to drop the picture which it had booked in the wake of Griffith's death and picketing resulted when Western refused.

Up—and How!

Federal taxes on general amusement admissions reported for June, which cover the month of May, reached a total of $31,639,479.10 or a jump of $3,809,496.29 over the take for June, 1947 when total was $27,829,982.81. The general admission taxes are largely represented from collections on theatre admissions.

Will Continue Film Arbitration

Association Says It Won't Stop Till Ordered by U. S.

The American Arbitration Association will continue to accept motion picture cases for aribtration until it is ordered not to by the federal court, informed sources said in New York this week.

Reports had been current that the Department of Justice was demanding that the AAA cease taking cases for arbitration on the grounds that voluntary arbitration was forbidden by the court order in the Government anti-trust suit.

Previously the Department of Justice in Washington had said that it has no objection if an exhibitor wanted to arbitrate a source of disagreement with a distributor, but that arbitration would not be a means of escaping contempt citations under the court order, in cases where there was ground for contempt action.

Claim Unreasonable Clearance in Conn.

Complaints that the Warner Strand and Embassy at New Britain, Conn., have 21 days' clearance over their 692-seat Newington Theatre at Hartford was to be filed before the Connecticut Arbitration Board by Exhibitors Nick Kounaris and Apostolis Tolis. Both claimed the clearance is unreasonable.

Levin Attacks 'Sweet Tooth' Views, Wants Showmanship

Says Candy Counters Cause Exhibitors to Forget 'The Play is the Thing'

An "aching sweet tooth" is causing show business to forget that its prime purpose is entertainment and to become preoccupied with candy sales, Irving M. Levin, division director of San Francisco Theatre, Inc., declared in San Francisco last week as he called upon showmen to remember "The play is the thing."

"We have been forgetting the true cause of show business," he declared, "that of emphasizing a play, or in our particular branch, to feature a play through the celluloid of motion pictures."

Suffering

"Show business is suffering from an aching sweet tooth with its preoccupation with confections in the theatre. This emphasis often causes managers to neglect the most important factor of show business itself."

Admitting that confection counters were established in his six neighborhood theatres, Levin requested that they be maintained merely for "patron convenience" and not focused as the top attraction. The circuit manager said:

"While some chains are claiming many millions of dollars profit from confections and others are aiming at this record, our ambitions do not run this way—instead we want box-office records."

Levin, stating that candy sales are mere by-products in show business, suggested that theatres improve the standard of service and facilities for the patron. He called for a "dress-up" of houses from backstage to the outer foyer with a plea to the industry to remember that its first function is to provide patrons with entertainment in pleasing surroundings. Levin concluded:

"Show business is here. Let's get into it. There is no question that we receive much revenue from the sales of all types of confections. But in the future, when we have our weekly discussions, let us determine how we can sell a Walt Disney cartoon or a March of Time instead of a candy bar."

Smithbergers Can't Find Squawk

Advises Members No 'Meritorious' Kick Filed

North Central Allied, which now offers its members conciliation on complaints against 20th-Fox under the Smithberger plan, apparently can't find a legitimate complaint in the entire territory since the plan went into effect. In its current bulletin, NCA advises members:

"Prior to the establishment of the so-called NCA-Fox Grievance Plan in this territory, this office had received numerous informal complaints concerning Fox. They covered everything from general complaints about the Fox method of doing business to complaints about personnel, clearance, and the conditioning of one picture on another.

"Now, since the establishment of the Grievance Plan and the appointment of the Grievance Committee, there have been no complaints which the Committee has been able to label meritorious and process as originally planned. Of course, it may be that the reason for this is that Fox is bending over backwards to eliminate the causes of complaints and straightening out grievances with the individual exhibitors involved. If this is true, and we hope it is, more power and credit to Fox. It will be perfectly all right with the Committee if it never has to meet."

NBC Buys United World Videofilm On Olympics; Will Beat Theatres

United World Pictures this week concluded a deal with the National Broadcasting Company, *Time* and *Life*, by which that trio was enabled to present a series of five 15-minute exclusive telecasts of the Olympic games. Reported purchase price was $45,000 and the move will allow video to beat theatre newsreels on the event.

The telecasts were to be based on film flown daily from London and made up from the footage available to J. Arthur Rank, who bought exclusive film and video-film rights to the games. Rank placed the American film television rights in the hand of his United World. The shots are reportedly from the same material which the theatre newsreels are making their selections.

NBC scheduled the telecasts for its eastern network and protected its affiliated television stations in Buffalo, St. Louis, Milwaukee, Toledo, St. Paul, Cincinnati, Salt Lake City and Detroit by flying additional prints to them. The programs consist of 10 minutes of actual Olympics and five minutes of commentary and interviews.

Mad

The NBC deal was announced as the theatre newsreels were becoming quietly indignant over the practice of one of their members who make reels for both theatre and video use. The indignation arose from the practice of that company in using shots along with game footage. Though the commentary reportedly identified these shots as stock stuff, apparently a good portion of the spectators accepted them as exclusives. What reportedly irked at least one other reel beyond the ethical question they believed involved was the fact that the newsreels had agreed among themselves that there would be no beats or exclusives on the games and that the so-called offender was appearing by this practice to have beats.

Odlum May Quit

Retirement of Fred Odlum from the RKO board along with the majority of the present directors of the company was reported this week in Hollywood.

Wometco Likely To Lose Its Television License

The Wometco Circuit, Miami, will lose out in its bid to go on the air with a television station unless its lawyers can convince the Federal Communications Commission to change its mind, it was apparent in Washington this week.

The FCC last week moved to take up the license on the ground that the station was originally licensed to a group which did not include Wometco, and that Wometco had in truth been in control for nearly a year before an application to shift control was filed with the FCC this April.

Ascap Retains Patterson

Former Secretary of War Robert W. Patterson was formally retained Wednesday by the American Society of Composers, Authors and Publishers, to act as counsel with its present attorney Lou Frohlich, in the Alden-Rochelle monopoly suit. The move, long anticipated in trade circles, strengthens the report published in Showmen's Trade Review that Ascap will appeal Federal Judge Vincent Leibell's decision after the decree is entered and the injunction signed. Judge Leibell had found Ascap's licensing structure for theatre using film-synchronized music to be a monopoly and had indicated in his opinion that he would order it to desist when he wrote the injunction. Major circuits are already holding up Ascap payments.

49 on Screen Guild 1948-49 Program

Screen Guild will merchandise its expanded 1948-49 program of 49 titles with a view to fitting it to the markets it can best serve and will support it by well-planned, realistic exploitation, William M. Pizor, recently elected vice-president of the organization declared in New York this week.

Pizor made it plain that his company had no grandiose plans but said it had a goal of 8,000 accounts.

"We're trying," he declared, "to get out a program of pictures that the average exhibitor can use."

Along this line he said there would be a new stunt in press books, designed to eliminate the usual type of bulky press books and to get ad, publicity and exploitation matter up to date. This new stunt—labeled a press kit—was designed by Screen Guild President Robert L. Lippert, who is also an exhibitor. It will make its bow with "The Return of Wildfire" which, instead of having the conventional press book, will have a large envelope consisting of loose leaf insertions. The matter contains a spread with the ad art and its mat and cut numbers. It contains exploitation suggestions and individual publicity stories. This makeup, Pizor said, enables the distributor to keep the ad and exploitation matter up to the minute by inserting new and removing old material.

Adaptable

"We can furnish the exhibitor, after the picture has played several bookings," Pizor declared, "with exploitation and publicity matter that has actually been tested by theatres instead of matter which has been theoretically prepared, before the picture got a booking, by the home office."

To illustrate this, Pizor cited the "Return of Wildfire," which is getting bookings in 80 houses of the M&P circuit in and around Boston. The ad, publicity and exploitation matter used by this circuit will be reproduced and added to the "Wildfire" press kit.

Screen Guild will also go in for world premieres on product which will lend itself to the premiere treatment, Pizor added. First picture to get such handling will be "Harpoon," for which an opening in the whaling country, probably New Bedford, Mass., is being negotiated. Pizor believes that the attendant publicity of such premieres give the picture a good start. Scheduled too for such handling will be "The Mozart Story" which will not be released till the fall.

1948-49 Schedule

Screen Guild has a 1948-49 release schedule of 25 new features, six new Lash LaRue westerns, six reissues and 12 Hopalong Cassidy western reissues. The program follows:

New Product: "The Mozart Story," "Harpoon," "I Killed Jesse James," "The Return of Wildfire," "Grand Canyon," "Last of the Wild Horses," " Police Force," "The Blackmailers," "The Ravagers," "The Prairie," 'SOS Submarine," "Shep Comes Home," "Jungle Goddess," "Redwood Empire," "Sky Liner," "The Return of the Saint," "City Hospital," "Rimfire," "Police Woman," "The Great Truck Mystery," "Trails End," "No Escape," "The Woman in Black," 2 untitled. Six Lash La Rue western—("Son of Jesse James," "Son of Billy Kid," as specials, four untitled as regulars.) Reissues: "Runaway Daughter," "King of the Turf," "Little Annie Rooney," "Duke of West Point," "That's My Boy," "Flirting With Fate," and 12 Hopalong Cassidy westerns.

'Fortune' Exhibitor May File Trust Suit

Weldon Allen, exhibitor operating the Grove at Galesburg, Ill.—the house whose operation recently was the subject of an article in Fortune—this week retained the services of Attorney Seymour Simon in Chicago to file an anti-trust suit presumably based on the 60 days' clearance he has to wait for product which plays Publix Great States Orpheum and West.

European Writeoff Wrong—Brisson

Present tendency in the United States to "write off the European market" is wrong, Carl Brisson of Independent Artists declared in New York Tuesday upon his return from Europe.

If a producer, Brisson added, has a picture which he thinks can be sold abroad and if he gives it individual sales attention, he will find that even today he can make a good deal.

Agreed

Brisson made it plain that he agreed with Motion Picture Association of America President Eric Johnston that the American industry should produce for the domestic market, stating that he intended to follow this policy and keep costs down. But when he has possibilities of a European sale, he intended to devote individual attention to it, as he did to the "The Velvet Touch."

Already through his trip abroad, he claimed, he has been able to get advanced release deals on this picture in almost every European capital and he has booked it in an Odeon house in London. This individual selling, he said, for the independent is important, since major distributors have their own particular problems and in the case of France, where they are only allowed each 15 pictures a year, they would naturally bend to clear their personally-owned product rather than product upon which they had only a distribution deal.

Personal Touch

The matter of meeting exhibitors personally, too, is also important. Brisson declared that he did not fear to have frozen money abroad since it could come in handy for background shooting and declared that before he had departed, independents in Hollywood were discussing a pooling plan. By this plan they would pool frozen funds and allot them to members of the pool who had need of foreign funds for production abroad or other expenses.

Brisson declared he had appointed David Griffiths to represent him in London and Paul Levy to represent him in France.

Rank Son-in-Law To Produce for 20th-Fox

Fred M. Packard announced Tuesday in Hollywood that he is currently organizing Fred M. Packard Productions to make films independently for 20th Century-Fox release. Packard, who is J. Arthur Rank's son-in-law, revealed he will start his first film—"Quicksand"—next month, and is now negotiating for studio space to shoot it.

Film Classics Sets Up Bonus System

Plan Goes Into Effect Jan. 1, Bernhard Tells Meet

Effective Jan. 1, 1948 Film Classics will establish a permanent year-round bonus plan whereby all personnel will share in the company's profits, President Joseph Bernhard told the company's first world-wide sales meet in session early this week at the Hotel Astor, New York.

"By the first day of January," Bernhard said, "you will be given a bonus system which will not be matched by any other company in the business. Film Classics is going to be a cooperative company, the profits of which shall be shared by all who help make them. . . ." Bernhard indicated that this bonusing would not be contingent on sales drives but on everyday business.

"We have made great strides in the past year," he told the meeting, "but our growth must be gradual. We already have gained the respect of producers and exhibitors and their faith in us must not be shaken by any attempts by us to skyrocket to the top."

Vice-President and General Sales Manager B. J. Kranze, who presided at the meet, declared the company should be "aggressively creative" and announced the following for 1949 release:

"Sofia," "Miraculous Journey," "Unknown Island," "Babes in Toyland," "Return to Treasure Island," "Daughter of Ramona," "Fatima," "Pocahontas," An untitled State Department story, "Hellfire," "Bar Mothers," "Shark Man," "Appointment for Murder." Three Inner Sanctum mysteries. "Hellgate," "Strange Case of Malcolm Craig," "God's Children," "Florentine Chest," "Capri Magic," "Gay Street," "Saturday's Odds," "Anyone Can Enter," "Woman of One Hundred Faces," "The Judge."

Kranze also announced a new sales drive, to be known as the "Joseph Bernhard Sales Drive," had opened this week and would terminate Dec. 4.

Screen Directors Plan 'Oscars'

The Screen Directors' Guild this week decided to give merit awards of its own—similar to "Oscars" — for outstanding directorial jobs. Quarterly awards will be made and a grand award once a year. Any director, whether making As or Bs will be eligible.

Polio Spreads

Infantile paralysis had made itself felt in epidemic proportions in Asheville, N. C., as all public gatherings excepting churches, have been ordered closed. In Los Angeles county the health officials termed the situation there "epidemic."

PCCITO Trustee Meet

Trustees of the Pacific Coast Conference of Independent Theatre Owners will meet at the Ambassador Hotel, Los Angeles, Sept. 14-16, it was announced this week.

"Had Not Heard"

Paramount President Barney Balaban Wednesday said he "had never heard of" reported plans on the part of Paramount southern partners to divest themselves of houses in closed towns. The reports coming from those regions said that the alleged moves came as a result of advice from New York.

In Explanation

(*Continued from Page* 8)

drinkers. This consists of whisking a glass away before it is entirely empty.

The bartender is satisfied with television. He even thinks he can get big shows some day on a 24-hour basis but he hasn't an idea of how this is going to be financed or delivered.

Yet his views about video being good for business were echoed by other bartenders within a 12-block area of that particular bar. And these same bars, which were empty last summer at this time, were well-filled, some of them even getting a table trade watching the television receiver.

Right now the customers don't seem to mind cricks in the neck or eye strain or other discomfort. One question the bartender couldn't answer though was: "What effect would video have on his business when an entire family could look at a 'big event' in the comfort of a theatre?"

So They Say

Some Southerners have an inelegent but impressive expression for what happened to the whiskey. If Paramount Television Chief Paul Raibourn isn't familiar with it, he might ask a Paramount partner, preferably one around Alabama. Because inadvertently that's what happened with Paramount's television show in connection with the 'Beyond Glory" premiere when West Pointers took screen tests. The screen tests were televised to the theatre, recorded on film and then shown to the audience of West Pointers.

Theoretically it was swell. Actually it hurt. Paramount, which had done a good job with television in all its previous showings and had done an excellent job with the Louis-Walcott fight, muffed this one. The definition was poor, rain-crossed, out of focus. The lighting was bad, so that the girls, who were supposed to be pretty, left doubts. The camera caught the West Pointers so that it appeared that the Academy was developing a new type of officer—one with all legs and no torso. And the lovely ladies, were also long-legged and short-topped. In addition the sound wasn't up to Paramount par.

Maybe this stood out worse because of the fine work Raibourn and associates had done before. Anyway, the clean definition of the newsreel shown just before and its infinitely better sound only pointed up the television deficiencies.

Home Problem

And there is another problem in home telecasting which may prove a boon to the theatres in the future—and that ironically enough isn't the fault of television or its engineers, but of the conditions under which a nation lives for the most part today.

Small living rooms definitely limit the size of the home television screen and practically make large-screen television impossible, an oculist told this reporter Tuesday. The oculist claims that the small-size of the living room will prevent the spectators from sitting far enough away from the large screen to take in the entire image without eye strain and in comfort.

Postponed

The Public Safety Committee of City Council postponed indefinitely, action on the proposed fire guard bill, after hearing the Philadelphia Theatres Association delegation speak against the measure.

Big Complaints

A number of independent exhibitors are expected to bring their troubles to the House Small Business Committee as it holds hearings in several cities in the east and midwest this fall, staff director Willis Ballinger said in Washington this week. He hoped to announce the exact itinerary by the weekend. Ballinger said many exhibitors have indicated their desire to testify before the committee on their troubles with the distributors.

Balaban, Zorn Head TOA Meet

John Balaban of the Balaban and Katz circuit, Chicago, has been appointed general chairman of the Theatre Owners of America convention committee, TOA President Ted Gamble announced Tuesday. Serving with Balaban as co-chairman will be Ed Zorn.

Additional sub-committees—all appointed from the field of Illinois exhibitors—will be appointed to handle hotel reservations, transportation reservations, entertainment, luncheons and dinners, publicity and finance, Gamble said.



John Balaban



Ed Zorn

Stanley W. Prenosil, assistant to executive director Gael Sullivan, left for Chicago Monday night with Sam Shain to confer on pre-convention plans with Balaban and Zorn. The convention, now extended to three days, will be held in the Drake Hotel, Chicago, Sept. 23-25.

Executive Director Sullivan, in association with retiring Executive Director Robert W. Coyne and President Gamble were working this week on a program of speakers who would discuss vital industry problems. Attempts will be made to have complete committee reports ready for the convention, it was said.

Smith Heads Youth Month Distributors

Twentieth Century-Fox General Sales Manager Andy W. Smith was appointed distribution chairman for the "Youth Month" campaign, National Chairman Charles W. Skouras announced this week.

Skouras' announcement came as Attorney General Tom C. Clark, speaking at a special meeting of the campaign held in the offices of the Theatre Owners of America, cited causes for juvenile delinquency. Not once did Clark blame the movies as a contributing factor for delinquency though he cited broken homes, parental neglect, poor housing and lack of proper recreation as causes.

Clark described the TOA documentary, "Report for Action," as one of the most important moves in the campaign which reaches its climax in September with Youth Month.

Ontario to Pay Theatres to Collect

Will Allow 2½ Per Cent; Also Cuts Austerity Tax

In a reversal of previous attitudes the provincial government of Ontario this week decided in the face of strenuous protests to pay exhibitors a two-and-a-half per cent commission for collecting the monthly payment of the new 20 per cent admission tax and tacitly acknowledged the failure of its "austerity" program.

The commission will be retroactive to last April when the levy was introduced. On the "austerity" side of the fence, the government is abolishing its special 25 per cent excise tax on projection machines, oil burners, refrigeration plants, electrical goods. The special tax on radio tubes, record players and other goods is reduced from 25 to 10 per cent. The "austerity" program, which went into effect on Nov. 18, continues to tax many imports from the United States, but exhibitors are hopeful of further changes.

Product Shifts In Kansas City

Kansas City, which usually followed a pretty well-defined pattern of theatre release, appeared a bit jumbled this week with some major product moving into spots which it had never played before.

The changes were said not to be the result of competitive bidding, though in the case of one company, bidding has reportedly been offered when asked.

Major change previously occurred when Durwood circuit which had been trying to run the refurbished Roxy as first-run with Paramount Pine-Thomas features, recently went out and bought Columbia's "Coroner Creek" and "Lulu Belle" away from Loew's Midland. While Columbia insists that it does not indulge in bidding and opposed this form of selling vehemently in the government anti-trust suit, the deal reportedly resulted when Stanley Durwood, general manager of the circuit, wrote Columbia and made a substantial offer to the company for the two pictures. The offer was accepted.

The two-picture deal did not apparently upset the regular pattern for Loew's Midland, which usually plays MGM, Columbia and United Artists, got "Fuller Brush Man" and other Columbia product.

But a surprise note crept into the picture when RKO sold the Midland "The Best Years of Our Lives," ignoring its own outlet—the Orpheum. This deal was said to have been made on a bid and on Sam Goldwyn's own order.

Under the old pattern, the Orpheum played RKO, and half of Warners while the Paramount got the other half of Warners and all Paramount. Fox Midwest played 20th-Fox, Universal and Republic.

Neat, Eh!

Exhibitors in Minneapolis are complaining that the tax collector has developed a new stunt. Formerly theatre seats were included in real property valuations for assessment purposes. Now, the city assessors in Minneapolis have moved them over to the personal property rolls without taking them off the real property valuations. So the exhibitor really gets a higher assessment in fact.

Hold Payette Funeral Services

Funeral services for John J. Payette, 55, zone manager for Warner Bros. in Washington, D. C., were held Wednesday at the Sacred Heart Church. Payette died Sunday after an illness of three months.



John Payette

In 1904 he became an usher at the Washington Academy of Music. At 17, he was manager of the Rhode Island Theatre. Following service during World War I, he was appointed assistant manager at the Metropolitan, to rise three weeks later to manager. In 1920 he became assistant general manager of all the Crandall theatres, a post he held till 1925 when he became general manager.

After Crandall merged with the Stanley Company of America, he became supervisor of theatres for the chain. When Warners bought the Stanley company, he became general zone manager for 45 theatres in Washington, Maryland, Virginia, West Virginia and Pennsylvania. World War II found him as co-chairman of the District of Columbia's War Activities Committee of the Motion Picture Industry as well as a member of the executive committee of the Civilian War Services, a deputy air raid warden and a member of the D. C. Salvage committee.

Surviving are his widow, the former Dorothy Crandall, four children—Mrs. Charles Kemp Devereux, John J., Robert C., and Ronald C. Payette; a brother, George N. Payette, and two sisters—Mrs. George A. Degnan and Mrs. William Schwalm.

Max Milder Passes

Max Milder, one-time English managing director for Warner Bros. died at his home in Surrey, Aug. 1 after a protracted illness. Milder had 36-years experience in the industry, last 30 of which were with Warner and the last 17 of which as their British managing director.

Pat Powers Dead

Patrick A. Powers, one-time treasurer of Universal and of the National Association of the Motion Picture Industry as well as president of Powers Film Products Company at Rochester, died last Saturday in New York at the age of 79. Survivors: a daughter, Mrs. Roscoe M. George, and a sister, Mrs. Mary Ellen Powers.

20th-Fox Compromise Taken Under Advisement

New York State Supreme Court Judge Ferdinand Pecora Tuesday took under advisement arguments of 20th Century-Fox officials and shareholders over the so-called compromise shareholders suit over compensation given National Theatres President Charles Skouras and his aides—Frank H. Ricketson, Jr., Elmer Rhoden, Harold J. Fitzgerald.

The shareholders argued that the compromise was a "paper settlement" in which the compromisers gave up nothing. The compromisers argued that it represented a very real loss to them in view of the fact that they were giving up a share of profits and National Theatres was expected to earn $9,000,000 during the current year.

NEWSREEL CLIPS

Red

Hollywood got into the red spotlight this week as Louis Budenz, former editor of the Communist *Daily Worker,* who quit, turned Roman Catholic and now teaches at Fordham University, declared that the Communist movement had gotten "a very big take from Hollywood." This point in his testimony, which included other subjects, was played up only in Hearst's *Journal American* and the *Sun* as far as the New York press was concerned.

Good Reason

At last it comes out. Dore Schary, speaking at the Writers Conference of the University of Colorado at Boulder, Colorado, declared that he quit RKO before he and Principal Stockholder Howard Hughes "got to the point of being mad at each other. Hughes and I just didn't agree on basic things, but we parted friends," he added.

To the typewriter pounders Schary declared that there was a "whole field open for the original motion picture writer—the man who will concern himself about writing good material for the screen." He intimated that the rewards esthetically, monetary and the like would be good and said:

"Of course, there are inhibitions in writing for the screen. It is quite true that one cannot deal with certain things that are tabu on the screen, but the things that are tabu are those items that cannot be palatable to a mass audience. There are other tabus concerning good taste and morals. But the fact that one cannot say a four-letter word on the screen does not mean that the screen cannot be mature. There are mature subjects beyond incest and adultery and even these subjects, if handled with tact and intelligence and good taste, can be discussed on the screen."

Foreign

Warner Bros. International has realigned its Latin-American territory into three divisions, Atlantic, Pacific and Caribbean, with a division manager in charge of each. James V. O'Gara, recently eastern sales manager for Republic, was named manager for the Pacific division and will headquarter in Mexico City; Peter Colli will manage the Caribbean area with headquarters in Havana, and Ary Lima as Atlantic division manager with headquarters in Havana. Announcement of the changes, which raised these men from supervisors was made by WB International Vice-President Wolfe Cohen.

Monogram International President Norton V. Ritchey sailed for England Wednesday prior to touring Europe. William Satori, Monogram's European representative, has moved his offices from London to New York. The Central Price Commission of Brazil has suspended all price controls on film rentals and theatre admissions.

For Cancer

Warner Bros., this week turned over $50,000 from the rentals of "Power Behind the Nation" to the Damon Runyon Cancer Fund. The film played in over 10,000 theatres and was distributed by the Motion Picture Association of America.

Bites Dog

Theatre operating costs, especially as far as licensings and taxes are concerned, may be rising elsewhere, but Pittsfield, Mass., is one town which is reversing the usual process. Effective Aug. 1, the fees for Sunday shows in that city's theatres will be cut about 25 per cent with the mayor announcing that the two larger theatres in the city, which hitherto had paid $50 to run Sunday shows, would pay $40. No reason for the cut was given.

Calendar

AUGUST

20-22, regional convention, Screen Guild franchise holders, Memphis.

24, Motion Picture Theatre Owners of Conn., golf tourney, Racebrook Country Club, Orange, Conn.

30-Sept. 1, convention, Allied Theatres of Michigan, Inc., Book-Cadillac Hotel, Detroit.

31-Sept. 1. annual convention, managers of Fox Midwest Theatres, Elms Hotel, Excelsior Springs, Mo.

31, RKO shareholders' meeting, Wilmington, Del.

SEPTEMBER

14, 15, convention, Independent Theatre Owners of Ohio, Deshler-Wallick Hotel, Columbus, O.

14-16, annual meeting of trustees of the Pacific Coast Conference of Independent Theatre Owners, Ambassador Hotel, Los Angeles, Calif.

16-17, Mid-year meeting Variety Clubs International, Statler Hotel, Washington, D. C.

18, Variety Clubs International Humanitarian Award dinner and presentation to Secretary of State George C. Marshall, Statler Hotel, Washington, D. C.

24, annual golf tournament, Variety Club of Philadelphia, Whitemarsh Valley Country Club.

23-24, convention, Theatre Owners of America, Drake Hotel, Chicago.

27, fall midwest meeting, Theatre Owners of America, Jefferson Hotel, St. Louis.

27, annual convention, Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois, Hotel Jefferson. St. Louis.

28-30, joint convention, Theatre Equipment Dealers Protective Ass'n and Theatre Equipment Supply Manufacturers Ass'n, Hotel Jefferson, St. Louis.

OCTOBER

17, ninth annual dinner dance, Motion Picture Bookers Club, Hotel Commodore, New York.

27, 28, annual convention, Kentucky Association of Theatre Owners, Seelbach Hotel Louisville.

NOVEMBER

1-2, convention, Allied Theatre Owners of Texas, Dallas.

27-28, fall board meeting of National Allied, New Orleans.

29-Dec. 1, annual convention, National Allied, New Orleans.

Gehring Seeks Longer 20th-Fox Chicago Runs

Twentieth Century-Fox assistant General Sales Manager Will Gehring was in Chicago this week seeking longer loop runs for his product. Gehring was thought likely to enter a request for such longer runs in Fedeal Judge Michael Igoe's court. Judge Igoe, in the Jackson Park Theatre injunction, had limited Chicago loop first-runs to two weeks. The 20th-Fox executive is also arranging for pre-release showings of "The Snake Pit."

SAG, AMPP Extend Present Contract

The Screen Actors Guild and the Association of Motion Picture Producers this week announced that they had extended their existing collective bargaining contract, which was to have expired at midnight, July 31, to Aug. 31. Meanwhile a new contract is being negotiated.



Famous artist Al Hirschfeld shows here what occupies the Occupation Force in Berlin (off duty, of course)

That FUNNY Affair is a MONEY Affair in BOSTON

WHERE VARIETY REPORTS IT

"Only newcomer with real drawing power"—

AND WHERE IT HOLDS OVER TO THE TUNE OF UNMATCHED RAVES LIKE:

"Unqualified honey of a hit" —*Boston American*

"Tops in comedy" —*Post*

"One of the gayest pictures of the past few years" —*Globe*

"One continuous howl" —*Traveler*

JEAN ARTHUR
MARLENE DIETRICH
JOHN LUND
in
"A Foreign Affair"
is a funny affair

with
MILLARD MITCHELL • CHARLES BRACKETT

Produced by
Directed by BILLY WILDER

Screenplay by Charles Brackett, Billy Wilder and Richard L. Breen
Adaptation by Robert Harari • Original Story by David Shaw

A PARAMOUNT SUMMER HIT-WAVE HIT!

Selling the Picture

News and Ideas Concerning Profitable Advertising, Publicity and Exploitation

Theatremen Join I. M. P. S. Back to Showmanship Idea

As revealed in the following pages listing First Roll Call members of the Institute of Motion Picture Showmanship, progressive theatremen in all sections of the country have volunteered to exchange information and ideas on selling the picture and management of theatres through the medium of a new, original plan for mutual advancement of their own careers and the welfare of motion pictures as a popular entertainment for the masses.

Members of the I.M.P.S. find the means through this movement for concrete and realistic approach to the "back to showmanship" goal which leaders in all branches of the film industry have declared to be the prime hope of continued prosperity for the motion picture business.

The I.M.P.S. inaugurates its activities with a huge membership of a fraternity for improvement in showmanship and their own personal careers in the industry.

The membership now enrolled is a mere beginning for I.M.P.S., into whose fold are invited all men and women working in the theatre field as circuit executives, owner-managers, managers, assistant mangers, staff members in permanent positions. An idea of the purposes and ideals of I.M.P.S. membership is sketched in the following excerpts from the I.M.P.S. code:

Here's how I prove that I'm an active member in good standing of The Institute of Motion Picture Showmanship. That's the live-wire organization of alert, progressive showmen who are helping to keep the motion picture theatre on top as the home of wholesome recreation; safe and comfortable place of public assembly, where courteous service is provided all entertainment seekers—young and old, rich and poor, alike.

Every good I.M.P.S. member lives up to the golden rule that one must help others if one is to be helped by others. So I pass along ideas to my fellow showmen by reporting regularly to Showmen's Trade Review about showmanship as I practice it and see it practiced.

I persevere in the practice of Good Showmanship. By that is meant strict application to the job of giving the public what it likes, and making it like what I give them.

Good showmanship sells tickets. Many things will sell tickets. Display of the big star name; telling the public about the thrills of drama or merry laughter of comedy the particular picture affords; courteous service and clean, attractive lobby, auditorium and lounges—all these play a part in selling tickets.

I practice what I preach: "Progress Thru Perseverance." In other words, no idea, no effort, no amount of hard work is overlooked or avoided in my daily devotion to every duty of my job in the theatre.

Starting in next week's issue, reports and suggestions for selling the picture and other activities by members of I.M.P.S. will become the most important feature of the section of Showmen's Trade Review devoted to showmanship and management of the theatre.

"Names in the First Roll Call indicate that I.M.P.S. membership embraces the cream of the showmanship crop." Thus a prominent exhibitor long familiar with the theatre field summed up his remarks following a reading of an advance proof of the three pages listing those I.M.P.S. members whose applications were on file as of July 28, 1948.

IF YOU ARE A PROGRESSIVE, GOING-PLACES MEMBER OF THE THEATRE BRANCH OF THE FILM INDUSTRY YOU CAN PROVE IT BY SHOWING YOUR MEMBERSHIP CARD IN I.M.P.S. JOIN NOW. YOUR MEMBERSHIP CARD WILL BE SENT IMMEDIATELY UPON RECEIPT OF YOUR APPLICATION. USE BLANK BELOW.

Chick Lewis, General Director
Institute of Motion Picture Showmanship
Showmen's Trade Review
1501 Broadway, New York 18, N. Y.

I hereby apply for membership in the Institute of Motion Picture Showmanship, with the understanding that such membership in no way obligates me to pay dues nor spend money for any commodity or article by reason of such membership.

Name .....

Theatre .....

Street .....

City ..... State .....

I.M.P.S.
Inaugurating a New Idea In Trade Paper Service

We recognize and greatly appreciate the confidence reposed in this publication by the widespread and enthusiastic response to our announcement of a new and very ambitious service to the industry, as evidenced in the large number of top theatremen who have joined the Institute of Motion Picture showmanship.

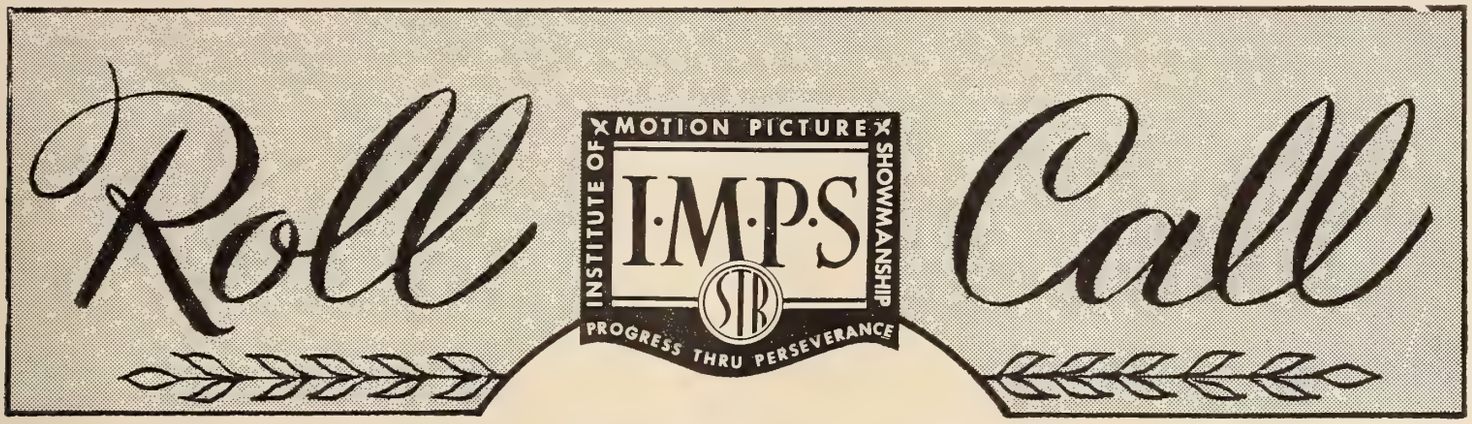
Theatremen in all parts of the country have given the most emphatic endorsement to I.M.P.S. by their membership applications filed in advance of publication of the news, information and ideas whereby the men on the job in theatres will exchange their know-how in the interests of their own advancement in the showmanship profession and progress in the art and craft of presenting motion pictures.

We invite, and we strongly urge, all men and women engaged in theatre work to join with these live-wire showmen by subscribing to the code of I.M.P.S. in the performance of their duties and participating in the activities of this great fellowship dedicated to the welfare of the industry and advancement of their own careers.

Were we of STR entirely disassociated from the I.M.P.S. we still would be impelled to declare our conviction that there is distinction for every man or woman eligible for membership to join the company of the outstanding showmen whose names appear in this First Roll Call.

Finally, we must take the occasion to offer our thanks to the many individual theatremen and circuit executives who have paid us such high compliment by the hundreds of membership applications and letters of encouragement for this enterprise for the service and betterment of motion picture showmanship.

Chicks



F. B. Allston
Center Theatre
Hartsville, S. C.

James H. Allbee
Central Theatre
East Boston, Mass.

James D. Ashe
Abingdon Theatre
Wicomico, Va.

C. M. Atkinson
Marlboro Theatre
Clio, South Carolina

John N. Allison
New Vivian Theatre
Carlisle, Indiana

Zenobia Austin
Lyric Theatre
Williamson, W. Virginia

Frank B. Aversa
Hippodrome Theatre
Niagara Falls, N. Y.

Guy B. Amis
Princess & Strand Theatre
Lexington, Tenn.

Ernest Alcanter
Mission Theatre
Sacramento, Calif.

W. N. Allen
Rockwood Amusements Inc.
Nashville 5, Tenn.

Charles Aaron
Victory Theatre Co.
New London, Conn.

Morris Appleby
Ace Theatre
Toronto, Ontario, Canada

Maurey L. Ashmann
Interboro Circuit, Inc.
New York, N. Y.

James W. Bergen
RKO Greenpoint
Brooklyn, N. Y.

Charles F. Brewer
National Theatre Enterprises
Jacksonville 1, Fla.

Edwin L. Boy
Fowler Theatre
Fowler, Indiana

Ralph Bass
Berry & Temple Theatres
Hartsville, S. C.

Percy Bond
Lorex Theatre
Loraine, Texas

Richard Berner
Vogue Theatres
Bronx, N. Y.

Jake Biben
Atlas Theatre
Washington, D. C.

Frank M. Boucher
K-B Theatres
Washington, D. C.

Burton M. Bausell
R. N. Smith Theatres, Inc.
Mission, Texas

W. F. Bender
Bemidji Theatre
Bemidji, Minn.

Don Bertling
Brad Theatre
Bradford, Ohio

B. N. Bisbee
Pradise-Village & Lido Theatres
Faribault, Minn.

J. Winston Blackwell
Linco Theatres
Lincolnton, Georgia

E. A. Blanchard
Coniston Theatre
Newport, N. H.

E. L. Boggs
Varsity Theatre
Amory, Miss.

Harry T. Bollinger
Gem Theatre
Emmitsburg, Md.

Archie A. Boney
Ute Theatre
San Jon, N. Mexico

Albert Botts
Park Theatre
Bethesda, Ohio

Dock Boyle
Citrus-Aztec-Juarez Theatres
Edinburg, Texas

Carl Braun
Jack F. Goldman Theatres
Cincinnati, Ohio

Lew Bray
Interstate Circuit, Inc.
Harlingen, Texas

Joe Brite
Rialto Theatre
Alamosa, Colorado

Sam E. Brown
Academy Award Theatre
Hollywood, California

James F. Brunner
Empire Theatre
Anacortes, Washington

C. D. Bullard
Main Theatre
Stonewall, Oklahoma

Harry A. Burke
Community Theatre
Saratoga Springs, New York

Joe Brown
Long Theatres
Texas City, Texas

William J. Blackmore
Lake Theatre
Duluth, Minnesota

Alfred G. Bonica
22 Dix Street
Waltham, Mass.

Frank Bryant
RKO Keith's Theatre
Washington 5, D. C.

Leonard Bloom
Avenue U Theatre
Brooklyn, N. Y.

Raymond O. Burch
Calvert Theatre
Washington, D. C.

George M. Bertling
New Tipp Theatre
Tipp City, Ohio

Harrison E. Bailey
Palace Theatre
Gary, Indiana

W. C. Boston
Midwest Theatre
Scottsbluff, Nebr.

A. I. Brandenburg
Abbott Theatre
Huntington, West Va.

Leonard V. Casey
Hunts Theatres Inc.
Wildwood, N. J.

Howard Colon
Colonial Theatre
Hamburg, Iowa

Al B. Cogsdale
Wells Theatre
Norfolk, Va.

W. E. Clenahan
Elmora Theatre
Elizabeth, N. J.

Hubert B. Daniels
Roxy Theatre
Gallatin, Tennessee

Howard R. Cohn
Century's Midwood
Brooklyn, N. Y.

M. L. Conhaim
Warner's Downtown
Los Angeles, Calif.

Ben Coleman
Senator Theatre
Washington, D. C.

Jono C. Caldwell
Lee Theatre
Appomattox, Va.

M. E. Cammack
Menominee Theatre
Menominee, Mich.

Roy E. Campbell
Shafer Theatre
Garden City, Michigan

G. W. "Gus" Carlson
Peoples Theatre
Superior, Wisconsin

Wren T. Cason
El Raton Theatre
Raton, N. M.

Paul Chaney
Clnton Theatre
Blanchester, Ohio

H. A. Cherry
Main Theatre
Phillipsburg, N. J.

Ken L.Christianson
Roxy Theatre
Washburn, N. Dakota

Frank Circosta
Ohio Theatre
Bellaire, Ohio

Ralph Cobourne
Community Theatres of Ohio
Loop Theatres, Inc.
Toledo, Ohio

W. L. Crouse
Regent & Grant Theatres
Eveleth, Minn.

C. E. Cupler
Court Theatre
Washington, Penna.

Fred S. Curdts
Fox Theatre
Greenville, S. C.

Joseph L. Citron, *Mgr.*
Loew's Olympia
New York, N. Y.

F. J. Cahalan
Magnet Theatre
Claremont, N. H.

Francis E. Dalbec
Wing Theatre
Wing, N. D.

Charles E. Daniels
Paramount Theatre
Glen Falls, New York

Paul R. David
Esquire Theatre
Sacramento, California

C. W. Davis
Rockingham Theatre
Reidsville, N. C.

Charles F. Davis
Ruby Theatre
Three Forks, Mont.

Wm. Davis
Princess Theatre
Del Norte, Colorado

Frank De Cicco
Plaza Theatre
Hawthorne, California

Sal Di Gennaro
Model Theatre
Brooklyn, N. Y.

Jack R. Dillon
Lee Theatre
Coulee City, Washington

Elstun Dodge
Elstun Theatre
Cincinnati, Ohio

Mimmie L. Dwyer
Lake Theatre
Celina, Ohio

Jack Demos
Lex Theatre
Chicago, Ill.

M. J. Dew Brittain
Grand-Avon-Strand Theatres
Dubuque, Iowa

Albert T. Donovan
Mohawk Theatre
North Adams, Mass.

Robert E. Diem
Loew's Aldine Theatre
Wilmington 24, Delaware

Walter W. Doerre
Broadway Theatre
Yreka, California

Watson Davis
Ritz Theatre
West Point, Miss.

Edward C. de Bruhl
Round-Up Theatre
Los Angeles, Calif.

John J. Driscoll
Avalon Theatre
Milwaukee, Wisc.

Billy Davis
Ritz Theatre
Gainesville, Ga.

Curt Drady
Drive-In Theatre
Columbus, Ga.

A. Milo De Haven
Waterville, Ohio

Charles Demma
Apex Theatre
Washington, D. C.

Curtis Everhart
Manos Theatre
Newton Falls, Ohio

Donald J. Edwards
Paramount Theatre
Fremont, Ohio

Frank L. Ebert
See-More Theatre
Seymour, Wisconsin

J. Don Edwards, Sr.
Park Theatre
Williamsport, Penna.

Charles Elbreder
Brentwood Theatre
Brentwood, Mo.

William Evans
Fox Theatre
Centralia, Washington

Bernice L. Fawcett
Milford Theatre
Milford, Mich.

Howard Feigley
Rivoli Theatre
Toledo, Ohio

William J. Fleischer
New Franklin Theatre
Franklin, Minnesota

Frank M. Fletcher
Iris Theatre
Houston, Texas

Paul H. Flexer
Royal Theatre
Watertown, Tenn.

Frank Forest
Oakdale Theatre
Hazel Park, Mich.

E. H. Forsythe
Don Gordon Theatre
Houston, Texas

Sol Frank
Frank Theatre Enterprises
Chief Theatre
Coldwater, Kansas

Jack Frisch
Tri-State Booking Service
Cincinnati, Ohio

L. J. Frownfelter
Bonnie Theatre
Bagley, Iowa

Leonard Frick, *Mgr.*
Cayce Theatre
Cayce, S. Carolina

Colonel L. B. Fuqua
Kentucky Theatre
Eddyville, Kentucky

Arthur A. Fabrizio
Norbury Theatre
Ellenville, N. Y.

Albert Finkel
Park Theatre
Newark, N. J.

Jack A. Farr
Skyway Drive-in Theatre
Bryan, Texas

Burke Fox Jr.
Ambassador Theatre
Washington, D. C.

J. R. Freeland
Roxy Theatre
Franklin, Ky.

Ferdinand J. Guidroz
Fun Theatre
Lockport, La.

Germain Germain
Palace Theatre
Pittsfield, Mass.

Russell Bannister Gurney Jr.
San Quentin Theatre
San Quentin, Calif.

Hervey Gardenhire
Rex Theatre
O'Donnell, Texas

L. O. Gill
Beloit Theatre
Beloit, Kansas

A. Goldson
Gold Coast Theatre
Chicago, Illinois

G. D. Gorham
Strand Theatre
Black Oak, Arkansas

Joe K. Gregg
Gregg Theatre
Caney, Kansas

G. G. Griffin
Cass Theatre
Plattsmouth, Nebraska

Arthur J. Gross
Capitol Theatre
Woodbine, New Jersey

Charles Guelson
Badger Theatre
Stoughton, Wisconsin

Roll Call

INSTITUTE OF MOTION PICTURE SHOWMANSHIP
I·M·P·S
PROGRESS THRU PERSEVERANCE

THEO. GRANCE
Everett, Realto, Mt. Oliver Theatres
Everett, Pa.

CLIFTON B. GRAEFF
Mack Theatres
Chester, Pa.

EDDIE A. GRUBB
Eastside Auto Theatre
Columbus, Ohio

VIRGINIA E. HALE
Lincoln Theatre
Taft, Oregon

J. O. HARRISON
Kay Theatre
Huntington, Texas

R. S. HESS
Groton Theatre
Groton, Conn.

M. E. HENSLER
Park Theatre
Auburndale, Florida

BEN HERSHBERG
East Side Drive-In Theatre
Cleveland, Ohio

HARRY HOBOLTH
De Luxe Theatre
Imlay City, Michigan

M. W. HURHES
Colonial Theatre
Astoria, Illinois

HOMER U. HULSEY
Ozark Theatre
St. Claire, Missouri

GORDON HUTCHINS
State Theatre
Corning, Arkansas

R. D. HUTCHINGS
Home & Portage Theatres
Portage, Wisconsin

J. WILLIAM HORTON
643 Watkins Street, S.E.
Grand Rapids, Michigan

MR. ROBERT A. HYNES
Missouri Theatre
St. Joseph, Mo.

F. L. HOWARD
Star Theatre
No. Brookfield, Mass.

GILMER M. HALL
Village Theatre
Hilton Village, Va.

RALPH HAMILTON
Jewel Theatre
Denver 10, Colo.

CLINTON L. HARKEY
Angier Theatre
Angier, N. C.

W. E. HEBERT
Langston University Theatre
Langston, Oklahoma

V. F. HASELHORST
Northville Theatre
Northville, S. Dakota

J. A. JACKSON
Empire Theatre
Birmingham, Alabama

THOMAS JAMES
Comet Theatre
St. Louis, Mo.

J. K. JAMESON
Fitz & Joy Theatres
Bald Knob, Arkansas

A. B. JEFFERIS
Jefferis Theatre
Piedmont, Missouri

IRL M. JEFFRIES
Webb Theatre
Webster, Wisconsin

TAYLOR F. JOYCE
Castle Theatre
Pryor, Oklahoma

MILTON JACOBSON
Stone Theatre
Detroit, Michigan

W. BYRON JONES, JR.
Cameo Theatre
Bristol, Virginia

C. JARVIS
Avalon Theatre
Marysville, Ohio

STEPHEN KLEM
Superior Theatre
East Superior, Wisc.

SIMON KING
Macon Theatre
Tuskeegee, Ala.

JOHN KRAFGISIN
Cornell Theatre
Chicago, Ill.

RUDOLPH A. KUEHN
Aldon Theatre Corp.
Elizabeth, N. J.

O. B. KOPPING
Liberty-Strand-Foxy Theatres
Kalispell, Montana

DAVID J. KANE
Rivoli Theatre
Newark, N. J.

HAROLD KAFKO
Tiffany Theatre
Brooklyn, New York

HJALMAN KAUPPI
Lake Theatre
Eden Valley, Minn.

MITCHELL KELLOFF
New Ute Theatre
Aguilar, Colorado

JOHN KIRBY
Grove Theatre
Alamosa, Colorado

JOHN R. KOIS
Telenews Theatre
Buffalo, New York

MERRITT A. KYSER
Aurora Theatre
East Aurora, New York

STANLEY KATZ
Glenwood Theatre
Ridgewood, L. I.

JAY A. KING, Jr.
Yorktown Theatre
Elkins Park, Pa.

HYMAN KESSLER
Odeon Theatre
New York, N. Y.

PHIL KATZ
Warners Enright Theatre
Pittsburgh 6, Pa.

J. C. (JACK) KING
Paramount Theatre
Amarillo, Texas

FRED W. KRUEGER
Ogden Theatre
Milwaukee, Wis.

JOHN R. KNIGHT
Capitol Theatre
Welland, Ont.

FRANK KENNEDY
Dreamland Theatre
Herington, Kans.

ED KIDWELL
Theatre Enterprises, Inc.
Roswell, New Mexico

FRED W. KRUEGER
Ogden Theatre
Milwaukee, Wis.

MAURICE W. LATHROP
Orland Theatre
Orland, California

W. J. LAURIE
Vista Theatre
Rio Vista, California

CHAS. LAUTEM
Tower Theatre
Bastrop, Texas

JOHN M. LAWRENCE
Rex Theatre
Nashville, Tenn.

J. C. "STUB" LEE
Town Hall Theatre
Quincy, California

A. T. LEHMANN
Paramount Theatre
Middletown, New York

CHARLES T. LEHNING
Gem Theatre
Cairo, Illinois

LEONARD J. LEISE
Rand Theatre
Randolph, Nebraska

BILL LEMKE
Lakes Theatre
Antioch, Illinois

PHILIP H. LEWIS
Valley Theatre
Spring Valley, New York

R. J. LEWIS
Epsom Drive-In Theatre
Houston, Texas

WILLIAM E. LEWIS
Lewis Theatres
Millington, Maryland

MORRIS LITTMAN
Sylvan Theatre
Rutherfordton, N. C.

JOSEPH MARTIN LORENZ
Gaelic Theatre
Chicago, Illinois

C. H. LUCAS
Coastal Drive-In's Inc.
Kissimmee, Florida

ALFRED LOEWENTHAL
Tivoli Theatre
Jersey City, N. J.

WILLIAM A. LEVEE
Liberty Theatre
Freehold, N. J.

KEN LAW
Cozy Theatre
Argos, Ind.

LAWRENCE LEWIS
Brock Theatre
Toronto, Canada

BILLY LOVORN
Strand Theatre
Georgetown, S. C.

JACK MILLER
Palace Theatre
Los Angeles, Calif.

F. X. MERKLEY
Rialto Theatre
Columbia, Ky.

ROBERT K. McKINNEY
United Artists
Pasadena, Calif.

AL MYERS
Al Myers Theatre
Portland, Ore.

WALLY MAZUR
Ace Theatre
Detroit, Mich.

HARRY E. MARTIN
Royal Theatre
Gainesville, Ga.

VINCENT MASTRACCO
Smalley's Camden Theatre
Camden, N. J.

KENNETH W. MILLER
Roxy Theatre
Martinsburg, Pa.

HARRY A. McCORMACK
Park Theatre
Roselle Park, N. J.

S. J. MELZER
Westdale Theatre
Toronto, Canada

GEORGE MANDRYK
Mayfair Theatre
Olds, Alberta, Canada

DOUG MELLOTT
Naylor Theatre
Washington, D. C.

H. JENSEN MARK
Casino Theatre
So. Langhorne, Pa.

LES MARTIN
South Main Drive-In
Houston, Texas

HARRY G. MILLER
State Theatre
Passaic, New Jersey

REID MITCHELL
"R" Theatre
Auburn, Illinois

ROY MITCHELL
"R" Theatre
Auburn, Illinois

WALTER L. MORRIS
Pike, Tower & Lee Theatres
Knoxville, Tenn.

D. P. MORTON
Cole Theatre
Hallettsville, Texas

W. L. MOXLEY
Mox Theatre
Blytheville, Arkansas

HUGO MUELLER
Will Rogers Theatre
Chicago, Illinois

ROBERT T. MURPHY
20th Century Theatre
Buffalo, New York

WILLIAM R. MURPHY
Luna Theatre
Clayton, New Mexico

WILLIAM L. McCLAIN
Virginia Theatre
Carrollton, Ohio

TERRY McDANIEL
Westates Theatres
Pasadena, California

ROBERT McGLOCKLIN
518 W. Bond
Hastings, Michigan

GEORGE J. McFADDEN
Rialto Theatre
Renovo, Pa.

LESLIE E. MITCHELL
Regent Theatre
Brockville, Ontario, Canada

FRANK M. MEDECK
Roxy Theatre
Menno, So. Dakota

ROY LEE MATTHEWS
407 Royal Avenue
Goldsboro, N. C.

M. MONTY MORRISON
Western Theatre Attractions Co.
Los Angeles, Calif.

PAUL W. MOORE
Paramount Theatre
Baltimore, Md.

W. RAY McCORMACK
Elco Theatre
Elkhart, Ind.

NICHOLAS NATALE
Worcester Theatre
Worcester, New York

FRED J. NELRICH
Nodak Theatre
Wyndmere, North Dakota

W. VARICK NEVINS III
Campus Theatre
Alfred, New York

LEWIS W. NICKELL
Alpine Theatre
Eskdale, W. Virginia

JOS. J. NELSON
212 So. Cecil St.
Phila. 39, Pa.

RUFUS C. NEAS
Cameo Theatre
Bristol, Va.

JOHN G. NEWKIRK
Beach Cliff Theatre
Rocky River, Ohio

JACK NELSON
Capitol Theatre
North Bay, Ontario, Canada

HOMER H. NEWMAN
Strand Theatre
Marshall, Ill.

KELLEY NORWOOD
Norwood Theatre
La Habra, Calif.

FRANK J. ORLANDO
Elmiro Theatre
Santa Monica, Calif.

RUSSELL U. OLNHAUSEN
Carol Theatre
Broughton, Pa.

JACK O'CONNELL
Loop-Port-Paulding Theatres
Toledo, Ohio

VIRGINIA O'CONNELL
Community Theatres of Ohio
Toledo, Ohio

G. B. ODLUM
Oak Ridge Theatre Operations
Oak Ridge, Tenn.

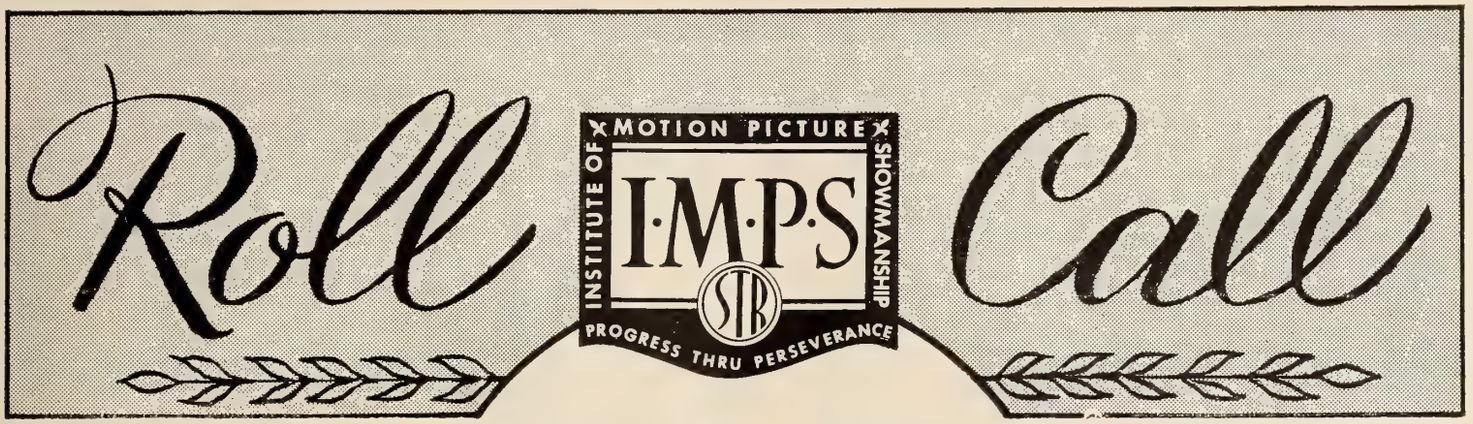
DALE OSWALT
Community Theatres of Ohio
Toledo, Ohio

GEORGE PAJONAS
Traymore Theatre
Brooklyn, New York

JAMES P. PAPAYANAKOS
Gralyn Theatre
Gouveneur, New York

L. A. PAWLEY
Desert Theatre
Indio, California

HORACE PAYNE
Palace Theatre
Moody, Texas



LESTER PERSALL, JR.
Priest Theatre
High Springs, Florida

WAYNE PETERSON
Dell Theatre
Cottonwood, Minn.

PAT PLUMMER
Wahoo & Chief Theatres
Wahoo, Nebraska

L. M. POE
Electric Theatre
Blockton, Iowa

EARL POTTER
Tivoli Theatre
Miami, Florida

J. E. POYNTER
Westates Theatres
Pasadena, California

ROY O. PRYTZ
Granada Theatre
Duluth, Minn.

PATRICK PUGLIESE
Palace Theatre
Wilkes Barre, Penna.

HULEN J. PENNEY
Midway Theatre
Lubbock, Texas

HOWARD S. PHILLIPS
Renel Theatre
Phila. 38, Pa.

CHARLES M. PHILLIPS
Wintergarden Theatre
New York 19, N. Y.

BILL PORTER
Drake-Oasis Theatre
Wilson, N. C.

HUGH PARKER
Park Theatre
Chicago, Ill.

ROLAND L. PARKS
New Theatre
Hayti, S. D.

WAYNE R. PAGE
Lyric Theatre
Stuart, Fla.

DICK PEFFLEY
Paramount & Strand Theatres
Freemont, Ohio

THOMAS H. PIATT
Main Theatre
St. Marys, W. Va.

EUGENE PROPES
Ritz Theatre
Gainesville, Ga.

WILLIAM COOPER POWELSON
Capitol Theatre
Steubenville, Ohio

JOHN QUAKER
Mayfair Theatre
West New York, N. J.

G. C. RAMSAY
Village Theatre
Claremont, California

JOSEPH S. RAPALUS
Majestic Theatre
Easthampton, Mass.

TRUMAN RILEY
Palace Theatre
McAllen, Texas

ALLAN RISK
Centro Theatre
Los Angeles, California

EMMETT F. ROCHE
Hart-Pentwater-Shelby Theatres
Hart, Michigan

BOB ROGERS
Vance Theatre
Chipley, Florida

JOHNNIE RYAN
Texan Theatre
Wichita Falls, Texas

MORRIS ROSENTHAL
Loew-Poli Theatre
New Haven, Conn.

GEORGE B. REINERT
Rialto Theatre
Allentown, Pa.

STANLEY D. ROTHENBERG
Rothenberg Theatres
Boston 16, Mass.

FRED REETH
Capitol Theatre
Madison, Wisc.

ROBERT E. ROSEN
Time Theatre
Sioux Falls, So. Dak.

CHARLES N. RYAN
Dimmer-Warner Theatres
Chicago, Ill.

WILLIAM REISER
Arcadia Theatre
Pittsburgh, Pa.

KENNETH M. ROBINSON
Regus Theatre
Binghamton, N. Y.

ROBERT E. SQUIRES
Manawa Theatre
Manawa, Wis.

JACK N. STORY
Mary Agnes Theatre
Jamestown, Kentucky

STEVEN GORDON SPRADLEY
Capitol Theatre
Miami, Fla.

JOE SMITH
Temple & Greer Theatres
Mangum, Oklahoma

DAVID SIEGEL
Garden Showplace
Springfield Gardens, N. Y.

GEORGE E. SAWYER
Victory Theatre
New London, Conn.

MRS. AGNES C. SHEAROUSE
Park Theatre
Auburndale, Fla.

EDWARD I. SELETTE
Crown Theatre
Hartford, Conn.

SAMUEL SOLOMON
Riviera Theatre
Phila., Pa.

RALPH M. SAUNDERS
Colony Theatre
Winter Park, Fla.

ANTHONY P. SERRITELLA
Gage Park Theatre
Chicago, Ill.

WALLACE M. SMITH
Palace Theatre
Cisco, Texas

A. J. SABO
State Theatre
Woodbridge, New Jersey

ANSEL N. SANBORN
Opera House
Sanbornville, N. H.

JOSEPH M. SAXON
Port Theatre
Brookport, Illinois

BERNARD SCHLUSSEL
Farnum Theatre
Hamtramck, Michigan

JEANNETTE SCHOENEMAN
Wahoo & Chief Theatres
Wahoo, Nebraska

BOYD F. SCOTT
Chief & El Morro Theatres
Gallup, New Mexico

THOS. A. SCOTT
Scott Theatre
Archbold, Ohio

CLARENCE SHARTZER
Orpheum Theatre
Flagstaff, Arizona

S. SILVER
Cokato Theatre
Cokato, Minnesota

GILBERT B. SMALL JR.
Midtown Theatre
San Francisco, California

G. S. SMITH
Olympic Theatre
Utica, New York

T. W. STALLINGS
Clinton Theatre
Blanchester, Ohio

MILAN G. STEELE
Ritz Theatre
Pawnee, Oklahoma

EARLE J. STIERWALT
McCleary Theatre
McCleary, Washington

W. H. STORL
Milan Theatre
Milan, Michigan

MAURICE L. STRIBLING
Ritz-Vanity & Strand Theatres
Crawfordsville, Indiana

AL SWETT
B & B Theatres Co.
Jacksonville, Florida

JACK SEGAL
Biltmore Theatre
Brooklyn 7, N. Y.

HARRY F. SHAW
Loew-Poli Theatre
New Haven, Conn.

BENJAMIN E. SCHREIBER
Sumner Theatre
Brooklyn, N. Y.

EDWARD SCHWARZBART
Tivoli Theatre
Brooklyn, N. Y.

IRA SHERK
Mt. Wolf Theatre
Mt. Wolf, Penna.

R. C. STOKKE, JR.
Colonial Theatre
Lincoln, Nebraska

RAY E. SCHMIDT, JR.
Community Theatre
Tuckerton, N. J.

ARTHUR J. STEIN
Uptown Theatre
Lynn, Mass.

DON SHARP
Sharum Theatre
Walnut Ridge, Ark.

GERARD A. SAVOIE
Paramount Theatre
Brattleboro, Vermont

CONO SIDERI
Suffolk & Riverhead Theatres
Riverhead, N. Y.

WAYNE SWEENEY
LaPorte Theatre
LaPorte, Ind.

DOUGLAS J. SPIECKERMAN
Port Lavaca
Port Lavaca, Texas

JOS. V. SHEA
Garden Theatre
Greenfield, Mass.

FRED SORELLA
Vogue Theatre
Indianapolis, Ind.

W. S. SAMUEL
McKinney, Texas

HARVEY G. THORPE
Crosby Theatre
Crosby, Minn.

FRED R. TINS
Kent Theatre
Brooklyn, New York

LEO TONER
Fox Theatre
Riverside, New Jersey

W. G. TROUT
Roxy Theatre
Holbrook, Arizona

ARTHUR TURNER
Heilig-Mayflower-State Theatres
Eugene, Oregon

GEORGE THORNTON
Orpheum Theatre
Saugerties, N. Y.

P. CLIFFORD TOLMIE
Easton Theatre
Easton, Pa.

DON TILLOTSON
Arcada Theatre
Holton, Kansas

EDWIN M. TEETSELL
Strand & Ritz Theatres
Tooele, Utah

DEAN C. TRIPPLER
Canova Theatre
Canova, S. D.

LEVERNE F. TOWNSEND
Royal Theatre
Hoisington, Kansas

W. T. THOMPSON
Grand Theatre
Fargo, N. D.

R. R. THOMAS
Colony Theatre
Palm Beach, Fla.

JOSEPH R. ULLMAN
Orpheum Theatre
Ada, Minnesota

PETER V. VASELOPULOS
Parkway Theatre
Chicago, Illinois

FRED G. VINING
Plaza Theatre
Salem, Mass.

PETER T. VATSURES
Schines Strand-Star Theatre
Delaware, Ohio

CYRIL C. WOOLLEY
Rahway Theatre
Rahway, N. J.

J. D. WALLACE
Midway Drive-In
Roscoe, Texas

DAVID PEARCE WHITE
Roxy Theatre
Decatur, Ala.

C. D. WEISER
Pix & Sky Theatre
Middleburg, Pa.

RUSSELL M. WHITE
Orpheum Theatre
Elkhart, Indiana

REED WHATLEY
Showboat & Ora Theatres
Freeport, Texas

BILL WILLIAMS
Century Theatre
Sudbury, Ontario, Canada

ART WARTHA
Manta & Rose Theatres
Chicago, Ill.

JOSEPH I. WEISS
Grant Theatre
Phila., Pa.

CHARLES C. WAGNER
Grand Theatre
Phila., Pa.

J. E. WALLIS
Fox Theatre
Toronto, Ontario, Canada

CHET WERNER
Le Sueur Theatre
Le Sueur, Minn.

KEITH WILSON
Odeon & Roxy Theatres
Brampton, Ontario, Canada

JOHN W. WOYTINEK
Gayble Theatre
No. Judson, Ind.

AL. J. WAGNER
Blue Fox Theatre
Grangeville, Idaho

G. G. WALLER
Prairie Theatre
Sun Prairie, Wisconsin

ELDRIDGE WANSTROM
Cannon Theatre
Cannon Falls, Minn.

J. D. WARNOCK
Luna Theatre
Battle Creek, Iowa

W. J. WHALEY
Deep River Theatre
Deep River, Iowa

CECIL G. WHITE
National & Palace Theatres
Mexia, Texas

G. R. WHITNEY
Dai-Roy Theatre
Mio, Michigan

HOWARD H. WHITTLE
Penn Theatre
West Reading, Penna.

CLYDE E. WILLIAMS
Texas Theatre
Knox City, Texas

WINSTON C. WILLIS
Palm Theatre
Meigs, Georgia

J. EDWARD WISE
Fairview Theatre
Cleveland, Ohio

WILLIAM L. WOODIN
Keystone Theatre
Towanda, Penna.

PAUL WOODS
Princess & Gem Theatres
Beardstown, Illinois

MELVIN WORTH
Shuler Auditorium
Raton, New Mexico

HILMER YOUNGREN
Community Theatre
Ireton, Iowa

LEE ZWIEBEL
Sierra Theatre
Susanville, Calif.

CHRISTOPHER G. ZEPP
Sylvan Theatre
Washington, D. C.

JOHN A. ZIMMERMANN
Shea's Niagara Theatre
Buffalo, New York

A. W. YAHRAUS
Bryan Theatre
Bryan, Ohio



DISPLAY HIGHLIGHTS 'OLD AND NEW' ANGLE. When Manager George J. Forhan of Famous Players' Belle Theatre, Belleville, Ontario, Canada, went out to promote a window display on RKO Radio's "I Remember Mama," he decided to base it on the "old and new" angle. And the result is shown above—a display of bathing suits, one representing the "old look," the other the "new look."

'Joan' Nat'l Campaign Declared Biggest Yet

Declared to be "the biggest effort ever made to pre-sell a motion picture to the world," RKO Radio is launching a national campaign for "Joan of Arc," Sierra Picture presentation produced by Walter Wanger, it was announced late last week by S. Barret McCormick, national director of advertising.

There will, in fact, be two campaigns—the pre-selling schedule, now getting under way, and the general release campaign to follow. The former consist of a series of three full-page ads in all leading publications and two styles of half-page ads in the comic sections in top newspapers throughout the country.

The first full-page color ad is scheduled as follows: *Look,* Aug. 17th issue; *Life,* Aug. 16th issue; *Time,* Aug. 30th; the September issue of *Liberty, Cosmopolitan, Movie Story, Motion Picture;* the October issue of *Movie Life, Movie Star Parade, Movieland* and *Screen Guide.*

The newspaper supplement campaign gets under way Oct. 31 and continues through November. The grand total circulation is some 90 million copies.

Loveliness, Not Beauty, Is Basis of Mother Contest in Chicago on 'Mama'

Working up a contest with a major metropolitan newspaper is a notoriously difficult feat to achieve, but the RKO Radio forces put it over in Chicago recently for the Palace Theatre engagement of "I Remember Mama." The gadget was a Lovely Mother Contest in conjunction with the Chicago *Daily News.* As could be expected of a promotion with a paper of such stature as the *News,* the stunt proved to be 100 per cent major league.

The awards alone made it big. The first prize was $500, the second $200, and there were three prizes of $100 each. Large papers won't fool with snide stuff. Besides this, 84 passes for two were given out as consolation prizes, and the 95 finalists were guests at a special luncheon at the Bismark Hotel. Irene Rich was honor guest and later awarded the prizes on the stage of the Palace. More than 4,000 photos found their way to the desk of the contest editor, Meriot Taylor of the *News.*

The contest itself went 2½ weeks, and during this time the paper ran a daily article at the head of the woman's page, which in the *News* is the first page of the second section. On several occasions photos connected with the contest were shifted over to the picture page.

The daily space on the woman's page generally carried one or more cuts each day, for the most part photos of entrants. The tieup with "I Remember Mama" was always present, however, and when cuts of entrants were not immediately available material from the picture itself was used. Thus Irene Dunne appeared three times, Barbara Bel Geddes twice and three scene stills were run.

This contest was a good example of how exploiteers are getting away from the regular beauty contest idea. Here the scheme was to select the "loveliest" mother, not the most beautiful. The rules printed in the paper carefully explained that the mother could be any age, have white hair, and be not pretty in the accepted sense—although you and I know that the pretty ones had some advantage.

Apparently the *News* officials were a little surprised at the large number of entrants and the mounting interest about the stunt, for when entries had been concluded the paper ran ad plugs on the front page for four days until the day of the naming of the winners. The winner was Mrs. Rita Farnon, youngish and good looking, but not the professional type of beauty. The other winners varied, with one an older, completely motherly woman.

That the newspaper was pleased with the result of the contest showed up when film reviewer Sam Lesner, not only reviewed the film favorably, but wrote what might be called a second review the next day. This is something new in reviewing, and you can bet the RKO boys thought it a mighty good idea. It all paid off handsomely.

'Know Your Stars' Winners Announced

Nine New Yorkers and a resident of Yonkers have been adjudged major prize winners in the Rivoli Theatre's "Know Your Stars" contest, in which more than 10,000 patrons participated. Top prize winner was Flora E. Meltzer, of 1 West 85th Street.

'Velvet' Touch Premiere

"The Velvet Touch," Independent Artists production for RKO Radio release, will have its world premiere at New York's Rivoli Theatre following the run of the current film.

Florida State Theatres Manual Is Treasure of Exploitation Material

There are exploitation manuals and exploitation manuals—some are simple pieces of paper typewritten, even badly typewritten; others become elaborate booklets of real professional lustre. One of the most elaborate we have seen is a 21-page booklet put out by Florida State Theatres in connection with its "Over the Hurdles—Beat '47 Drive." This brochure is a pictorial record of the activities of the chain's theatres in all fields of exploitation and it sure shows the boys with the camera have been busy.

Using 11" x 17" pages on heavy stock and reproducing the layouts by the offset process, the coverage of activities is truly terrific and makes very evident the tremendous amount of work done in the drive. Just to give you an idea how much material is crowded into the 21 pages, let us break down the material. Here goes:

Ballyhoo: nearly 100 illustrations
Lobby and front: 65 illustrations
Window tieups: 28 illustrations
Giveaways: 4 examples, 30 illustrations
Beauty contests: 2 examples, 11 illustrations
Fashion shows: 1 example, 4 illustrations
Talent shows: half dozen examples, 22 illustrations
Radio shows: 1 example, page of illustrations
Kiddie matinees: 6 examples, 17 illustrations
Four more pages of further scattered stunts and other activities

If anybody can concentrate more stuff into 21 pages we'd like to see it. The total effect is to give the "reader" a fine impression of the massive job of work put out by the Florida State theatre staffs for the drive. Almost any ballyhoo stunt you have ever heard of turns up in these pages, from the couple dressed as Tarzan and Jane to the summer Santa Claus. The Lobby and Front sections contain conventional treatments and some not so conventional—like the wax model in bed for "Sleep My Love."

Window tieups mostly concern "The Big Clock." You can imagine what they did—you probably did it yourself. The Giveaway pages reveal a big tieup with American World Airways in which a weekly trip to Havana is the prize. The rest of the features are thoroughly covered, with great care evident in the page makeups and a fine job of printing.

The Florida State Theatres booklet is in truth a veritable treasure house of exploitation material that can be drawn upon for years to come.

GRIFFITH THEATRES

P. O. BOX 1334

OKLAHOMA CITY 1, OKLA.

June 22, 1948

Mr. T. E. Laird
United Artists Corp.
1915 Elm Street
Dallas 1, Texas

Dear Ed:

We have just screened your attraction RED RIVER and I thought you might be interested in the reaction of those of us in the screening room.

I might explain that all of us had been built up very highly before seeing the picture, and quite often this leads to a mild letdown after viewing the attraction in question. Such, however, was certainly not the case with RED RIVER. Everyone of us was glued to his seat and the comments were marvelous.

The thing we liked particularly about RED RIVER is the fact that in its entire 127 minutes the action is paced so well that although there is climax after climax, there is no letdown between. In the opinion of all of us RED RIVER ranks with the finest motion pictures ever produced, regardless of type!

Cordially yours,

Cliff White, Jr.

CW:ed

HOWARD HAWKS'

"RED RIVER"

ranks with the finest motion pictures ever produced, regardless of type! released thru U A

An SHOWMANALYSIS

(REG. U. S. PAT. OFF.)

Campaign Material for REPUBLIC'S' "The Gallant Legion"

GENERAL APPROACH: Action-crammed, western-style drama of the Texas Rangers' fight to foil the attempt of a group of lawless men to cut off the state's western area into a separate territory. It is rip-roaring, gun-shooting fare for addicts of thrills-and-spills westerns, with but slight attempt to attract women aside from the incidental love interest. Good marquee, lobby and ad drawing card are the names of the top western stars—William Elliott, Jack Holt, Bruce Cabot and Andy Devine.

NEWSPAPER ADS: The 14 ad mats are nicely balanced with copy and cuts, having enough white space around them to make them easy to take in at a hasty glance. They vary in size from the one-column, 14 liners to 210 lines in a two-column ad that is outstanding and will hit the eye on any newspaper page. Others especially effective are the 4-col. 100 liner, the 3-col. 148 liner and the 4-col. 130 liner. All but the small ads contain pictorial layout suggesting the film's dramatic highlights, and most with star portrait. Title is played up in various shades of type.

POSTERS: The three posters, six-, three- and one-sheets, will make a splash on any board and the one and three are excellent for lobby and window display, and the six on the outside walls of the theatre, on buildings being wrecked, billboards, etc. The illustration of William Elliott brandishing a gun, which appears in all three posters, is effective for cutouts and standees. Pep and action characterize the scenes depicted in the posters, the two lobby cards, the insert card and the set of eight 11x14 stills. Other accessories include a gratis 3¾x12½ mat for a flash circus-style herald, a window card and a valance in gay colors.

EXPLOITATION: Exhibitors will find the cover of the press book excellent for lobby and window display. Its bright yellow cover will catch the eye. Suggested tie-ins are with clothing stores for outdoor fashions for both men and women; with various shops for displays of western hats, books, music records and paintings. Front and lobby displays outlined are a "character" board, with title and heads of the leading players; a Texas lobby display; a gun lobby display and a picture title contest for the lobby with guest tickets for the best titles suggested for four actionful stills. For the street there's the old standby of a dilapidated stage coach properly bannered, a man in Texas Ranger costume to ride a horse through the streets with selling copy, and a cowboy distributing heralds from door to door. Based on the woman reporter angle in the film, a special screening for women newspaper writers and radio commentators is recommended, and a girl student critic contest with guest tickets as prizes. Also merchant tieup posters on the stores' "legion of good buys," a special police performance to honor Texas Rangers, and a letter contest on a localized "Gallant Legion."

PUBLICITY: The number of well known players in the cast has resulted in several one- and two-column stories on the actors, with player portrait mats and a couple of good action stills that should please movie editors.

Stars Highlight '2 Guys' Premiere in San Antonio

Headed by the appearances of the picture's stars, Dennis Morgan and Jack Carson, the world premiere of Warner Bros.' Technicolor film, "Two Guys From Texas," was held Wednesday at the Majestic Theatre in San Antonio, with openings following at the Majestic, Houston (5); Majestic, Dallas (6), and the Warner, Oklahoma City (7).

The two stars were welcomed to Texas by city and Interstate Theatre officials, as well as the nationally known Mounted Sheriff's Posse, which staged a demonstration at the point of arrival. At the St. Anthony Hotel, Morgan and Carson were guests at a special breakfast attended by newspaper and radio representatives, city officials and fan club members. Visiting the famed Alamo, the stars were made honorary members of the Mounted Sheriff's Posse with typical western ceremonies.

Still on a round of activities, Morgan and Carson also made appearances on the stage of the Majestic, accompanied by radio broadcasts; had dinner with Governor Beauford Jester, and then, later, on the deck of the Battleship Texas, were made Admirals in the Texas Navy by the gubernatorial executive, who presented each star with a gold emblem and scroll. (The battleship was presented to the State of Texas by the Government and is now the major part of San Jacinto Historic Park).

Morgan and Carson also appeared at the openings which followed, and took part in an elaborate series of events in which local civic heads of each city cooperated.

From Warners' home office in New York came Mort Blumenstock, vice-president in charge of advertising and publicity, who attended the openings and participated in the activities which were a part of the regional campaign reaching within radius of 80 miles of each of the premiere cities.

Three hundred additional engagements of "Two Guys From Texas" have been set to start Aug. 9. Circuits which have booked the feature solid for their houses include Interstate Theatres, Griffith, Robb & Rowley, Julius Gordon, Ralph Talbot and the Warner Theatres.

Window Displays

Such busy shops as Woolworth's, Kresge's and Grinnell's in Detroit carried attention-gaining window displays for the showing of Columbia's "Sign of the Ram" at the United Artists Theatre. Manager Alice Gorham also got plugs over four leading radio stations.

They Mean It

Backing up MGM's tradeshow announcement in which it offered to furnish buttons to exhibitors who pop off theirs while laughing at Red Skelton in "A Southern Yankee" at the exchange area tradeshows this week the company's sales department has been sending needles, thread and buttons to branch managers. Letter accompanying the button-replacement material, over the signature of H. M. Richey, explains the advertising department's promise and warns that even the exchange staff may also pop off a few buttons.

'Beyond Glory' in Tieup With Household Appliance

"Beyond Glory" will receive nationwide exploitation through a tieup made by Paramount with Rival Manufacturing Co. of Kansas City, leading manufacturer of household appliances. The promotion will start in September and run for four months, coinciding with the release of the film.

The campaign will be directed largely to women, with large ads in *Good Housekeeping, Ladies Home Journal* and *Better Homes and Gardens*, and ad cards in the New York subway system.

The tieup includes nationwide dealer displays with window and interior exhibits centering on Alan Ladd and "Beyond Glory." This is Rival's initial merchandising tieup with a motion picture studio.

Letter-Writing Contest On 'Dude Goes West'

Allied Artists has set a letter-writing contest in conjunction with the Southern California bookings of King Bros.' "The Dude Goes West," to be conducted in five Los Angeles theatres, two in San Diego and one each in Pomona, Riverside and Long Beach.

Patrons will be asked to write in 50 words or less why they would like to spend a week at the El Rancho Vegas Hotel. Best written letter will receive two-person round trip via Western airlines to resort, plus week as guests of the hotel. Picture opens August 11.

Newsboys' Preview

The RKO-Brandeis, Omaha, Neb., previewed RKO Radio's "Fighting Father Dunne" for newsboys of the city and Boys Town residents. The Boys Town band led a parade of carriers to the theatre.—OMA.



NOOSE ON THE LOOSE. The sometimes practical value of a Fan Club was illustrated in Dayton, Ohio when Goody Sable, RKO Manager, recruited a group of junior hangmen from the local Abbott & Costello Club to "picket" the Colonial Theatre during the engagement of the "The Noose Hangs High." Notice the black hangman's hoods.

Cadets Attend Premiere; Activities Are Televised

New York's Paramount Theatre returned to bigtime ballyhoo premieres Tuesday night for the opening of "Beyond Glory," adding the novelty of the showplace's highly-touted television to the surefire formula of uniforms and a military band, the last two of which came from West Point, locale of the picture.

The stunt started off with a dinner at Tavern on the Green for West Point cadets, a few of whom were given ludicrous screen tests which were televised to the Paramount and there recorded on film. Then the cadets were taken by bus to the theatre where, in front, the band gave a concert, successfully tieing up one side of Times Square traffic and blocking off entrances to restaurants and buildings.

Cadets then "marched" into the theatre where they saw the television shots of their screen tests and their entry into the lobby. In addition, they were shown scenes of themselves in the Paramount audience made by television cameras under infra-red lighting conditions.

Spoon, Fork Gifts in 'Silver River' Tieup

Bernie Serlin, Warner Bros. field man in the Toledo, Ohio territory, effected an unusual tieup with a local jeweler as part of his campaign on the company's "Silver River" at the Rivoli Theatre.

An ad in the local papers read: "Free! Every Baby Will Be Born With A Silver Spoon in Its Mouth! In honor of Warner Bros.' 'Silver River' Every Baby Born in the City of Toledo During Week of (date) Will Be Awarded a Silver Spoon and Fork Free."

Concentrates on One Star

"John Wayne Week" was the business-getting idea of Phil Blakey, manager of the Midway Theatre, Kansas City, Kan. A Wayne picture was booked on each change for the week, starting with the perennial "The Spoilers." The Midway is a subsequent run of the Commonwealth circuit.—KAN.



HOW IT'S DONE. This novel display showing Alec Guinness being made up as Fagin in Rank's "Oliver Twist," which Eagle Lion will release in the United States, is one of 11 windows (think of it—ELEVEN) which L. V. Barnett arranged at Swansea and Edgars department store, at the junction of Piccadilly and Regent Street, during the film's run at the Odeon Marble Arch, London. And to think that some exhibitors burst with pride if they plant a card in ONE window!

Money Dates For September

Reopening of the public schools should be noted by exhibitors through letters to superintendents, principals and teachers requesting their cooperation in the selection of suitable pictures for pupils to see, especially at Saturday kiddie matinees. The month contains a number of anniversaries for which valuable publicity can be obtained through the schools, via essay and drawing contests, bulletin board announcements and otherwise.

SEPT. 4: HUDSON DISCOVERED MANHATTAN, 1609. Schools may not yet be open, but exhibitors should contact Boy and Girl Scouts and other youth organizations for an essay contest, with prizes, on great discoverers on the American continent. Libraries and book stores should be asked to make displays, with theatre card, volumes on great discoverers.

SEPT. 6: LABOR DAY. Advertise the coolness and comfort of your theatre for those who wish to escape the heat, crowds, dust and possible rain of the day, as a place where patrons can relax and see excellent screen entertainment. Get in on any parade the local unions may hold; try to get it to pass the theatre and stop there for a brief concert. Special rates to parties from various unions will get the theatre publicity on union bulletin boards, in union publications and likely in the daily press. Try for a newspaper essay contest on the founding and spread of unionism in the U. S. If a local is raising funds for a charity, aid the drive and give the local a percentage of any theatre tickets sold by its members. If unions plan an observance or entertainment program, try to have it take place on theatre stage. Some union may stage a picnic; see that the theatre is represented. Manager might offer ticket prizes to the winners in some game or for the best dancers. Dailies will give theatres a break, and might sponsor an essay contest on how the unions have obtained shorter work days and work weeks. A debate on "Should unions participate in politics" is a possibility.

SEPT. 8: GLOBE CIRCUMNAVIGATED, 1522. Most schools will be open. Contact history teachers for an essay contest by pupils, with prizes, on notable around-the-globe trips from Magellan to Admiral Byrd and others. Newspaper might sponsor it and publish winning essay if there is a good cash first prize. Pupils might be given school credit for their essays.

SEPT. 10: ELIAS HOWE PATENTED THE SEWING MACHINE, 1846. Mothers or a woman's club might sponsor a sewing class in lobby and name an instructor. Promote prizes from dealers (sewing machines, yard goods, etc.), for the best dress, apron or any other article sewed. Display them in lobby. Or, make a lobby display of home-made articles of dress and seek home or women's department of a newspaper to sponsor it, with dealers donating prizes.

SEPT. 13: STAR SPANGLED BANNER WRITTEN, 1814. Get a prominent singer in the community to sing it from the stage, and advertise the fact. Get high school glee club or orchestra to give a short concert in the theatre. Try schools for an essay contest on the writing of the national anthem by Francis Scott Key with guest ticket prizes, or a portrait-drawing contest of Key.

SEPT. 17: CONSTITUTION DAY and first day of CONSTITUTION WEEK, 161st anniversary of its adoption. Here again the schools are the best bet. Get star elocution pupil to read it from stage. Approach history teachers for an essay contest on the constitution's historical significance to a democracy. Winning essay to be read in theatre and in a newspaper, if press sponsorship can be obtained. Newspaper editor might be induced to give a talk on the constitution from the stage, with resultant publicity in his paper.

SEPT. 19-25: NATIONAL DOG WEEK. A natural for a Saturday morning kid show with dog parade to theatre. Promote prizes from kennels, manufactures of, and local dealers in dog food, harness, etc., for best trained, best conditioned, best trick animals. Get dealers to give window displays plugging the parade and take co-op ads, and book shops to display books on pets. A separate dog parade could be held for girls. Book a dog feature—there are a number of them—and shorts and cartoons with or about dogs. Promote a pup for a newspaper-sponsored contest on "Why I would like a pup for a pet" or on examples of canine devotion and intelligence.

SEPT. 20-28: NATIONAL SWEATER WEEK. Hold a sweater girl parade and contest, with dealer-promoted sweaters and other prizes. Might be expanded into three such contests: one for high school girls, one for grammar school girls and another for college girls, with semi-finals and finals on the stage. Try for a boys' sweater contest with prizes for neatest sweater (or oldest, if desirable) for the boy who can put on and take off a sweater the quickest. Contact dealers for co-op ads and window displays as well as for prizes. Display prizes in lobby. Manufacturers of sweaters might be rung in on it.

SEPT. 22: EMANICIPATION DAY PROCLAMATION, 1862. Display an enlarged copy of the proclamation in the lobby along with flags and red, white and blue bunting. Get an honor high school pupil to read the declaration. See school superintendent and history teachers for an essay contest on why Lincoln issued the proclamation. Try editors for a contest to draw pictures of Lincoln.

SEPT. 23: LEWIS AND CLARK returned to St. Louis from their northwest expedition in 1808. Newspaper and/or schools might tie up for a drawing contest mapping their route, or an essay contest on the opening of the west.

SEPT. 24: AMERICAN INDIAN DAY. If any Indians in the vicinity, give a lobby display of Indian blankets, baskets, tomanawks peace pipes, etc. Try for a parade of Indians to the theatre and for a tepee, camp fire, etc., in front of the theatre. Might stage an old-fashioned Indian medicine show, with Indians or whites in Indian costume, selling, instead of bottles of medicine, contributed articles for the benefit of a local charity. An Indian dance on the stage would draw the public. Book a new or old picture with Indians in the cast. "Unconquered" and "The Prairie" are recent ones.

SEPT. 25: BILL OF RIGHTS was enacted in 1789. Ask teachers to designate an honor pupil in history to read or recite it. Try for an essay contest by pupils, sponsored by a newspaper if possible, on how the Bill of Rights was obtained and who were back of getting it adopted. A timely subject for an essay contest or debate would be the presently discussed United Nation's Bill of Rights.

SEPT. 26: GOLD STAR MOTHERS' DAY. Invite Gold Star Mothers to be theatre guests; promote gifts of flowers and candy for them. Strive for press or radio sponsorship. If possible, promote transportation for them. Women's organizations might work with the theatre, or even sponsor parties for the Gold Star Mothers. A contest to find the oldest or youngest Gold Star Mother would attract much attention, or the one who had most children in the war effort, with a promoted first prize of value. Advertise whatever is done.

SEPT. 26-OCT. 3: RELIGIOUS EDUCATION WEEK. Not much the theatre can do here, but offer use of theatre for any program of meeting of the churches. If churches have separate meetings or programs, carry an announcement in a herald containing a list of your features for the week, distribute it house-to-house and at theatre. Display it in lobby. Book a religious feature—"King of Kings," "Going My Way," "The Miracle of the Bells," "The Fugitive," etc.—and shorts of a religious nature. Try Sunday School superintendent, if he is friendly to the theatre, for a Sunday School essay contest on the religious denominations of the U. S. A., or of the world, with promoted bibles, hymnals as prizes. An essay contest on "Why I like to attend Sunday School" might obtain Sunday School, public school or newspaper sponsorship, with suitable prizes as the magnet.

Special Observances and Occasions.

Sept. 1—First air express service, 1927.

Sept. 2—Treasury Department created in 1789.

Sept. 2—World War II and Chinese-Japanese war ended in 1945.

Sept. 2—Inter-American pact signed at Rio in 1947.

Sept. 4-6—National air races at Cleveland.

Sept. 5—First Continental Congress opened in Philadelphia, 1774.

Sept. 6—Celebration of the Battle of the Marne, 1914.

Sept. 6—Lafayette Day. He was born in 1757.

Sept. 7—Boulder Dam in operation, 1936.

Sept. 9—California admitted to the union, 1850.

Sept. 12—171st birthday of New York State.

Sept. 12—Defenders' Day in Maryland.

Sept. 25—First transatlantic air express, 1941.

Sept. 25—12th amendment to the Constitution ratified, 1804.

Sept. 26—Federal Trade Commission established, 1914.

Theatre Management

Guide to Modern Methods in the Administrative and Executive Phases of Theatre Operation



The Brass Tacks of Efficient Picture Theatre Management*

SOME TIPS FROM LOUISIANA SHOWMEN

By Jack Jackson

The ideas and suggestions that make up this week's sentences and paragraphs resulted from talks with half a stateful of fine showmen doing business in the larger cities of Western Louisiana. Because my notes are so jumbled that I'm unable to decipher who-told-me-what-and-where, I'm forced to pass credits on a wholesale, out-of-the-barrel basis with apologies for the errors that are certain to result in trying to pin the right medal on the right guy.

This who-what-where puzzle is certain to become less complicated if I go about it geographically. So, with the "I'm sorry" dished out in advance, in case I happen to get the wrong fellow doing the right thing in a different place, let's start in Shreveport:

At the Paramount-Richards Strand Theatre I had a pleasant visit with Mrs. Hilda Taft, a lady manager of six years' service with the companywho was drafted into the top house spot from a town in Mississippi that is still causing her nostalgic pains. Mrs. Taft is one of five women executives handling the Paramount-Richards houses in the state's second city, with no male in sight to render or accept responsibility for decisions about operational problems that are constantly being passed to her by the girls handling the lesser houses of the same circuit. Having no authority, Mrs. Taft is in somewhat of a predicament, since her term of service implies familarity with the answers she feels unable to offer and must, of necessity, keep referring to the main office in New Orleans. 'Taint nice, and it's no wonder she keeps hoping for a transfer back to that town in Mississippi.

Don George Tells Interesting Story of Experiences

Let me say in passing that this condition of lady managers without authority, or even the benefit of occasional supervisory visits, is something deserving of far more consideration than it is being given in all too many situations. Most of these ladies, while extremely compenent housekeepers, bookkeepers and hostesses, are only slightly backgrounded—if at all—in the problems of mechanics, missouts, newspaper contacts, etc. that are so essential to correct operational procedure. One good man to do double duty as manager of the ace theatre and supervisor of the efforts of the distaff managers in other local theatres seems like sound and inexpensive insurance.

Don George, an oil magnate of ample dollar means, hit the theatre jackpot as hard as he did oil when he found the lure of the show shop irresistible and acquired and built some five houses in Shreveport and one in Alexandria. With MGM product as a magnet and a swell theatre, The Don, as a lead operation, he was holding 'em out on the fourth night of "Homecoming." He related an interesting story of his early experiences in his first house, the Glenwood—now being leased by R. M. Trellis of the El Trellis Cigar family.

Seems like the Glenwood was not doing so well and he was forced to keep dipping into the oil money to keep the house going when he happened on a swell notion. He made a deal with a local photographer for the making of a local newsreel and, at trifling cost, since the photographer was interested in the advertising it gave him, did a Papa Dionne and quintupled the Glenwood grosses from a basement average of $20 per day. The gross jump brought him to the attention of distributors looking for a local outlet for class productions and he maneuvered the house into a profitable place of favor with the Shreveport public.

His success in this one venture coupled with an offer of MGM pictures caused him to expand and he built the Don Theatre in Alexandria, La., just at the time Uncle Sam decided to send him several thousand lusty customers who camped in the vicinity for a few years and did much to enlarge the Don George bank account. Other houses in Shreveport and its environs followed, with his latest, the Don, an 1100-seater, rating as the newest and most modern theatre in the city. Doyle Maynard, former N.S.S. man of New York, fills the spot of general manager, buyer and booker for the Don George chain, and Melville McAfee, ex-booker of MGM in Oklahoma City, handles the reins of the Don.

T. E. McElroy is in the saddle for the Broadmoor, a class neighborhood house of 800 seats which recently figured in a successful arbitration case that closed an embarrassing availability gap and presages better financial sledding without recourse to giveaways or other box-office trickery that may help receipts but certainly detracts from the prestige of really fine theatres in really fine neighborhoods.

(*Continued on Page* 24)

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M and P Theatres Joins Boston Safety Campaign

That theatres can, and do, take active part in civic matters is proved once again by the recent participation of M and P Theatres (New England) in a safety campaign conducted in the Boston area. District B, managed by Harry Wasserman, which consists of 14 theatres in Dorchester, Wollaston, and Roxbury, in the space of five days entertained approximately 17,000 children at free shows.

These matinees were rigged up to put over the lesson of being careful in traffic. There were cartoons, comedies and westerns, and along with this fare came a lecture by a member of the Boston Safety Squad. Safety points were illustrated to the children with the aid of a portable traffic light. Instructions were given as to the meaning of the various lights and the necessity of obeying them.

As a result of the intensive campaign M and P Safety Clubs are now being formed to meet each week at a regular showing. Gifts will be handed out and Safety First will be emphasized. An M and P Safety Club song to the tune of "The Battle Hymn of the Republic" has been written and is being sung at all such gatherings. Such is the kind of civic cooperation being offered by M and P.—BOS.

Amos Bids for Kid Trade In Police-Safety Tieup

To promote juvenile attendance at the Webb Playhouse, Wethersfield, Conn., Manager Doug Amos has tied up through the local police department's safety promotion campaign by offering prizes to the town's youngsters who contribute the best ideas in safety precaution by Labor Day.

Also with juvenile attendance as the object, Amos has arranged for a weekly Kiddie Film Show, under sponsorship of the Wethersfield Parent-Teacher Association. The PTA lists the weekly programs is special bulletins which are distributed to parents.—HFD.

Alertness Pays Off For LeRoy Kastner

The manager who keeps his eyes open in all directions usually receives a concrete reward at the boxoffice.

This was proved once again recently by LeRoy Kastner, manager of the American Theatre, Bellingham, Wash. Walking along the street one day he noticed a bicycle displayed for a giveaway in a merchant's window. He talked with the merchant. with the result that the bicycle was displayed in the theatre lobby and the drawing held on the stage. It went big.

Time Schedules

Schedules giving the time when feature pictures start have been placed in prominent spots in a number of restaurants in Hartford, Conn., in exchange for a few weekly passes. The tieups were made by Manager Fred Greenway of Loew's Poli Palace and Manager Lou Cohen of Loew's Poli.

BIGGEST WARNER BUSINESS EVER

and Everywhere!!





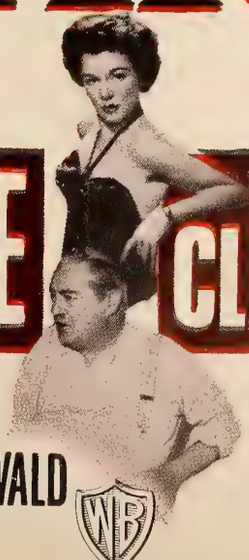
HUMPHREY BOGART

EDWARD G. ROBINSON

LAUREN BACALL

WARNER BROS.'

KEY LARGO



LIONEL BARRYMORE

CLAIRE TREVOR

THOMAS GOMEZ · JOHN RODNEY

DIRECTED BY JOHN HUSTON · PRODUCED BY JERRY WALD

Screen Play by Richard Brooks and John Huston • Based on the Play by MAXWELL ANDERSON

As Produced on the Spoken Stage, by the Playwrights Company • Music by Max Steiner

Jackson Gathers Tips From Showmen On Tour of Western Louisiana Cities

(*Continued from Page 22*)

In Baton Rouge I swapped chatter with some real bell-cows of the business including Gordon Ogden and his assistant, Dick Coor, who have engineered a shoe string into two swell theatres, the Chimes and the Ogden. The last is a high-class neighborhood house with first-run pictures that drag 'em out from downtown and have 'em standing in line. I also had a long confab with M. A. Jacobs of the Paramount-Richards outfit which operates all the downtown theatres. Jacobs is a lone male in a bevy for feminine managers whose boosting of Baton Rouge is on a par with that of the Long family —the departed Huey, his son who is now aspiring to the U. S. Senate and his brother Earl, recently inducted into the Governor's chair. Jacob won't admit that anything can seriously hurt business in Baton Rouge for long (that's the adjective and not the noun); that something political is always happening to bring a crowd to the city, and that they patronize theatres while waiting the pleasure of the solons. However, he admits that business is well below last year and that the indications for improvement are slim unless Hollywood comes through with pictures containing more customer vitamins than have been present in many recent releases.

Still Has 'Old Touch'

I had to go out to his house to see an old friend who got his start in the business some 25 years ago when he and I were both tyros trying to help each other. Joe Barcelona is now leasing out a few of his local houses but continuing to operate the Regina himself. Joe was always on his toes when it came to swapping pasteboard for currency, and a few of his recent activities give evidence that he still has the "old touch" but has dressed it in modern garb. I'm going to hold back the titles because they mean nothing. There are literally dozens of pictures on the playing schdule of every theatre that could benefit by Joe's stunts. Bear in mind that his Regina, where the activity took place, is located some four miles from the shopping district.

When a class documentary was offered Joe for showing at advanced prices—after it had been turned down by all other theatres—he accepted. It meant disturbing not only his price structure but his playing policy and hours of operation. The price was high, very high, and the job of selling a first-run picture in an established sub-run neighborhood house loomed mountain-big and demanded giant effort.

After hitting the schools, library, etc. Joe conceived his masterpiece. He went to the leading department store, furniture dealer, etc., of the city and held up the lure of a guaranteed entry into the preferred homes of Baton Rouge at a price of 55 cents per entry.

No Way of Telling

His argument went something like this: The merchants had no way of telling whether their advertising was being read in these homes or not, and that every one of these families held social status and financial rating of the kind the merchants most desired on their books. Joe offered to defray the cost of preparing and mailing a letter to the parents of each high school student which would contain one of more tickets—according to the number of school attendees—as a courtesy of the cooperating merchant. The lists were to be impartially divided, with each merchant getting a pro rata of representation in each neighborhood, and every letter would give full credit in the first paragraph to the concern donating the tickets. The letters —according to Joe's argument—would be more impressive if sent on theatre stationery and declaring that the merchant had arranged for the purchase of the enclosed tickets so the youngsters of the family could see the highly educational film. The family would, of course, get the idea that the merchant had paid the full advertised admission price and be so influenced by the generosity of the merchant that his place would be immediately placed on their preference list when in need of merchandise. Joe had made arrangements with the producers and distributors for acceptance of the special high school students "hard" tickets which left his theatre clear to share to the full extent of his contract in the receipts.

How did it work? Well Joe showed me his books holding a record of receiving $1,650 for 3,000 tickets from one concern and amounts ranging from $155 to $275 from several others. All told, he peddled over $3,500 worth of tickets to merchants and managed to enjoy a highly satisfactory engagement on a picture that has been reported a box-office loser in every situation I've encountered. There is little question but that the free tickets to the youngsters resulted in many a mother and dad plodding along the same path to the theatre box-office.

Don't tell me you can't duplicate the trick. Joe is no magician and no ace in oratory. He just knows the business men of his city and is smart at figuring angles. He made it sound like such a swell investment that they all went for it. He told me: "Of course most of them were paying a big tax anyway, so they were only giving nickles and dimes for a sure way of putting big dollar spenders under an obligation."

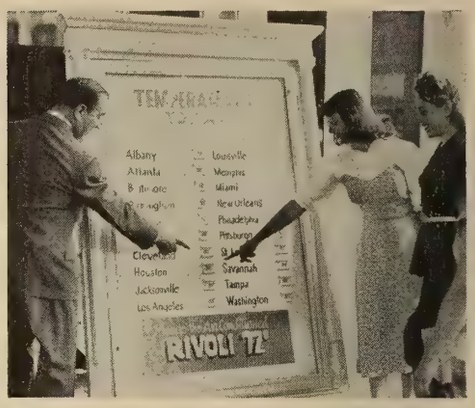
That's the kind of showmanship effort that will keep the ticket machine from getting rusty during the tough times now bludgeoning the box-offices.

Had a Church Angle

Joe told me of another "special" on which he has already paid off more than $4,500 film rental. This one is also in the brackets of the "so-so's" at most box-offices. This attraction has played Joe's Regina five times—once at $1.25, once at 75 cents, twice at 50 cents and once at 25 cents—and he is figuring on bringing it back again during the summer. This one had a church angle and Joe broke down his church solicitation. He made contact with the more prosperous of the denominations for the first showing and then kept going down the line telling each of the succeeding groups what a bargain they were getting in being able to see the same picture at a lower price than others had paid.

Joe's "noodle" is no better than anyone else's; he just knows how to get the most out of it. Try sitting down and figuring all the angles before you start the actual effort of a selling campaign and you'll develop the simple but persuasive veins of customer contact and merchant cooperation that proved so popular and profitable for this neighborhood theatre owner who manages to get satisfactory profits from pictures that the big theatres are scared to—or just won't—attempt to handle.

Well, here I am with space gone and a batch of scribblings left over about New Orleans, Biloxi, Gulfport, Mobile and places in Western Florida that'll just have to be handled later.



HOT THERE, COOL HERE. The Rivoli in New York has a board outside the lobby front giving temperatures of 21 cities for each particular day. Under the listings you read that the Rivoli is always a comfortable 72 degrees—a very suave method of advertising the cooling system. Here is Manager Monty Salmon pointing to a listing for the benefit of out-of-towners, who are always interested in weather conditions in their own cities.

Tell City's Swiss Theatre Opens Doors to Acclaim

The new and thoroughly modern Swiss Theatre in Tell City, Indiana, opened its doors a few days ago with a welcoming speech by Mayor Volmar Franz, the whole event being covered by local radio. Early patrons, who came in when the doors opened at seven o'clock, spent their time looking over the new house, which seats 449, and being interviewed over the radio.

At the opening ceremonies a representative from the office of the state fire marshal presented a certificate to the owners, the William Tell Theatre Co., to show they had complied with all requirements for the protection of their patrons. One of the most important installations of the theatre is an emergency lighting system. If the power fails a battery-powered unit immediately goes into operation, thereby lessening chances of panic.

Opening attraction was Paramount's "Shaggy" plus news and short subjects. Regular admission prices are 40c for adults, 20c for children. The owners, Albert Schaefer, Sylvester Raley and Victor Weisenberger, arranged a stunt whereby every patron on opening night and each child at the first matinee the following afternoon would see a show at the theatre's expense. Each opening night patron was given a ticket. These tickets were redeemed later, each being good for one free admission.—LOU.

The $329.75 Question

The craze for expensive giveaways has reached Penn Yan, N. Y. Harper Howard of the Elmwood Theatre managed to promote a $329.75 eight cubic feet home freezer and a G.E. radio as giveaways during the month of July. Details are lacking as to what the contestants had to do, but we'd like to know the tie-breaker question and answer.

Lunch With Horse

Drama editors in Washington, D. C., had lunch with a horse recently when Jack Fox, Loew's publicity man, arranged the affair to publicize the Capitol stage show featuring Tex Ritter and his famous horse, White Flash.—WA.



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PRESENTS

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RUTHLESS

with Dennis Hoey • Edith Barrett • Raymond Burr
Produced by ARTHUR S. LYONS • Directed by EDGAR G. ULMER
Screenplay by S. K. Lauren and Gordon Kahn • Based on a novel "Prelude to Night" by Dayton Stoddart
An EAGLE LION FILMS Release

"A solid entry! Names that can be relied on for steady draw!" —Daily Variety

"Top drawer production . . . good collection of names to provide audience lure!" —Film Daily

"Well produced, directed and played!" —Jimmie Fidler

"Engrossing, vibrant and convincing!" —Boxoffice

"Boxoffice in its cast names . . . exhibitor should be able to capitalize with ease in exploiting!" —Motion Picture Daily

"Should please drama-hungry audiences and especially the women!" —Exhibitor

"Scott gives top-notch performance . . . may well be remembered at the next Academy Awards time!" —Liberty Magazine

"First-rate down the line!" —Hollywood Reporter

"Fascinating drama . . . unusual story. Gallery of stars!" —Motion Picture Herald

"Fine performances, strong cast . . . good entertainment!" —Showmen's Trade Review

"Arresting drama . . . compelling!" —Seventeen

Another hit for the BILL HEINEMAN DRIVE!

ALL REVIEWS TELL STORY OF BOX-OFFICE POWER!

The Box-Office Slant

Current and Forthcoming Feature Product Reviewed from the Theatreman's Standpoint

Two Guys from Texas

(Color by Technicolor)
Warner Bros. Comedy with Music 86 mins.

AUDIENCE SLANT: (Family) Wrapped in tomfoolery and music, this "Two Guys" number serves up plenty of entertainment for the not-too-sophisticated.

BOX-OFFICE SLANT: If the Morgan-Carson duo has clicked before at your house, they'll do it again. The "Two Guys" titles now have earned standard box-office standing and Technicolor is an added starter here.

Cast: Dennis Morgan, Jack Carson, Dorothy Malone, Penny Edwards, Forrest Tucker, Fred Clark, Gerald Mohr, John Alvin, Andrew Tombes, Monte Blue, Philharmonica Trio. **Credits:** Production, Alex Gottlieb. Direction, David Butler. Screenplay, I. A. L. Diamond and Allen Boretz, from a play by Robert Sloane and Louis Pelletier. Photography, Arthur Edeson, Wm. V. Skall. Cartoon sequence directed by I. Freleng. Music and lyrics by Jule Styne and Sammy Cahn. Production numbers directed by Le Roy Prinz.

Plot: Morgan and Carson. night club team, are stranded in Texas and come across their former kid associate, Penny Edwards, at the Winston ranch which, for the sake of the story, is owned by Dorothy Malone. Penny, now grown up, likes Carson, while Morgan (the wolf) makes for Dorothy, despite the fact she's engaged to Sheriff Forrest Tucker. A couple of bad city hombres, Gerald Mohr and John Alvin, steal the rodeo prize money and pin the job on the "Guys" by using their jaloppy. After a great deal of thisa and thata, all at the rodeo, Dennis and Jack catch the thieves. The couples are shuffled Dennis wins Dorothy, but Jack loses Penny to Tucker, and is soothed by a beautiful Indian maiden.

Comment: They're at it again—the same guys doing about the same stuff in a different locale. Texas is spoofed a little in a nice way, Technicolor is added, and a lot of music. The girls are very pretty, and Penny Edwards shows both singing and dancing ability. The comedy strains hard at the seams in the beginning, with Carson almost busting his face trying to be funny, but as the film goes along the humor improves. The rodeo climax produces some genuinely good stuff and leaves a pleasant impression of the picture as a whole. The music numbers by Jule Styne and Sammy Cahn are frequent enough to put the film into the musical comedy class. One of them, "It's Magic," seems destined for the juke boxes, while another, "At the Rodeo," is good lively melody and carries an elaborate production number in which there are not just girls, but girls on horses. This is dance director Le Roy Prinz at his best. Sophisticates may not go for this picture, but it will not harm them in the slighest. As for the rest of us, it is good rousing fun—good to look at and hear. "Two Guys from Texas" rates the upper half. and the Morgan-Carson fans should make it pay off.

Dulcimer Street

(Reviewed in London)
Univ.-Int'l Drama 112 mins.

AUDIENCE SLANT: (Adult) First-class human drama punctuated with thrills, suspense and comedy designed to satisfy general audiences.

BOX-OFFICE SLANT: Renown of the best selling novel, backed up with excellent production values, skillful direction and fine acting, should mitigate for the lack of star names.

Cast: Richard Attenborough, Alastair Sim, Fay Compton, Stephen Murray, Wylie Watson, Susan Shaw, Ivy St. Helier, Joyce Carey, Andrew Crawford, Eleanor Summerfield and others. **Credits:** Adapted from Norman Collins' novel by Sidney Gilliat and J. B. Williams. Directed by Sidney Gilliat. An Individual Picture presented by J. Arthur Rank. Released in the UK by KFD as "London Belongs to Me."

Plot: 10 Dulcimer Street is a south London apartment house, owned by a lonely widow. Residing there are the Josser Family; Mrs. Boon and her mechanic son, Percy; Mr. Squales, a charlatan, and a frousy hatcheck girl. Percy's advances to Doris Josser are not encouraged, and to augment his pay, he gets involved in the stolen car racket. In making a getaway, he accidentally kills a girl. Bill Todd, Doris' detective boy friend, has his attention drawn to Percy by chance, and Percy is convicted of murder. Dulcimer Street organizes a petition to the home secretary, and Percy is reprieved. Doris forgives Bill for using her friendship to get evidence.

Comment: This is a first-class human drama skillfully punctuated with thrills, suspense and comedy, and appealing to all the emotions. Virtually there are three stories closely intertwined: the Josser Family resigning itself to father's retirement, the landlady being fooled by the charlatan spiritualist, and the young mechanic's downfall. The crime story is the strongest and the other sequences, despite their warmth and humor, tend to show up the development. It is terse, dramatic and holds interest. In Britain the title, which is not fully justified by the script, is "London Belongs to Me," and the film is an outstanding box-office proposition. For America, it could be improved by the judicious pruning of some twenty minutes from the minor issues. The charlatan and Uncle Henry's jabberings about the war-to-come are a trifle tedious and, as played by Alastair Sim and Stephen Murray, suggest characters rather than real people. An excellent performance is that of Richard Attenborough who conveys perfectly the mentality of the youngster getting more and more involved in crime. Fay Compton's Mrs. Josser is a moving portrait, and Susan Shaw fully justifies the faith which has been put in her. Eleanor Summerfield must also be mentioned for her work as the fun fair attendant who is murdered. This is a British picture which, for the lack of a better word, really has "heart" in it.

National Reviewing Committees Audience Classifications

BLACK ARROW, THE (Col.
FAMILY—National Board of Review.
CLASS A—SEC. 2—National Legion of Decency.

GOOD SAM (RKO)
FAMILY—National Board of Review.
CLASS A—SEC. 2—National Legion of Decency.

MR. PEABODY AND THE MERMAID (UI)
MATURE—National Board of Review.
CLASS A—SEC. 2—National Legion of Decency.

Rachel and the Stranger

RKO Radio Western Drama 92 mins.

AUDIENCE SLANT: (Family) A human, exciting frontier drama with an appealing love story that should please average audiences, especially those who like outdoor films.

BOX-OFFICE SLANT: While the title alone may prove misleading, wise advertising will serve to give patrons the correct impression. The names of Loretta Young, Robert Mitchum and William Holden should have a potent effect at the box-office.

Cast: Loretta Young, William Holden, Robert Mitchum, Gary Gray, Tom Tully, Sara Haden, Frank Ferguson, Walter Baldwin, Regina Wallace. **Credits:** Directed by Norman Foster. Screenplay by Waldo Salt. From the story "Rachel" by Howard Fast. Photography, Maury Gertsman. Music by Roy Webb. Lyrics by Waldo Salt. Produced by Richard H. Berger. Executive producer, Jack J. Gross.

Plot: A pioneer, frontiersman loses his wife and is left with his young son in the wilderness. He marries a bondswoman and treats her like a slave until a friend shows interest in her. The rivalry between them awakens the man's love for the woman, and after an Indian attack, they start life together in happiness.

Comment: From the title alone, one might gather that this is a sophisticated drama whereas its setting is the great outdoors in the old western frontier days. However, advertising art work and selling copy, as well as publicity cuts and stories, not to mention other campaign material, will very likely serve to prevent any confusion occasioned by the title. The wise exhibitor will stress the fact that this is a human, exciting frontier story, thus creating interest in moviegoers in small towns and rural areas where outdoor films are the most frequently patronized. Both Loretta Young and Robert Mitchum perform admirably, and they also sing a few numbers—catchy tunes, at that. Exceptionally good, too, is William Holden in the leading male role, and young Gary Gray. The direction was capably handled by Norman Foster, and Richard H. Berger produced.

A Southern Yankee

MGM Comedy 90 mins.

AUDIENCE SLANT: (Family) Everybody who likes to laugh will thoroughly enjoy this Red Skelton comedy about a dumb Civil War bellboy.

BOX-OFFICE SLANT: Film's strong family appeal should produce gratifying results at the box-office. Folks will talk about it and recommend it to others.

Cast: Red Skelton, Brian Donlevy, Arlene Dahl, George Coulouris, Lloyd Gough, John Ireland, Minor Watson, Charles Dingle, Art Baker. **Credits:** Producer, Paul Jones. Director, Edward Sedgwick. Screenplay, Harry Tugend. From an original story by Melvin Frank and Norman Panama. Photography, Ray June.

Plot: Red is a dumb bellboy in St. Louis in the last days of the Civil War. His penchant for spying leads him to the capture of the most renowned Confederate spy and to love with a Southern woman spy. She saves his life just as he is about to be shot at the very end of the conflict, after he outwits the enemy unwittingly.

Comment: Everyone who likes to laugh

will thoroughly enjoy this Red Skelton comedy, centered in the Civil War period. It's a "family-appeal" vehicle in the strongest sense of that term, because the kids will go for it in a big way—both big and little ones. Red gets a chance to prove his ability as one of America's topflight comedians, and Harry Tugend's script provides him with plenty of opportunities. There are several sequences that will have 'em roaring so hard many of the lines will be lost—especially a rib-tickling episode involving Skelton and two Confederate dentists. Arlene Dahl is excellent as the beautiful "you-all" Confederate lady spy; and Brian Donlevy handles his villain's duties with ease. The rest of the cast is more than adequate. The film's strong family appeal should produce gratifying results at the box-office. Folks wll talk about it and recommend it to others.

Pitfall

United Artists **Drama** **86 mins.**

AUDIENCE SLANT: (Adult) This is a sort of lecture on how a man can get in trouble in a very few minutes. The picture doesn't realize its potentialities, but offers good work-a-day entertainment.

BOX-OFFICE SLANT: Three good box-office names in Dick Powell, Lizabeth Scott, and Jane Wyatt should put it over the top if your patrons are not too particular.

Cast: Dick Powell, Lizabeth Scott, Jane Wyatt, Raymond Burr, Jimmy Hunt, John Litel, Ann Doran, Byron Barr, Selmer Jackson. **Credits:** Presented by Regal Films. Producer, Samuel Bischoff. Director, Andre De Toth. Screenplay, Karl Kamb. Based on novel by Jay Dratler. Photography, Harry Wild.

Plot: A conservative insurance investigator, happily married and the father of a little boy, falls for a young model. Things become so complicated that the insurance man is forced to kill the girl's ex-boy friend in self-defense, and the girl shoots a trouble-making private detective. She is sent to prison, but he escapes sentence, and returns to his family.

Comment: They were working with story material that ran a little bit short in "Pitfall." The strain on Director De Toth and Dick Powell is evident. De Toth has tried to get around the difficulty by cutting scenes short and relying on the audience's gray matter to work things out. He has succeeded rather well, it must be conceded, but the entire effect fails to add up to a big "A" picture. There is a rather unusual point in here too. An inexplicable wave of whispering attacks some of the cast, particularly Lizabeth Scott, who talks throughout as if she has laryngitis. The marquee strength is certainly there, but not too much can be expected from word-of-mouth. You choose your line and stick to it.

Larceny

Univ.-Int'l **Drama** **89 mins.**

AUDIENCE SLANT: (Adult) A very tough story, this. They're all heels except Joan Caulfield, but the film is done so handily that it serves up real entertainment, both from the writing and acting standpoint.

BOX-OFFICE SLANT: There are good marquee names here, but you'll have to do a little selling. You can promise them good entertainment and feel that the film won't let you down.

Cast: John Payne, Joan Caulfield, Dan Duryea, Shelley Winters, Dorothy Hart, Richard Rober, Dan O'Herlihy, Nicholas Joy, Percy Helton, Walter Greaza, Patricia Alphin, Harry Antrim, Russ Conway, Paul Brinegar, Don Wilson. **Credits:** Screenplay by Herbert F. Margolis, Louis Morheim and William Bowers. Based on the novel, "The Velvet Fleece" by Lois Eby and John Fleming. Directed by George Sherman. Produced by Leonard Goldstein. Photography by Irving Glassberg.

Plot: A group of gangsters, or confidence men, or whatever you want to call them, find a widow (Joan Caulfield) with plenty of money and a sentimental attachment to the memory of her late husband. This group is directed by Dan Duryea, and one of his henchmen is John Payne. Payne is a ladies' man—they all fall for him, including Joan. There is another gal of his, Shelley Winters, who is finally killed by Payne in order not to spoil the setup with Joan. Payne has a bit of conscience left, and at the last moment tells Joan not to think of him any more, and walks out of her lfe.

Comment: This is frankly a story about heels, and it introduces John Payne into the villain class. The result is interesting. Payne does a good job in this unaccustomed role and, as can be expected, Dan Duryea is just about the meanest guy in the whole world. The general theme of a crook going to the small city and being won over by the simple manners of th natives was done years ago by Winchell Smith in "Turn to the Right," but this edition is considerably tougher than the original. Margolis, Morheim and Bowers, who wrote the script, have done a tight job of it and quite a few of the lines are well worth hearing, especially when Shelley Winters tells off Payne. There's good marquee strength here, but the picture will need a little selling for the top spot. You can sell it and feel that the film won't let you down.

The Spiritualist

Eagle Lion **Drama** **78 mins.**

AUDIENCE SLANT: (Adult) After an eerie beginning this film comes down to earth, landing there with a crash that affords the spectators mighty good entertainment.

BOX-OFFICE SLANT: There's a fairly strong cast and a title that should attract many who are interested in the subject of spiritualism. They will get a shock, though; it is a debunker.

Cast: Turhan Bey, Lynn Bari, Cathy O'Donnell, Richard Carlson, Donald Curtis, Virginia Gregg, Harry Mendoza. **Credits:** Production, Ben Stoloff. Direction, Bernard Vorhaus. Original story by Crane Wilbur. Screenplay, Muriel Roy Bolton and Ian Hunter. Photography, John Alton. Photographic effects, George J. Teague.

Plot: Lynn Bari, a very wealthy widow for two years, can't get her late husband out of her mind, even though she's engaged to lawyer Richard Carlson. Then appears Turhan Bey, spiritualist, who brings husband Donald Curtis back in spirit form. Lynn visits Turhan regularly. Suddenly the audience realizes the spiritualist is a fake and is after the widow's money. When Carlson and a detective corner Bey, Curtis materializes again, greatly to the spiritualist's surprise. The fact is: Curtis is alive, having left his first wife in a blazing car and then disappearing. He forces Turhan to work with him and they attempt to lure Lynn to her destruction. At the last moment Turhan turns on Curtis, is shot mortally; but keeps Curtis at bay until the police finally kill him.

Comment: That man Crane Wilbur is in again. This time he's concocted a story that keeps his audience guessing for the first half of the picture about the spiritualist, then letting the cat out of the bag, and then bringing in a whole new set of complications, all logically based on what has gone on before. Wilbur is a magician of story construction; there is nary a loophole in a tale that could be as open as a fish net. He holds the audience in the palm of his writing hand. Wilbur is the unseen star of the film, but that isn't taking anything away from fine performances by Lynn Bari, Turhan Bey, and Cathy O'Donnell (as the younger sisters), Miss Bari having the hardest job and carrying it off beautifully. You can promise your patrons thrills and surprises and some trick photography that is out of this world (literally). The picture is sure-fire entertainment and can hold topside with major exploitation.

Variety Time

RKO Radio **Vaudeville** **59 mins.**

AUDIENCE SLANT: (Family) A hash of specialities, some good, some not too good, but generated for the average audience. It will pass, but not by much.

BOX-OFFICE SLANT: There are some names here, particularly Edgar Kennedy, Leon Errol and Pat Rooney. The idea back of it is to tell them vaudeville is back on the screen.

Cast: Edgar Kennedy, Leon Errol, Frankie Carle and his orchestra, Pat Rooney, Miguelito Valdes, Harold & Lola, Jesse & James, Lyhn, Royce & Vanya, Dorothy Granger, Jack Norton, Minerva Urecal, Florence Lake, Jack Rice, Dot Farley, Jack Paar. **Credits:** Produced by George Bilson. Writers, Leo Solomon, Joseph Quillan, Hal Law, Hal Yates.

Plot: A series of vaudeville specialties not connected by a story.

Comment: This is a brave attempt to bring back vaudeville, with one eye on the television situation. As such it has faults and a few pleasing moments, which hardly get it in the big-time class. The old Palace audience would take it rather soggily. Edgar Kennedy and Leon Errol succeed in knocking their brains out, and if you have the kind of patrons who like to see this kind of stuff, this is the picture for you. However, if your patrons are inclined to be caustic, the advice is to tread softly. Nobody stands out particularly here except perhaps Pat Rooney, and that is based to a large extent on sentiment. It doesn't seem from this distance that the film can do better than the second half.

Fighting Back

20th-Fox **Drama** **68 mins.**

AUDIENCE SLANT: (Family) Fairly good action drama that lacks excitement and fails to sustain interest.

BOX-OFFICE SLANT: Will get by as the supporting half of a double bill.

Cast: Paul Langton, Jean Rogers, Gary Gray, Morris Ankrum, John Kellogg, Dorothy Christy, Tommy Ivo, Joe Sawyer. **Credits:** Producer, Sol M. Wurtzel. Director, Mal St. Clair. Screenplay, John Stone.

Plot: When an ex-convict who had been framed by another man returns from service, he is met by the crook. The ex-con tries to shake off hs old compatriot because he has a wife and kid and wants to go straight, but the old pal tries to frame him again. This time, after the hero's dog helps out, the culprit is caught.

Comment: A fairly good action drama that lacks excitement and fails to sustain interest. Outstanding are two youngsters and a dog. Gary Gray does a professional job as the kid whose father is suspect, and Tommy Ivo is excellent as the crippled youngster. The dog, Daisy, handles a number of tricks with ease. However, the story isn't strong enough and direction doesn't keep audience interest at a sustained pitch.

Regional Newsreel

News of Events and Personalities Reported by Correspondents Throughout the Nation

LOS ANGELES

Juanita Norwood, formerly with Hunter's Gilboy Trucking Lines, is now secretary to Jack Mandell at International Films. She succeeds Francine Goldberg, of Paris, France. George A. and George N. Diamos, uncle and nephew who operate the Diamos nine-house circuit, have been in town from Tucson, Ariz. Norma Muhlman returned from her two-week vacation, in San Francisco and Lake Elsinore. Condolences are being extended the family of George Seach, RKO salesman for the last 30 years, who died in San Francisco July 28 from burns received in an automobile explosion.

United Artists Sales Chief Joseph Unger, is in town from the East to confer with UA producers and local exchange personnel.

The Fox West Coast annual outing is scheduled for Aug. 27 at the Riviera Country Club. Events scheduled include dancing, a golf tournament and dinner.

Sam Sunness is back from a trip to New York where he went to book films for his Melvan Theatre which has adopted a foreign film policy.

Charles R. McGinnis, 47, Hollywood casting director known professionally as Charles Richards, died last week at St. Vincent's Hospital. Among notable films he cast was "Gone With the Wind."

PORTLAND

Area box-offices generally are slightly under normal due to the heat and summer vacations.

Mel Keller, Warner Bros. salesman and zone representative for the Colosseum of Motion Picture Salesmen, left for New York for conferences. Hal Boehme, franchise holder for Astor Films in the northwest, is back from a two-week trip through eastern Washington and Oregon. Dave Kantor, director of publicity in the west for RKO, is visiting key spots in the Seattle-Portland area. President Al O. Bondy of Bondy, Inc., distributing General Electric Science Films, is covering the Portland and Seattle exchanges.

Harry Prince, franchise holder for Favorite Films, was in Seattle conferring with Manager Gordon Wallinger. Dick Reed, Spokane theatre executive, and William R. Gamble, manager of the Liberty, are picking "Little Miss America" from inland empire entries.

Alton H. Robbins, new city manager for Evergreen Theatres in Eugene, Ore., says he now presides over the only city that has theatres collect their taxes for the upkeep of amusement parks.

SAN FRANCISCO

More than 100 members of the California Theatre Owners Association met in annual conference at the Northern California Variety Club Tent here in the Tivoli Building to select directors.

Request for commercial re-zoning of a 50-acre tract near the San Francisco county line on Junipero Serra Drive to allow construction of a new drive-in theatre is being made to the San Mateo Planning Commission by Rex Stevenson and Dave Bolton of Trans-California Theatres.

Jerry Collins, former city booker for Fox West Coast, replaces Stanley R. Lefcourt as booker for San Francisco Theatres, and Golden State circuits. Lefcourt becomes office manager for Film Classics.

Campaign to raise funds for sending Marilyn "Sugar" Sahner, 20th-Fox secretary who barely missed making the Olympic swim team, as a spectator to London succeeded through efforts of Gene Newman of the 20th-Fox exchange. Miss Sahner flew to London to join her teammates.

Deane Dickason, producer, lecturer and author, is being backed by local financiers for a large-scale television venture with offices both here and in Hollywood.

Here for the final RKO zone meeting were Vice-President and Sales Manager Robert Mochrie, Walter E. Branson, Harry J. Michaelson, A. A. Schubart and Harry Gittleson. Mochrie left for New York.

Van P. Garrison, Merced divisional manager for T. & D. Jr., Enterprises, Inc., is the new divisional director for Golden State cirucit's Oakland houses.

Funeral services were held last week for RKO Salesman George Seach who died after suffering burns while pouring gasoline into his car.

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Heads Fund Drive

The Variety Club of San Francisco joined with civic leaders in its campaign to raise funds for a nursery home for blind babies as Dr. J. C. Geiger, director of Public Health, was named general chairman of the campaign. Frank G. Belcher, director of the J. D. and A. B. Spreckels Co., was appointed campaign chairman and Parker S. Maddux, president of the San Francisco Bank, was named treasurer. Abe Blumenfeld of Blumenfeld circuit, president of Variety, and Neal East of Paramount are spearheading the drive for the film organization.

DENVER

William Gehring, 20th-Fox assistant general sales manager, and West Coast Division Manager Buck Stoner were in Denver several days conferring with Manager James Dugan and calling on major accounts.

Jack Wodell has quit as assistant manager of the Paramount to become manager of the West drive-in. Irving Gilman is building a 500-car drive-in at Greeley, Colo. Wayne Bauer will open his 300-seat theatre at Mancos, Colo., about Oct. 1.

C. U. (Banknight) Yaeger, president Atlas Theatres, has added four horses to his racing stable, currently performing at Arlington race track. Monogram Salesman Hugh Rennie, is recovering at Presbyterian hospital after a major operation. He expects to be in the hospital for several weeks. Frank Culp, manager of the Taber, is recovering nicely after an operation in St. Luke's hospital.

VANCOUVER

Representing British Columbia at the International Alliance of Theatrical Stage Employes convention at Cleveland were Bob Foster and Hank Leslie of the Orpheum; Lloyd Pantages of the Hastings from Local 348; Harry Pearson, stagehand of the Orpheum, for Local 118, and Dick Jones of the Victoria for Local 168.

Mrs. Gwen Hewitt, Warner cashier here for 20 years, has resigned and is succeeded by Mary Wallace who, in turn, is replaced by Jackie McDermott as stenographer. Eleanor Hill is the new biller at Warners. Barbara Ford, former billing clerk for Warners, is now manager's secretary at 20th Century-Fox.

The British Columbia government has taken no action yet on the proposed three per cent tax on film rentals. Theatremen still hope to escape this new tax headache.

Francis Martineau, an employe of Famous Players Art Shop and a Vancouver magician, won top honors for the second successive year at the annual convention of the Pacific Coast Association of Magicians at Reno, Nev.

Maynard McDonald, 66, veteran projectionist at the Odeon, Victoria, B. C., died last week in a hospital at Victoria.

SALT LAKE CITY

The Motion Picture Club of Salt Lake will hold its annual picnic in some nearby canyon, President Warren Butler announced. Butler, recently returned from a vacation at Sioux City, Ia., also manages the Lyric here and has recently changed policy to a double bill of new first-run film together with a reissue.

Vacationists: Paramount Booker Don Foster brought back a bride, the former Nancy Hatfield, from his vacation; 20th-Fox Office Manager and Booker Roy Pickerell is spending his vacation around San Francisco and Los Angeles; United Artists Booker Joe Madsen spent his leave from office duties at nearby points; Warner Booker Ralph Piza will spend his September vacation on the Pacific coast.

Columbia Western Division Manager Jerry Safron dropped in on Manager Bill Seib. Calling on territory accounts are RKO's Robert

REGIONAL NEWSREEL

Hoesi, 20th-Fox's Clyde Blasius while Fox Manager Charles Walker is calling on nearby exhibitors.

RKO Manager Giff Davison and staff captured first place in the recent Ned Depinet Drive. Local branch executives who won awards in various subsidiary contests include Davison, Office Manager Ell Winward, Bookers Hank Smith and Larry Boyce, Salesmen Mimmy Griffin, Bob Hoesi and Rock Warren. Davison was still in San Francisco last week attending a branch managers' meeting.

Dick Colbert, former Universal booker, has been appointed city salesman for San Francisco. Norman Kuhn succeeds him here.

Paramount Western Division Manager Hugh Braly and District Manager Harold Wirthwein were here a few days conferring with Manager Frank H. Smith.

BALTIMORE

Bill Lewis of Millington and Queenstown Theatres has moved his office to his new home in Millington, Md. Loew City Manager Bill Saxton, was pressed into service as judge of the bathing beauty contest at Ocean City, Md., while he was vacationing there. Reba Schwartz, Schwartz circuit, Dover, Del., is out ill. Reese Theatre, Harrington, Del., is closed during the Harrington Fair, an annual procedure.

Clarence Carey, Capitol, Ocean City, is running for the city council. Sam Mellits, Mellits circuit, is vacationing in Atlantic City. Eagle Lion Branch Manager Fred Rohrs left for a two weeks' vacation in Canada.

Herb Thompson, sales manager for Paramount, was in town. Max Goodman's Syke Theatre in Sykesville, Md., has shuttered. Town Theatre held a gala Hollywood opening for "The Babe Ruth Story" attended by local dignitaries and the Oriole baseball team with which Ruth once played.

Jim and Inez Gladfelter, Hippodrome Theatre, left for a two-week vacation in Atlantic City and Lake Erie. Adam Goelz is the new assistant to Gladfelter. Bert Claster, Rappaport circuit, is back on the job after a holiday. Bernie Mills, Equity head, is visiting with Fred Sande. Lou Brown, Poli circuit ad head, with wife and daughter, are renewing old acquaintances in Baltimore.

OKLAHOMA CITY

A new ultra-modern drive-in theatre has been opened at Shawnee, Okla., at the corner of MacArthur Road and Highway 18. Battlesville, Okla., also has a new outdoor theatre on U. S. 60 at the west edge of the city. Miss Blanche Gibson of Cherokee, Okla., plans to start work at once on a drive-in a mile and a half west of El Reno, Okla., on U. S. Highway 66.

The Strand at Clarksville, Ark., will be redecorated and a new strctural glass front, new seats, carpets and refrigeration system installed. The Lux at Luxora, Ark., is also being remodeled and new equipment put in.

The cashier and assistant manager of the Home Theatre, Oklahoma City, were held up and robbed of nearly $700 on July 18.

BOSTON

United Artists Manager John Dervin heads the committee for "Jimmy Day" to raise funds for the cancer research work of the Children's Hospital. A benefit football exhibition game will be held Aug. 22 between the New York Giants and the Boston Yanks.

For Chas. Skouras

Presentation of the first Great Heart Award by the Variety Club of Southern California to Charles P. Skouras will take place on Aug. 16 at a testimonial banquet in the Coconut Grove of the Ambassador Hotel, club officials announced this week. The award, which is to be made annually by the club as a tribute to an outstanding citizen for his "unselfish contributions to community betterment, patriotic endeavors and leadership in public welfare projects," will bring International Chief Barker R. J. O'Donnell and other International Variety executives to the coast. Presentation of Great Heart Awards by individual clubs was voted recently by the Variety Clubs International.

Screen and Stage Star Gertrude Lawrence paid film row an unexpected visit and called on Art Moger and Joan Mansfield, who is a neice of Actor Richard Whorf, at Warner Bros. United Artists' Phil Engel weekended on the South Shore vacationing with his children. Joe Di Pesa, dean of Boston film publicity men, is on a fortnight's vacation.

Owner Martin Toohey of the Leroy, Pawtucket, R. I., was a film row visitor here. Ditto Jack Shea and Ed Fahey of the New Hampshire area. RKO Manager Ross Cropper attended a conference in Buffalo. Harry Bernstein has replaced A. Bernstein as Columbia publicist in this territory.

Business in local downtown theatres was off 26 per cent due to the recent hot weather but is reported picking up. The 27 nearby summer theatres have been cutting into the film grosses also.

INDIANAPOLIS

Robert Stieler, operator of the Royal, Evansville, Ind., has been appointed buyer and booker for the Family Drive-In, Evansville, Ind. C. A. Christy, operator of the Williamsport (Ind.) Theatre, has eliminated mid-week changes.

RKO Manager Russell Brentlinger, spent several days in Chicago, calling on the Gregory Circuit.

Michale Dellacona, student booker at Universal-International, is suffering with a severe cold. The State, Windfall, Ind., has been redecorated and renovated, Fletcher Brewer, operator reports. Sam Abrams, manager Film Classics, attended the sessions of the company's National Sales meeting July 29-31 at the Astor Hotel, New York. Republic Special Representative M. A. Fallon, is visiting the local branch.

Earl Penrod of Affiliated Advertisers is recuperating at home after his release from the Methodist Hospital where he spent a week under observation. Michael Murphy, operator of the Victory, Huntingburg, Ind., spent several days at the U. S. Veterans Hospital here for a check-up. Joseph Gutzweiler, operator of the Astra and Tivoli Theatres, Jasper, Ind., is confined to St. Joseph's Hospital, Terre Haute, under observation.

HARRISBURG

Milt Young, Columbia exploiteer, his wife, Bea, and daughter Patty, spent their vacation with Mr. and Mrs. Jack O'Rear, Colonial manager and wife.

Air conditioning has been completed at the National, and will be installed in the Rialto in September, I. L. Shiffman reports. Schiffman's daughter, Barbara, is enrolled at Penn State College for the summer.

Loew's Regent Manager Sam Gilman left for a holiday in Atlantic City. Filling in as relief manager is Larry Levy, who divides his time between his own Reading house, and Harrisburg.

New at Loew's Regent is Mrs. Betty C. Murray, who succeeds Peggy Trout as office assistant.

The Senate has installed a soft-drink machine, which is bringing in good returns, the management said.

Vacationers locally are: Avis Losh, secretary to Fabian publicist Edgar Goth; Elizabeth Zimmerman, Alice Evonoff, James Leone, Foster Napper, State; George Green, Jasper Peffer, Senate; Frank Creme, Nancy Breon, Colonial. Thelma Garwig is new at the Rialto.

Max Miller, Eagle Lion, was in town. Guests of Jack O'Rear and wife at their summer home were Sgt. and Mrs. Tom Brennan and infant; Mr. and Mrs. Edgar Goth and family; Lieut. and Mrs. Jack Perrigo, all theatre personnel.

LOUISVILLE

The convention committee of the Kentucky Association of Theatre Owners met here July 29 to formulate plans for the annual KATO convention at the Seelbach Hotel, Louisville, Oct. 27-28. Attending the meeting were Guthrie F. Crowe, Harry J. Stites, Mrs. Nell Borden, John T. Edmunds, Jr., F. J. Ornstein, C. A. Arnold and Gene Lutes.

Several hundred patrons were given "rain checks" at the Grand here recently when overheated film in the projector caught fire. Patrons, unaware of the fire, remained in their seats until told the show would not continue. Firemen were called but the only damage was to the film and projector.

Harold Sliter of Watertown, N. Y., has been appointed zone manager for the Schine circuit in Lexington, Ky. Sliter replaces Lew Hensler who resigned some time ago to enter another line at Daytona Beach, Fla. Bob Cox, city manager and acting zone manager for Schine in Lexington, continues as city manager. He is a director of the KATO.

Russell Morgan of the Shelby Theatre is back from a vacation in Benton Harbor, Mich.

Homer Jaeggers, co-owner and manager of the Bonn, Bonneville, Ky., is confined to his home by illness. It will likely be two or three weeks before he is back on the job.

ATLANTA

A new son was born to Manager Floyd K. Horton of the Ross, Dublin, Ga. Universal-International Southern District Manager Pete Rosian and Home Office Representative F. J. Malafronta were callers at the local U-I office. Republic's Jimmy Grainger and Walter Titus visited the Republic office.

Astor Pictures Office Manager Donald Hastler is vacationing in Florida, with Jimmy Bello subbing. Sack Amusement Office Manager Harry Diamond checked in at the office after a holiday in the same state. Manager Mel Brown of the Peachtree Art Theatres is back from a New York booking jaunt. Eagle Lion Office Manager Ed Ashmore and his bride are back from their honeymoon. Mrs. Leona DeLong, Monogram booking department, is home from vacation.

Monogram Salesman O. B. Corley has re-

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REGIONAL NEWSREEL

LONDON OBSERVATIONS

Producer Finance Plan, Gov't Aim to Acquire Royal Opera House Seen Nationalizing Entertainment World

By JOCK MacGREGOR

Our favorite cynic has it that when it was known $20,000,000 were available for movie-making, the rush of British producers to the Treasury was so great that they had to send to Wembley to borrow interpreters from the Olympic Games.



Jock MacGregor

Previous to this plan, production had already shown an upward trend, and the Government's film finance corporation augurs badly for the future. Bracket this decision with the plan to use compulsory powers to acquire the Royal Opera House, Covent Garden, for the nation, and no one can be accused of having too highly colored an imagination if they suspect there are forces at work to nationalize the entertainment world.

With this writing on the wall, Hollywood must consider the wisdom of putting into practice the economy idea of a single MPEA distribution unit in the U. K. This would surely be playing into the hands of socialism. With the J. Arthur Rank Organization, Associated British Picture Corp., and such an American setup, a powerful nucleus would be created for eventualities we all hope will never be.

Finance is not lacking for the producers who have proved their worth. There is cash for those who know the box-office and can make the films the mass of moviegoers want to see. The man who is short is the dreamer who talks of art, defies popular requirements in favor of critical acclaim and ends in the red without using Technicolor.

* * *

Best reading in a long time is Herbert Wilcox's report on the success of "Spring in Park Lane" in its sixteen initial bookings. In ten of these it has set up all-time records, confirming STR's review prediction that "in Britain this will make box-office history."

Herbert has now completed Anna Neagle's "Elizabeth of Ladymead," and announces the signing of Maurice Cowan, editor of the "Picturegoer," as the producer of two semi-factual pictures, "Renate" and "Mary Smith." This has resulted in a shuffle in the trade press, with Connery Chappell taking over the fan paper and leaving A. L. Carter in sole command of the "Kine Weekly."

As it becomes more evident that the quota will raise barriers to British films in other markets, so production is being geared for the home market to insure a return for the outlay. With the commencement of the Technicolor "Trottie True," the seven stages at Denham are being used for the making of four pictures. This is an achievement which is indeed a challenge to any Hollywood studio today and proof of Rank's determination to turn out the maximum number of films.

* * *

Showmanship, combined with first class organization, was the keynote of the Gaumont-British sports held at their excellent staff club in South London, on Sunday. Under Charles Russ and the indefatigable Jimmy Forsyth, it was a splendid occasion to which employes from all over Britain came. Underlying it all, however, there was a certain sadness, bred from uncertainty, for many of the staff do not yet know how the pooling of GB and Odeon under Circuit Management Association will affect them.

The club is already open to all members of JARO, and the number of stars and executives who gave up their Sunday afternoon promises well for the future. It was a family affair, and I think a great deal is reflected in the JARO tug-of-war team, which included Ken Bellman, Theo Cowan, Bernard Slydel, Bill Price and Leslie Cranfield. These front office workers did not win, but they put up a jolly good show.

For the first time, JARO publicity had an entrant in the Miss Gaumont-British Beauty Contest in the delectable person of Miss Kenny-Smith.

Laurence Kent represented Mr. Rank, while the Box's led the studios and John Woolf, distribution. Margaret Lockwood was the most important of about a dozen stars.

* * *

Periodically, one receives publicity handouts which really raise one's interest in a picture. This is happening in the case of "Blue Scar," which Jill Craigie is producing in a vacant cinema in Wales. It deals with coal mining, and Margaret Marshall's coverage tempts one to make the 200-mile journey to Port Talbot. If it lives up to the advance stories, it will not only be an authentic tale of Wales but also of the pits.

* * *

For the record: The weather has knocked West End business severely; "State of the Union" and "Horn Blows at Midnight" bowed out after a week, to be replaced by "The Pirate" and "Unsuspected," respectively. . . . Certain critics were horrified at the reception following the preview of "Ride the Pink Horse" when colleagues mounted modern hobby horses which are being used in a nation-wide tieup arranged by Jack Sullivan and Fred Pollitt. . . . Frederic Brisson has completed his European tour and is U. S. bound. . . . With the July issue, GB's "News and Views" house organ ceases publication, pending the issuing of a CMA journal. . . . Phyllis Calvert has gone to Italy to appear in John Stafford's "The Golden Madonna" which is being shot on Capri. . . . C. J. Latta, settling down with Associated British Cinemas, has just completed a tour of their south coast cinemas. . . . While certain of the Independent Producers Limited directors have been falling over themselves to make pictures for Korda, they do not seem to have shown the same eagerness to resign from the Rank company; whether they produce for the group again is another matter. . . . The Court of Appeals reversed the award of damages against MGM in the action brought by film critic Arnot Robertson for alleged libel; permission was given for Miss Robertson to take the case to the House of Lords. . . . Tom O'Brien, MP, general secretary of NATKE, off to the States as the IATSE's guest. . . . Dave Griffiths has been visiting the British Zone of Germany as head of the RAF Film Corporation. . . AKC's Brigadier Norman Carstairs received his CBE from His Majesty at a recent investiture.

(*Continued from Page 29*)

signed to join Screen Guild in a similar capacity. J. S. Carsallen has been appointed assistant to SG President John W. Mangham.

Members of the local Universal-International Club gave a going-away party for Branch Manager Jim Partlow and Home Office Representative Leonard Allen, both of whom resigned to enter the drive-in field in Florida.

Tom Jones of Exhibitors Service is back in hospital for a check-up; Mrs. Annie Coleman, United Artists, is on leave of absence due to the illness of her son; Mary Brock of Columbia is off on account of illness.

NEW YORK

Randforce circuit executive Irving Goldstein this week announced the engagement of his daughter Yvette to Steve Cohn. Dorothy Barko of Century's legal staff left the U. S. Aug. 4 to read a paper at the Second International Conference of the Bar Association in the Hague. She has chosen "Modern Trends in the Law of Succession" as her subject. A son was born last Saturday to Mrs. John H. Rugge at the Hackensack Hospital, N. J. He was named John H. Rugge, Jr.

MGM Brooklyn Booker John Coniffe lost his father. Funeral services were held Tuesday for James Kearney, 69, assistant general manager of the Shea circuit. Surviving are his widow, a brother, and three sisters.

Filmrowite Ben Levine is off on vacation to Ellenville. Filmrowite John Hogan is spending his in Atlantic City and proving it by sending back boxes of salt water taffy to his associates. Exhibitor Ike Levy of the Greenwood at Trenton was a film row visitor.

Sir Walter Raleigh note: When Herman Bernstein of the night staff at 20th-Fox reached the subway to go home Tuesday morning and found one of the girls on the day side marooned as the skies opened up, he shed his coat and umbrella and gave it to her so she could get to work.

ST. LOUIS

Benefit for the American Cancer Society, delayed from July 20 to 27 when union projectionists picketed the Crest Theatre because it had a non-union operator, was attended by but 300, netting about $200 for the cancer fund.

Miss Ramola Perry of Casey, Ill., is assisting her sister and brother-in-law, Mr. and Mrs. Ralph Clark, in operating the Idaho Theatre in Sumner, Ill., which they bought in June from Mertin Atkins. RKO's "Tom Mix," Curley Bradley, will be featured with his Straight Shooters at the St. Louis Firemen's rodea, Aug. 27 to Sept. 6.

George Kerasotes and associates opened their 1,000-car drive-in at Decatur, Ill., July 30. Two hundred seats are provided in front for patrons who walk to the theatre. St. Louis Theatre Supply Company provided the equipment. Architect was W. Wedmeyer of Decatur.

Mrs. R. H. Hecht, wife of Roy Hecht, RCA service engineer for theatres in this territory, received a write-up in *Cats Magazine*. She owns five of the eight national champ show cats from the St. Louis area.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN has it!

REGIONAL NEWSREEL

MINNEAPOLIS

Both 20th-Fox and MGM reportedly have offered several neighborhood Twin Cities houses runs on the 28-day break, a run heretofore offered only to Minnesota Amusement Company's Uptown, Minneapolis. Terms are to be negotiated for the runs as with all other advances in availability by both companies, it is learned.

New on film row are Jack Allender, salesman at National Screen Service; Bettey Reese, biller at Universal, and Marilyn Reuther, stenographer at Columbia.

Vacationers include Elaine Norby, booking manager's secretary at Paramount, who is in California; Clara Eisenberg, bookers' secretary at Universal, who is at Lake Minnetonka, Minn. Ruth Gray, stenographer at Columbia, who visited Chicago and Michigan; Walter Hoffman, exploiteer at 20th-Fox who is off to see the studios in Hollywood; Marilyn Benson, clerk at 20th-Fox, who is visiting at Seattle and Los Angeles; and Myrtle Hallman, assistant cashier at 20th-Fox, who is spending two weeks in Nebraska.

Every employe of the 20th-Fox exchange here will receive three weeks extra pay as a result of the exchange's showing in the Andy Smith sales drive.

PHOENIX

Gunmen continue to find Arizona theatres a soft touch. The Orpheum was the third holdup victim in two weeks, and was "taken" for $2,238.96 by a lone stickup man last Saturday night. The gunman made good his escape after slugging Assistant Manager Ellis Hapner and then, at the point of a gun, forcing Manager Arthur G. Pickett to hand over the night's receipts. Drive-ins in Phoenix and Tucson were robbed in similar fashion the latter part of June. In each instance a lone gunman did the job, but descriptions indicate that the same man was not involved in all three robberies.

George Aurelius and Vince Murphy, Paramount-Nace executives, are vacationing out of the state. Aurelius is district manager of the Paramount-Nace chain, and Murphy is chief booker. Dick Smith, Fox West Coast theatres district manager, is also on vacation.

Garfield Anderson's new 644-car drive-in near Glendale has opened. The theatre is the second drive-in to be operated by "Andy."

The Oasis Theatre, Ajo, is nearing completion.

Because of a change in original plans, construction on The Glen, Glendale, was delayed, but the situation has been ironed out and construction on the $100,000 house will begin.

DALLAS

Promotions for several Interstate circuit theatremen have been announced by City Manager James O. Cherry. Manager of the Inwood will be Cornelius Webb, who managed the Varsity for several years and will continue to manage it until a successor is named. Assistant at the Inwood will be James S. Deckard, former assistant at the Knox. Manager of the Forest will be Walter Deen, former treasurer at the Telenews. Alex Barr, former manager at the Forest, moves downtown as assistant at the Palace, and Charles McLaughlin, Palace chief of staff, takes over Deen's Telenews position. The former head of the downtown theatres' service staff, Frank E. (Mickey) Work, will manage the Knox. Frank Tucker, assistant treasurer at the Majestic, will be assistant manager at the Wilshire, and Ray Hedden will be assistant at the Lakewood. Assistant treasurer at the Majestic will be Ralph Fry, former assistant chief at the Palace, and Marvin Kinsey, Palace doorman, will be chief of service at the Palace.

Paramount Publicist George Y. Henger left for his vacation—first stop St. Louis, and then to either Colorado or Minnesota.

"Voice of Theatre Speakers"
JOE HORNSTEIN has it!

Rentals Up $55,000?

The newest tax on business enterprise in Vancouver, B. C., the 11 per cent levy on rentals, is fast becoming a major headache in that city. It is estimated that the tax will cost the two motion picture circuits an additional $55,000 yearly in rentals.

MILWAUKEE

Don Weisfeldt, formerly manager of the Fox Strand here, is now manager of the new 41 Drive-In recently opened by Standard Theatres on Highway 41 south of the city.

The old Strand, the first movie house in the north side of Manitowoc, Wis., was closed down on July 25 to be replaced by a new and modern 900-seater.

E. Reno Wilk of North Star Pictures and Screen Guild Productions, Minneapolis, spent last week here conferring with Vincent De Lorenzeo who handles North Star pictures in Wisconsin.

The Spring Green Theatre, Spring Green, Wis., is reported sold by Frank Murphy of Green Bay to "out-of-town interests." Management of the Westby in Westby, Wis., claims its recently installed electric air conditioning is the first of its kind in the territory, no water being used.

The Rosa is the name of J. P. Adler's new 554-seater at Waupaca, so called after the owner's wife. House was opened July 31.

New Theatres

Minneapolis—The Minnesota Amusement Company is receiving bids for 1,000-seater to be built at Watertown, S. D., to replace the State, destroyed by fire.

Atlanta—Nat Bernstein, Dixie, Miami, Fla., will soon start work on his new drive-in there.

Susanville, Cal.—T. and D., Jr., Enterprises' new 400-600-seater opened here last week. Architect Vincent G. Raney, San Francisco.

Waterbury, Conn.—Robert Schwartz contracts for a 750-seater.

Oklahoma City—Blanche Gibson of Cherokee, Okla., a new drive-in west of El Reno, Okla. Recently opened were drive-ins on Highway 18 at Cherokee, Okla., and on U. S. 60 just west of Bartlesville, Okla.

Hartford, Conn.—The New Haven Drive-in Theatres, Inc., a 600-car drive-in in the Wallingford-North Haven, Conn. area. The zoning board in Concord, N. H., has approved application of Charles R. Arnold of Penacook, N. H., to operate a non-profit drive-in in that sector of Concord. Samuel Musman of Lynn, Mass., has obtained a permit to build a $38,000 theatre there.

Willows, Calif.—Preliminary work has started on the site for the new Willows Theatre.

Pleasanton, Tex.—A new $200,000 900-seater theatre here opened recently.

Millburn, N. J.—A film theatre is among the buildings listed in Joseph Zigler's projected $2,000,000 real estate development on Morris Turnpike on the site of the Brook restaurant.

KANSAS CITY

Fire wrecked the Cozy Theatre, Attica, Kans., July 27, as an hour-long blaze swept through a half dozen commercial buildings. An explosion blew out a section of the theatre wall and allowed the roof to cave in. Damage to the theatre and equipment is estimated at $17,500. The theatre reopened May 1, after being rebuilt following a fire about a year earlier.

It's Doug Burrill who is the new exploitation man for the Durwood circuit, and not "Walt" as previously reported.

Martin Maher, assistant manager of the Midland Theatre takes off this week for a three-week vacaton. Phil Blakey has been shifted to the helm of the new Crest Drive-In Theatre of the Commonwealth circuit. Ralph Pullum who was at the Drive-In has taken over the Midway. Clarence Schultz, president of the Commonwealth Amusement Corp., left the hospital last week.

CINCINNATI

Film Classics Manager Lev Bugie attended the company's first convention in New York. Jim Grady is chairman of the golf prizes at the Variety Club's annual golf tournament, Aug. 23 at Summit Hills Country Club. It is expected that 500 prizes will be offered to guests.

Gene Parsons, manager for the Tom Hill theatres, Covington, Ky., is vacationing at a nearby resort. Jack Frisch and family are in Wisconsin. Paramount Division Manager Earle Sweigert and District Manager Harry Goldstein held meetings with Manager Jim Grady, salesmen, and bookers last week, in connection with the Sept. 5-Dec. 11 drive.

Thelma Dellerman, Paramount seccretary, whose wedding date was set back because of the death of her young sister, was married Aug. 7, at the St. John the Baptist Church. Other film row weddings: Margaret Westridge, Eagle Lion and Vic Lehmann, film trucker, Aug. 21;

(*Continued on Page* 33)

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Hollywood Newsreel

West Coast Offices—6777 Hollywood Blvd., Hollywood 28, Calif.—Ann Lewis, Manager

PRODUCTION PARADE

By Ann Lewis

Plans are being formulated by Barry Fitzgerald and his brother, Arthur Shields, to form their own production company to go into operation early in 1949. According to disclosures made, both men have been working on the plan for some time, and are at present not only considering several stories for their first film, but negotiations are proceeding with two studios.

* * *

There are two reasons for Dennis O'Keefe's plan to tour the exchanges this fall. The first is to help sell the James Nasser picture "Cover-Up" in which he co-stars with William Bendix . . . and the second is to talk about his own forthcoming production "Draw Sabers." This is the film in which O'Keefe serves in several capacities: so-star, co-producer and co-writer on the original screenplay.

* * *

And speaking of co-producing, John C. Champion and Blake Edwards, co-producers who head Champion Productions, announced the purchase of "Battle Cry," an original by Arthur Freeman. Picture will be a large-scale western, and is scheduled to go before the cameras when they complete "Stampede," Rod Cameron starrer, which will be started at Allied Artists next month.

* * *

John Bromfield, ex-St. Mary's star, won a new contract with Hal Wallis and simultaneously was awarded a top role on loan out to Hunt Stromberg in "Too Late For Tears." Film will be put into production in August with a cast headed by Lizabeth Scott and Don DeFore, and with Byron Haskin as director. All are personalities from the Wallis talent roster.

* * *

The first picture which Clarence Brown will produce with another director, at MGM, will be "The Secret Garden." Fred Wilcox takes over that chore in this Margaret O'Brien and Dean Stockwell starring vehicle. Screen version of the English classic will start immediately following completion of Margaret's role in "Little Women."

* * *

Bicycling between sets is an occupation many of the important people of the film colony have to do at one time or another. Latest recruit for this pastime is Director Robert Siodmak, who will bicycle between U-I and MGM during the month of August while he supervises cutting on U-I's "Criss Cross," and supervises story preparation on "The Gambler," his next directorial job for MGM.

* * *

There has been a switch made in leading ladies for two of Columbia's series-films. Lois Maxwell, originally scheduled for "The Lone Wolf and His Lady," goes into "The Crime Doctor's Diary," instead. And June Vincent takes over the lead opposite Ron Randell in "The Lone Wolf" picture. Switch was caused by a conflict in starting dates. Rudolph Flothow will produce both pictures, with John Hoffman directing "Wolf" and Seymour Friedman "Crime Doctor."

New Name

Because her name was confused with that of Ilona Massey and others, Osa Massen will henceforth be known as Stephanie Paull. She will be billed under that name in Eagle Lion's "Million Dollar Weekend," in which she co-stars with Gene Raymond and Francis Lederer.

Erroll Flynn will play the starring role in "Montana," Warner Bros. picture about the Montana sheep and cattle country, from the story by Ernest Haycox. Flynn reports the first week in August, from his vacation in Port Antonio, Jamaica, B.W.I., where he journeyed on completion of "Don Juan" and participation in the Denver world premiere of "Silver River."

* * *

Dimitrio Tiomkin, one of America's outstanding composers, has been signed to compose the musical score for David O. Selznick's production of "Portrait of Jennie," which co-stars Jennifer Jones and Joseph Cotten. Film will have its premiere release early in October.

* * *

Producer Jack Wrather has just purchased an original story, "Dallas," and is negotiating for Robert Mitchum to portray the starring role. Wrather is now shooting "Strike It Rich" for Allied Artists, and has just returned from Texas, where the background scenery was shot. The new property will tell the story of the early days of Dallas.

Broidy Back at Desk

Steve Broidy, president of Allied Artists and Monogram, was back at his desk this week, after six weeks in New York, where he set final plans for the nation-wide release of Roy Del Ruth's "The Babe Ruth Story."

Studio Roundup

Despite the shutdown of production this week at Universal-International, to last until September, and the virtual cessation of shooting at RKO, camera activity remains fairly constant. It's operating on the law of averages: when one lot goes dead, another starts working. So, the figure remains at about 35 films in work, albeit a striking contrast to 65 pictures before the cameras this time two years ago.

United Artists, for instance, has a trio of properties being made—more than it has had for some time. Jack Benny's Amusement Enterprises is lensing "The Lucky Stiff"; Lester Cowan has the Marx Bros. making a comeback in "Blonde Heaven"; and Phil Krasne is riding high with "Adventures of Cisco Kid."

Jack Bernhard came into the Film Classics family with his father, Joseph, who is president. Young Jack wins producer credit on an independent film to be released through FC, the latest in the Falcon series. He's also directing John Calvert and Catherine Craig in "A Date With Murder," a detective thriller which started Aug. 3.

Nat Holt is in Canada shooting his first independent venture for 20th Century-Fox release. It's "Canadian Pacific," starring Randolph Scott, in Cinecolor. Nancy Olson, an unknown whom Holt discovered, gets her first break in the leading feminine role, and Jane Wyatt is featured.

Eagle Lion had a fourth film added to its current lensing schedule when an independent unit, Orbit, started "Parole" on Aug. 6 at Motion Picture Center Studios. Orbit is in turn an offshoot of Jack Schwarz and Harry Thomas' Equity setup. Turhan Bey and Michael O'Shea are co-starred in this first of three films Orbit is to make for EL release, through Equity. Constantin David is executive producer.

Republic came to life with "Far Frontier," which ends the studio's series of Roy Rogers' Trucolor starrers on its 1947-48 program. Option on Foy Willing and the Riders of the

Still Believe in Small-Budget Action Pictures



William Pine



William Thomas

Although they're going to make larger-budget pictures, the two Dollar Bills—Bill Pine and Bill Thomas—still believe there will always be small-budget action product. However, they admit, there may not be as much money in them right now.

"We honestly want to make money for ourselves and Paramount," they say, "and make films that will be profitable for the exhibitor. We work with theatremen more than any other producers in the business. We constantly tour the nation, visiting exchanges and theatres."

To prove this, the Bills sent wires to 25 exhibitors asking what they thought about five suggested leading players for their next picture, "El Paso." From the answers, they chose their male lead. As in the past, when the picture is completed, they'll take it and the players on the road and sell it. The producers declare: "The first thing we do when we read a script is to determine if it'll make a good picture that can be SOLD!"

The new expansion program of Pine and Thomas, who both have exhibitor backgrounds, means they'll be able to buy best-sellers and get top names, have longer shooting schedules and consequently, better quality films. They believe the public wants action, and they'll continue to utilize that theme.—JAY GOLDBERG.

PICTURES STARTED LAST WEEK

COLUMBIA. Knock On Any Door—Principals: Humphrey Bogart, John Derek, George Macready, Susan Perry. Director, Nicholas Ray.

MGM. Take Me Out to the Ball Game (Technicolor)—Principals: Frank Sinatra, Esther Williams, Gene Kelly. Director, Busby Berkeley.

MONOGRAM. Rangers Ride—Principals: Jimmy Wakely, "Cannonball" Taylor, Virginia Belmont. Director, Derwin Abrahams.

REPUBLIC. Far Frontier (Trucolor)—Principals: Roy Rogers, Foy Willing & the Riders of the Purple Sage, Gail Davis. Director, William Witney.

SCREEN GUILD. Outlaw Country—Principals: Lash LaRue, Fuzzy St. John, Peggy Stewart. Director, Ray Taylor.

UNITED ARTISTS. Gay Amigo—Principals: Duncan Renaldo, Leo Carrillo, Armida, Joe Sawyer. Director, Wallace Fox.

WARNER BROS. House Across the Street—Principals: Janis Paige, Bruce Bennett, James Holden. Director, Richard Bare.

FILM CLASSICS. A Date With Murder—Principals: John Calvert, Catherine Craig, Jack Reitzen. Director, Jack Bernhard.

TITLE CHANGES

"Luckiest Girl in the World" (MGM) now BEST THINGS IN LIFE ARE FREE.

Purple Sage was exercised for another year and the instrumental group was set for the Rogers picture. Gail Davis, formerly under contract to RKO and MGM, was signed for the feminine lead. Republic also began "Rose of the Yukon" Aug. 6, with George Blair directing for Associate Producer Stephen Auer. This gives the Yates lot three pictures now shooting, the third being "Wake of the Red Witch," to which Duke Kahanamoku was just added.

"Strike It Rich," Jack Wrather's Allied Artists film, returned to Hollywood last week after 21 days' location at Tyler and Lindale, Texas. A second unit immediately went on location to get additional background shots for the oil story, while the main troupe worked at Nassour Studios.

Busby Berkeley last week started "Take Me Out to the Ball Game" at MGM. James Gleason, confined to his bed with a bronchial ailment, was forced to withdraw from the cast, and Richard Lane went in as pinch-hitter in the role of the manager of the team on which Frank Sinatra and Gene Kelly are stars. The Zoom lense was used for the first time by a picture producing company last week on location in New York for the John Garfield starrer, "Numbers Racket," which MGM is releasing. Heretofore, the Zoom has been used exclusively by newsreel cameramen for vivid close-ups of long range shots.

Ray Nazarro collapsed on the set last week while directing Columbia's "Smoky Mountain Melody," and was succeeded by Seymour Friedman, who finished the Roy Acuff action musical. Glenn Ford and Evelyn Keyes are reunited in "Mr. Soft Touch," which gets the green light Aug. 9. Humphrey Bogart and Robert Lord rolled their initial independent picture for Columbia. "Knock on Any Door," Aug. 2 at the studio ranch. They expected to shoot there two weeks on key "skid row" sequences. Supporting Bogart are John Derek, George Macready, Susan Perry and Allene Roberts.

Viveca Lindfors, Edmond O'Brien, Virginia Mayo, Dane Clark and Gordon MacRae head the cast of "Somewhere in the City," which started Aug. 2 at Warner Bros. On the same day, Director Richard Bare commenced "The House Across the Street," a newspaperman's comedy, with Janis Paige, Bruce Bennett, James Holden and Barbara Bates. In addition, Warners start "Flamingo Road," the Joan Crawford vehicle, Aug. 9, to be made as a Michael Curtiz Production. Curtiz directs and Jerry Wald produces.

REGIONAL NEWSREEL

(*Continued from Page* 31)

Dolores Annes, Eagle Lion, and Art Chaney, Aug. 28. MGM Bookkeeper Ruth Yuengling is sporting an engagement ring.

Joseph Alexander, assistant division manager RKO theatres, is vacationing with his family in Indiana. Morton Perlman will be city salesman for Columbia, in place of Pete Niland, resigned. Perlman was Kentucky salesman for United Artists; Sam Weiss will take over that territory. Charles C. Perry, publicity representative for Paramount, is in the Jewish Hospital for observation.

CHICAGO

The Illinois Commerce Commission has issued permission to the Railway Express to raise its rates in the state 10 per cent, which means that film delivery rates to theatres will be increased. Norman Dollinger of the B&K publicity department will marry Irma Whitebloom of Chicago.

Uptown Assistant Manager Jack DeWiggins won low net prize at the golf tourney of the Balaban and Katz employes' association at the Pine Country Club; Will Holden of the insurance department won the door prize.

George Kokoshas has bought the Sheldon, Sheldon, Ill., from John Morehouse. John Tozzi, owner of the Roxy, Toluca, Ill., bought the Isis, same city, from R. N. Hurt. Max Platz, Monticello, Ill., bought the Rex, Champaign, Ill., from Mrs. Theodore Anthony. Harry Pravot sold the Cozy, South Bend, Ind., to Lubliner and Booth who plan improvements.

The Chicago Variety Club is sponsoring the local premiere of the stage play, "Mr. Roberts," at the Erlanger, Sept. 10, with proceeds going to the Club's charity funds.

Virgin Foster is the new manager of the Diana, Baldwinsville, Ill.; Alvin Frank has resigned as manager of the Oriental, Chicago; Wayne Singer is managing the M and R Circuit's Capitol, Whiting, Ind.; Harold Peek was named city manager for Kerasotes theatres in Havanna, Ill.

Joe Heller has joined Monogram as county salesman.

B&K Circuit General Manager Walter Immerman is back at his desk, having recovered from a heart attack. The body of Manager Harry Martin, 27, of the Golos circuit's Atom Theatre, Chicago, was found in a claypit. Police, suspecting foul play, are investigating.

HARTFORD

Incorporators of New Haven Drive-in Theatres, Inc., are David J. Willig, New York, president; Charles L. Lane, West Hartford, vice-president and treasurer; Meran Nakahian, Ludlow, Mass., secretary. The new concern is building a 600-car drive-in in the Wallingford-North Haven, Conn., vicinity. Lane has been operator of a drive-in at Daytona Beach, Fla.

Connecticut amusement taxes for 1947-48 totaled $104,422.66 as compared to $104,876.09 for 1946-47 or a decrease of $453.43, State Tax Commissioner Walter W. Walsh announced.

Jim Tuffy is the new manager of the Crown, Hartford. Loew-Poli Manager Lou Cohen is on vacation, Rube Lewis, stage manager of the Loew-Poli Palace and business manager of Local 85, IATSE, is back from vacation. Tom Grasso, partner in the New Colony, Sound View, Conn., has a new British Austin car.

Two drive-in theatre projects in the Springfield, Mass., area are being stopped pending legal developments. Property owners in West Springfield are seeking to stop construction of Vernon A. Doty's outdoor theatre and have applied for a writ of certiorari against the board of selectmen. The Springfield city council is considering the objection of the mayor and several council members to the building of a drive-in by R. J. and Edward Wiatrowski.

CLEVELAND

MGM exchange staff held its annual picnic Monday of last week at Shady Lake, dancing replacing outdoor sports events when it rained. David Sandler, general manager Theatrecraft Manufacturing Company, which makes mobile in-car speakers, hosted his entire personnel, for the second time this season, at a night baseball game.

Warner Bros.' lease on the 700-seat Downtown Lake expires Aug. 31. Stuart Cagney is managing one of R. H. Manley's Canadian drive-ins. Don Jacobs, who resigned from Warners after 18 years, is managing the Broadway, Council Bluffs, Iowa.

Martha Loeffler, National Theatre Supply booker for four years, announced her marriage on July 3 to Charles Dieter of Pittsburgh. Teresa Motwick succeeds to her NTS post. Rose Weitz, United Artists western division sales manager's secretary, is vacationing in Cleveland and Pittsburgh.

Warner Eastern Division Sales Manager Jules Lapidus held an all-day business session here last week with District Manager Charles Rich and Branch Manager Jerry Wechsler and staff. It is rumored that the duties of Bob Richaman, resigned as RKO salesman, will be split and added to the duties of Ray Wild and Frank Belles.

PHILADELPHIA

The Philadelphia Variety Club, Tent 13, will hold its annual golf tournament and dinner-dance at the Whitemarsh Valley Country Club, Sept. 24. Max R. Leven is chairman; Benjamin Fertel and David Milgram, co-chairman.

Instead of taking a two-week vacation straight, Paramount Publicist Bill Brooker has arranged to take off Fridays and Mondays instead, giving him three days at the office to keep up with his duties instead of trying to make up two weeks' back work. Columbia Publicist Milt Young is vacationing, while Independent Poster's Charlie Lawler is back from the Poconos where he spent his holiday improving his golf. Stanley Warner insurance department head, Gil Segal is motoring through New England and Canada. Dave Yaffe, Y and Y Popcorn Supply, and Ted Vanette of the Goldman office vacationed at Log Tavern.

Betty Klein has resigned as Universal-International telephone operator and been replaced by Ruth Selman. Elmer Hollander will handle the booking and buying combine being set up by Allied Independent Theatres. Christine Maynard has resigned as Warner inspectress to join her husband down south.

TORONTO

Although the blackout for the Province of Ontario will start in September instead of November, the restrictions will be more lenient, the Ontario Hydro Electric Power Commission stated. From November to April 1947-48 Ontario theatres were allowed but a few en-

(*Continued on Page* 34)

Regional News

(*Continued from Page* 33)

trance lights during performances for public safety, but there is hope that this winter a few theatre-front displays may be illuminated.

Ontario exhibitors who found increasing opposition in night clubs which served liquor with their entertainments, are watching with much interest an order of the Ontario Liquor License Board which bans singers, jugglers and other acts from cocktail and dining lounges. Lounges with less than 100 seats may have a pianist, those seating more than 100 are permitted an instrumental trio but no other entertainment.

A syndicate comprised of two farmers, a garage owner and a merchant navy veteran have constructed and opened the Auto Sky Drive-in in the suburbs of Ottawa, the second within a month for that area. Garageman Jack H. Chater is president of the company.

Mrs. Stanley G. Williams, 58, whose husband is manager of the Capitol, Cornwall, Ont., died recently at her home there. Her father, the late James Whitham, was a pioneer Cornwall exhibitor; her brother, the late Ben Whitham, was a Famous Players executive in Toronto.

DES MOINES

Manager Jerry Bloedow of the RKO-Orpheum, Des Moines, received the RKO Theatres showmanship award for his special promotion for "Fort Apache" during June. The $145,000 Bel-Air drive-in at Davenport has opened with two shows nightly with adult admissions at 55 cents and children over five 14 cents.

Gordon Atland of Waterloo has purchased the Earl, Earlville, Ia., from Max Lindley of Clarksville, Ia., has started repair work and is installing a new sound system. H. S. Twedt has sold his theatre at Manly, Ia., to Paul E. Kirkham of Kansas City, Mo. The Galva, operated by the businessmen of the community, has opened with two changes of pictures weekly. Ray Copeland, who resigned from Paramount at Kansas City, will manage the new Des Moines office for Savereide Theatre Bookers.

Richard Shields is the new local salesman for National Screen Service. Morton Eichenberg, formerly of Omaha, has joined U-I as a salesman. Madge Goff has been named ledger clerk at Warner Bros. Bernice Dykstra is the biller for Universal, replacing Alice Carpenter, resigned. Mel Evidon, recently resigned as Columbia manager, left for a Los Angeles vacation. Leo McKeachneay and G. Ralph Branton, Tri-States officials, are fishing in Canada.

PITTSBURGH

A son—their first—was born this week to Mr. and Mrs. James Nash, Jr. Father assists Nash, Sr., in the operation of the Gerard Theatre, West View, and the Photoplay Theatre, Rockwood, Pa. A son was born last week to Mrs. and Mrs. John Zomnir, the new papa being office manager for Eagle Lion here.

"Mamie" Forestall, who has been chief telephone operator for the Harris Amusement Company for more than 30 years, has entered the Pittsburgh Hospital for observation and treatment.

Sid Jacobs, West Virginia district manager for Warner Bros. Theatres, and his family are vacationing in Florida. Joe Miller, booker for Paramount Pictures, has resigned to enter a new line of industry.

Don Wermuth has resigned as manager of Warner Bros., two theatres in Fairmont, W. Va. Visiting Pittsburgh, his home town, this week, enroute from Hollywood to New York, was Playwright Alfred Golden and Mrs. Golden.

New Ideal Theatre Chairs
JOE HORNSTEIN has it!

ADVANCE DATA
On Forthcoming Product

Kidnapped (Monogram) Principals: Roddy McDowall, Sue England, Daniel O'Herlihy. Director, William Beaudine. Drama laid in Edinburgh in 1751 wherein a recently orphaned young Scot comes to claim his inheritance but is kidnapped and placed aboard a ship by his uncle, for sale as a slave; eventually, the young man finds love and adventure and sees his evil relative killed.

The Golden Eye (Monogram) Principals: Roland Winters, Mantan Moreland, Victor Sen Young. Director, William Beaudine. Charlie Chan, his son and chauffeur go to a ranch to investigate attempts on the owner's life, but run into a smuggling racket after the owner is slain and other deaths occur. The guilty man is uncovered by Chan as an assayer who planned to get a gold mine on the property.

You Gotta Stay Happy (U-I) Principals: Joan Fontaine, James Stewart, Eddie Albert. Director, H. C. Potter. A farce about the world's richest orphan, who is a beautiful young girl, and a pilot who owns a two-plane airline, and how they finally get together after hilarious episodes.

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PAIR REBUILT POWERS 6B PROJECTORS with soundheads, $300.00, Money Back Guarantee. P. Sabo, 916 N. W. 19th Ave., Portland, Oregon.

Feature Booking Guide

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases and re-issues) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listing.

SHOWMEN'S TRADE REVIEW

A

Title	Company
Abbott & Costello Meet Frankenstein	U-I
Accused, The	Para.
Act of Violence	MGM
Adventures of Casanova	EL
Adventures of the Cisco Kid	UA
Adventures of Don Juan	WB
Adventures of Gallant Bess	EL
Adventures of Silverado	Col.
Albuquerque	Para.
Alias A Gentleman	MGM
All My Sons	U-I
All's Well	Ind.
Always Together	WB
An Act of Murder	U-I
An Ideal Husband	20th-Fox
An Innocent Affair	UA
Angel in Exile	Rep.
Angels' Alley	Mono.
Angry God, The	UA
Anna Karenina	20th-Fox
Apartment for Peggy	20th-Fox
April Showers	WB
Arch of Triumph	UA
Are You With It?	U-I
Arizona Ranger	RKO
Arkansas Swing, The	Col.
Arthur Takes Over	20th-Fox
Assigned to Danger	EL
Atlantis, The Lost Continent	U-A

B

Babe Ruth Story, The	Allied
Bad Sister	U-I
Baltimore Escapade	RKO
Barkleys of Broadway	MGM
Behind Locked Doors	EL
Berlin Express	RKO
Best Man Wins	Col.
Best Things in Life Are Free	MGM
Best Years of Our Lives	RKO
Beyond Glory	Para.
B. F.'s Daughter	MGM
Big Cat, The	EL
Big City	MGM
Big Clock, The	Para.
Big Punch, The	WB
Big Town After Dark	Para.
Big Town Scandal	Para.
Bill and Coo	Rep.
Black Bart	U-I
Black Eagle, Story of a Horse	Col.
Black Velvet	U-I
Blanche Fury	U-I
Blonde Ice	FC
Blondie's Anniversary	Col.
Blondie's Night Out	Col.
Blondie's Reward	Col.
Blondie's Secret	Col.
Blood on the Moon	RKO
Bodyguard	RKO
Born to Fight	EL
Borrowed Trouble	UA
Boston Blackie's Chinese Venture	Col.
Bowery Comeback	Mono.
Boy With Green Hair, The	RKO
Bribe, The	MGM
Bride Goes Wild, The	MGM
Broken Journey	EL
Brothers, The	U-I
Brothers in the Saddle	RKO
Bungalow	20th-Fox
Bush Christmas	U-I

C

Caged Fury	Para.
Calendar, The	EL
Call Northside 777	20th-Fox
Campus Honeymoon	Rep.
Campus Sleuth	Mono.
Canon City	EL
Captain from Castile	20th-Fox
Captain Boycott	U-I
Casbah	U-I
Cass Timberlane	MGM
Challenge, The	20th-Fox
Checkered Coat, The	20th-Fox
Chicken Every Sunday	20th-Fox
Cleopatra Arms	WB
Connecticut Yankee, A	Para.
Corridor of Mirrors	U-I
Counterfeiters, The	20th-Fox
Countess of Monte Cristo	U-I
Coroner Creek	Col.
Cover-Up	UA
Creeper, The	20th-Fox
Criss-Cross	U-I

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION OR BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) Biographical	(C) Comedy
(D) Drama	(Doc) Documentary
(G) Gangster	(M) Musical
(H) Horror	(W) Western
(My) Mystery	(Wa) War

(See final page of Guide for Re-Issues)

ALLIED ARTISTS

CURRENT

			Time Mins.	Rel. Date	Refer to
5	Hunted, The (D)A	Preston Foster-Belita	85	4/7/48	b2/7/48
7	Panhandle (W)F	R. Cameron-C. Downs	84	2/22/48	b2/14/48
6	Smart Woman (D)A	B. Aherne-C. Bennett-B. Sullivan	93	4/30/48	b3/13/48
4	Song of My Heart (D)F	Frank Sundstrom-Audrey Long	85	1/31/48	b11/8/57

COMING

	Babe Ruth Story, The	W. Bendix-C. Trevor-C. Bickford		9/6/48	a6/12/48
8	Dude Goes West, The (C)F	E. Albert-G. Storm-J. Gleason	87	8/15/48	b5/1/48
	Last of the Badmen	B. Sullivan-M. Reynolds-B. Crawford			
	Strike It Rich	R. Cameron-B. Granville			
	When a Man's a Man	G. Madison-R. Calhoun-G. Storm			

ASTOR PICTURES

	Deadline	Sunset Carson-Pat Starling	64	4/15/48	New Release
	Fighting Mustang	Sunset Carson-Pat Starling	62	3/1/48	New Release
	Western Terror	Dave "Tex" O'Brien-Buzzy Henry	0	12/20/47	New Release

Westerns (Coming)

	Battling Marshal	Sunset Carson-Pat Starling			
	Six-Shooter	Sunset Carson-Pat Starling			
	Sunset Carson Rides Again	Sunset Carson-Pat Starling			
	Sunset Carson Strikes Back	Sunset Carson-Pat Starling			

COLUMBIA

CURRENT

	Adventures in Silverado (W)F	W. Bishop-G. Henry-E. Buchanan	73	3/25/48	b5/8/48
	Arkansas Swing, The	H. Hot Shots-G. Henry-S. Hart	63	7/29/48	
	Best Man Wins (C)F	E. Buchanan-A. Lee-R. Shayne	73	5/6/48	b5/22/48
	Blondie's Anniversary (C)F	P. Singleton-A. Lake-L. Simms	67	12/18/47	b1/3/48
	Blondie's Reward (C-D)	P. Singleton-A. Lake-L. Simms	67	6/3/48	a2/21/48
	Coroner Creek *C (D)A	R. Scott-M. Chapman-G. Macready	90	July '48	b6/5/48
	Devil Ship (D)F	Richard Lane-Louise Campbell	62	12/11/47	b12/20/47
	Fuller Brush Man, The (C)F	Red Skelton-Janet Blair	93	June '48	b3/8/48
	Glamour Girl (M)F	G. Krupa-V. Grey-M. Duane	68	1/16/48	b1/3/48
	I Love Trouble (My)A	F. Tone-J. Blair-J. Carter	94	Jan. '48	b1(10(48
	It Had to Be You (C-D)A	Ginger Rogers-Cornel Wilde	98	Dec. '47	b10/25/47
	Lady from Shanghai, The (My)A	Rita Hayworth-Orson Welles	87	May '48	b4/17/48
	Lost One, The (O)A	Nelly Corradi-Gino Mattera	84		b4/3/48
	Mary Lou (M)F	R. Lowery-J. Barton-G. Farrell	65	1/23/48	b2/28/48
	Mating of Millie, The (C)F	G. Ford-E. Keyes-R. Randall	85	Apr. '48	b3/13/48
	My Dog Rusty (D)F	T. Donaldson-J. Litel-J. Lloyd	64	4/8/48	b6/12/48
	Port Said (D)A	Gloria Henry-William Bishop	68	4/15/48	b5/15/48
	Prince of Thieves *C (D)F	J. Hall-P. Morison-A. Jergens	72	Jan. '48	b3/6/48
	Relentless *T (D)F	R. Young-M. Chapman-W. Parker	93	2/20/48	b1/17/48
	Return of the Whistler (My)F	M. Duane-L. Aubet-R. Lane	61	3/18/48	b4/3/48
	Rose of Santa Rosa	Hoosier Hot Shots-E. Noriega	65	12/25/47	
	Sign of the Ram, The (D)A	S. Peters-A. Knox-P. Thaxter	84	Mar. '48	b2/7/48
	Song of Idaho (M-C)F	Hoosier Hot Shots-Kirby Grant	67	3/30/48	b4/10/48
	Swordsman, The *T (D)F	L. Parks-E. Drew-G. Macready	81	1/9/48	b10/11/47
	Thunderhoof (D)F	P. Foster-M. Stuart-W. Bishop	76	7/8/48	b7/10/48
	To the Ends of the Earth (D)A	D. Powell-S. Hasso-Maylia	109	2/27/48	b1/24/48
	Trapped By Boston Blackie (M)	C. Morris-J. Vincent-R. Lane	78	5/13/48	b6/19/48
	Woman from Tangiers, The (D)A	A. Jergens-S. Dunne-M. Duane	66	2/12/48	b3/6/48
	Wreck of the Hesperus (D)F	Willard Parker-Edgar Buchanan	68	2/5/48	b5/29/48

COMING

	Big Sombrero, The *C	Gene Autry-Elena Verdugo			a9/20/47
	Black Arrow, The (D)F	L. Hayward-J. Blair-G. Macready	76		b7/3/48
	Black Eagle, The Story of a Horse	W. Bishop-V. Patton-G. Jones		9/16/48	a7/3/48
	Blondie's Night Out (C)	P. Singleton-A. Lake-L. Simms			a1/10/48
	Blondie's Secret	Singleton-Lake-Kent-Simms			a7/3/48
	Boston Blackie's Chinese Venture	C. Morris-R. Lane-G. E. Stone			a7/17/48
	Dark Past, The	William Holden-Lee J. Cobb			a7/10/48
	First Gentlemen, The (D)A	Jean-Pierre Aumont-Joan Hopkins	111		b5/8/48
	Gallant Blade *C (D)	Larry Parks-Marguerite Chapman			a2/21/48
	Gentleman From Nowhere	Warner Baxter-Fay Baker			a7/3/48
	Her Wonderful Life	Janis Carter-Marc Platt			
	I Surrender Dear	Gloria Jean-David Street			a5/15/48
	Knock On Any Door	H. Bogart-J. Derek-G. Macready-S. Perry			
	Ladies of the Chorus	A. Jergens-R. Brooks-M. Monroe			a7/3/48
	Law of the Barbary Coast	W. Bishop-A. Jergens-S. Dune-G. Henry			
	Loaded Pistols *C	Gene Autry-Barbara Britton			a7/3/48
	Loser Take All	C. Mitchell-J. Nigh-B. Edwards			a6/12/48
	Lovers, The	Cornel Wilde-Patricia Knight			
	Loves of Carmen *T	R. Hayworth-G. Ford-Luther Adler			a5/1/48
	Lulu Belle (D)	D. Lamour-G. Montgomery-A. Dekker	87	Aug. '48	b6/12/48
	Man from Colorado, The *T (D)	Glenn Ford-Ellen Drew-Wm. Holden			a5/24/47
	Manhattan Angel	G. Jean-R. Ford-A. Tyrrell			a6/12/48
	Racing Luck	Stanley Clements-Gloria Henry			a7/17/48
	Return of October, The *T (C)	Glenn Ford-Terry Moore			
	Rusty Leads the Way	Donaldson-Doran-Moffett-Litel			a6/5/48
	Rusty Saves a Life	T. Donaldson-G. Henry-S. Dunne			a7.10/48
	Singin' Spurs	Hoosier Hot Shots-Patricia White			
	Slightly French	Lamour-Carter-Parker-Ameche			a5/8/48
	Song of India	Sabu-G. Russell-T. Bey			
	Strawberry Roan, The *C (W)F	G. Autry-G. Henry-J. Holt	76	Aug. '48	b4/24/48
	Triple Threat	Sammy Baugh-Charles Trippi			
	Undercover Man	Glenn Ford-Nina Foch			
	Untamed Breed, The *C	S. Tufts-B. Britton-G. "G" Hayes			a6/5/48
	Walk a Crooked Mile	Dennis O'Keefe-Louis Hayward			
	Walking Hills, The	R. Scott-E. Raines-W. Bishop			a7/3/48
	Wings Westward *C	Gene Autry-Jimmy Lloyd			

Westerns (Current)

Blazing Across the Pecos	Charles Starrett-Smiley Burnette	55	7/1/48		
Phantom Valley	Charles Starrett-Smiley Burnette	52	2/19/48		
Six Gun Law (W)	C. Starrett-S. Burnette	54	1/9/48		
West of Sonora	Charles Starrett-Smiley Burnette	55	3/25/48		
Whirlwind Raiders	Charles Starrett-Smiley Burnette	54	5/13/48		

Westerns (Coming)

Challenge of the Range	Charles Starrett-Smiley Burnette				
El Dorado Pass	Charles Starrett-Smiley Burnette				
Quick On The Trigger	Charles Starrett-Smiley Burnette				
Smoky Mountain Melody	Roy Acuff-Smoky Mountain Boys				
Trail to Laredo	C. Starrett-S. Burnette-J. Bannon	54	8/12/48		

EAGLE LION

CURRENT

812 Adventures of Casanova (D)F	DeCordova-Bremer-Bey-Sutton	83	2/7/48	b2/28/48	
821 Assigned to Danger (My)	G. Raymond-N. Nash-R. Bice	66	5/19/48	a4/17/48	
826 Canon City (Doc)A	S. Brady-J. Corey-W. Bissell	82	6/30/48	b6/26/48	
824 Close-Up	Alan Baxter-Virginia Gilmore	76	6/9/48		
820 Cobra Strikes, The (My)F	S. Ryan-R. Fraser-L. Brooks	61	4/24/48	b5/22/48	
817 Enchanted Valley, The *C (D)F	A. Curtis-A. Gwynne-C. Grapewin	77	3/27/48	b4/3/48	
810 Heading for Heaven (C)F	S. Erwin-G. Farrell	71	1/17/48	b12/20/47	
808 Linda Be Good (C)A	E. Knox-J. Hubbard-M. Wilson	66	1/3/48	b11/1/47	
815 Man from Texas (D)F	J. Craig-J. Johnston-L. Bari	71	3/6/48	b4/3/48	
825 Mickey *C (C)F	L. Butler-B. Goodwin-I. Hervey	87	6/23/48	b6/19/48	
819 Noose Hangs High (C)F	Abbott-Costello-Downs-Calleia	77	4/17/48	b4/10/48	
830 Northwest Stampede *C (C)F	J. Leslie-J. Craig-J. Oakie	79	7/28/48	b7/3/48	
828 Oliver Twist (D)F	R. Newton-A. Guinness-K. Walsh	116	7/14/48	b7/3/48	
818 October Man, The (D)A	J. Mills-J. Greenwood-E. Chapman	85	3/20/48	b9/6/47	
813 Open Secret (D)A	J. Ireland-J. Randolph-R. Bohnen	70	5/5/48	b7/17/48	
822 Raw Deal (D)A	D. O'Keefe-C. Trevor-M. Hunt	79	5/26/48	b5/22/48	
816 Ruthless (D)A	Z. Scott-L. Hayward-D. Lynn	102	4/3/48	b4/3/48	
829 Shed No Tears	W. Ford-J. Vincent-R. Scott	70	7/2/48	a5/29/48	
811 Smugglers, The *T (D)A	Michael Redgrave-Jean Kent	85	1/31/48	b4/12/47	
827 Spiritualist, The	T. Bey-L. Bari-C. O'Donnell	79	7/7/48		
823 Sword of the Avenger (D)A	R. Del Gado-Sigrid Gurie	72	6/2/48	b5/15/48	
809 T-Men (D)F	Dennis O'Keefe-Mary Meade	91	1/10/48	b12/20/47	
814 Take My Life (D)F	Greta Gynt-Hugh Williams	80	2/28/48	b5/17/47	

COMING

Adventures of Gallant Bess *C (D)	Cameron Mitchell-Audrey Long			a3/20/48	
Behind Locked Doors	L. Bremer-R. Carlson-T. Henry			a7/10/48	
Big Cat, The *T	Lon McCallister-Peggy Ann Garner				
Born to Fight	Scott Brady-Anabel Shaw			a6/5/48	
Broken Journey (D)A	P. Calvert-M. Grahame-F. L. Sullivan	89		b4/24/48	
Calendar, The (C)A	Greta Gynt-John McCallum	79		b6/5/48	
Hollow Triumph	Paul Henreid-Joan Bennett			a5/15/48	
It Always Rains on Sundays	G. Withers-J. Warner	92		b11/29/47	
Lady at Midnight	R. Denning-F. Rafferty-J. Searle			a5/29/48	
Let's Live a Little	Hedy Lamarr-Robert Cummings			a6/5/48	
Man Wanted	Anabel Shaw-Robert Lowery				
Million Dollar Weekend	G. Raymond-O. Massen-F. Lederer				
Mystic, The	T. Bey-C. O'Donnell-L. Bari			a5/15/48	
Philo Vance's Peril	W. Wright-L. Belasco-R. Ames			b1/25/47	
Red Stallion in the Rockies *C	Red Stallion-Arthur Franz				
Strange Mrs. Crane, The	M. Lord-P. Watkin-J. McGuire				
29 Clues	Scott Brady-Richard Basehart			a7/10/48	
Tulsa *T	S. Hayward-R. Preston-P. Armendariz				

Westerns (Current)

853 Check Your Guns (W)F	E. Dean-R. Ates-N. Gates	55	1/24/48	b11/22/47	
856 Hawk of Powder River, The (W)F	E. Dean-R. Ates-J. Holt	54	4/10/48	b3/27/48	
857 Prairie Outlaws	E. Dean-R. Ates-J. Holt	57	5/12/48		
858 Tioga Kid, The (W)F	E. Dean-R. Ates-J. Holt	54	6/17/48	b3/20/48	
854 Tornado Range (W-S)F	Eddie Dean-Roscoe Ates-J. Holt	56	2/21/48	2/21/48	
855 Westward Trail, The (W)F	E. Dean-R. Ates-P. Planchard	56	3/13/48	b3/13/48	

Westerns (Coming)

Gun Fighter	Lash LaRue-Fuzzy St. John-Mary Scott			a12/18/47	

FILM CLASSICS

CURRENT

Blonde Ice (D)A	Leslie Brooks-Robert Paige	73	May '48	b5/22/48	
Date With Murder, A	John Calvert-Catherine Craig				
Devil's Cargo (M)A	J. Calvert-R. Hudson-R. Karns	61	Apr. '48	b3/20/48	
Discovery (Doc)F	Admiral Byrd-Members of Expedition	74	Jan. '48	b4/24/48	
For You I Die (D)A	C. Downs-P. Langton-M. Auer	76	Jan. '48	b1/3/48	
Furia (D)A	Isa Pola-Rosanno Brazzi	89	Jan. '48	b10/25/47	
Inner Sanctum	Mary Beth Hughes-Charles Russell				
Miraculous Journey *C	R. Calhoun-A. Long-V. Grey		July '48		
Money Madness	H. Beaumont-F. Rafferty-H. Warde	73	Apr. '48	b4/3/48	
Sofia *C	Gene Raymond-Sigrid Gurie		July '48		
The Argyle Secrets (My)F	W. Gargan-M. Lord-R. Byrd	63	May '48	b4/24/48	
Unknown Island *C	V. Grey-B. MacLane-P. Reed				
Will It Happen Again? (Doc)A	Adolph Hitler-Eva Braun	62	May '48	b5/22/48	
Women in the Night (D)A	Tala Birell-William Henry	90	Jan. '48	b1/17/48	

METRO-GOLDWYN-MAYER

CURRENT

831 A Date With Judy *T (C)F	W. Beery-J. Powell-E. Taylor	113	July '48	b6/19/48	
818 Alias a Gentleman (C-D)A	W. Beery-T. Drake-D. Patrick	76	Mar. '48	b2/7/48	
820 B. F.'s Daughter (D)A	B. Stanwyck-Heflin-C. Coburn	108	Apr. '48	b2/21/48	
827 Big City (D)M	M. O'Brien-R. Preston-D. Thomas	103	June '48	b3/27/48	
819 Bride Goes Wild, The (C)F	V. Johnson-J. Allyson-B. Jenkins	97	Mar. '48	b2/28/48	
813 Cass Timberlane (D)A	Spencer Tracy-Lana Turner	119	Jan. '48	b11/8/47	
829 Easter Parade *T(M)F	J. Garland-F. Astaire-P. Lawford	103	July '48	b5/29/48	
810 Good News (M-C)F *T	June Allyson-Peter Lawford	95	Dec. '47	b12/6/47	
815 High Wall (D)A	R. Taylor-A. Totter-H. Marshall	99	Feb. '48	b12/20/47	
826 Homecoming (D)A	Gable-Turner-Baxter-Hodiak	113	May '48	b4/10/48	
728 Hucksters, The (C-D)A	C. Gable-D. Kerr-A. Menjou	115	Aug. '47	b6/28/47	
814 If Winter Comes (D)A	W. Pidgeon-D. Kerr-A. Lansbury	97	Jan. '48	b12/27/47	
809 Killer McCoy (D)A	M. Rooney-A. Blyth-B. Donlevy	104	Dec. '47	b10/25/47	
825 Pirate, The *T (M)A	J. Garland-G. Kelly-W. Slezak	102	June '48	b4/3/48	
708 Show-Off, The (C)F	R. Skelton-Marilyn Maxwell	83	Dec. '47	b8/18/47	
824 State of the Union	S. Tracy-K. Hepburn-V. Johnson	124	Apr. '48	b3/27/48	
821 Summer Holiday *T (C)A	Rooney-De Haven-Huston-Morgan	92	5/20/48	b3/13/48	
816 Tenth Avenue Angel (D)F	M. O'Brien-A. Lansbury-G. Murphy	74	Feb. '48	b1/17/48	
808 This Time for Keeps *T (M-S)	E. Williams-L. Melchior	105	Nov. '47	b10/11/47	
817 Three Daring Daughters *T (M)F	J. MacDonald-J. Iturbi-J. Powell	115	Mar. '48	b2/14/48	

Title — *Company*

D

Daisy Kenyon — 20th-Fox
Dangerous Years — 20th-Fox
Daredevils of the Clouds — Rep.
Dark Past — Col.
Daughter of Darkness — Para.
Date With Judy, A — MGM
Date With Murder, A — FC
Dead Don't Dream, The — UA
Dear Murderer — UI
Decision of Christopher Blake — WB
Deep Waters — 20th-Fox
Design for Death — RKO
Devil's Cargo — FC
Disaster — Para.
Discovery — FC
Docks of New Orleans — Mono.
Double Life, A — UI
Dream Girl — Para.
Drums Along the Amazon — Rep.
Dude Goes West, The — Allied
Duel in the Sun — Selznick
Dynamite — Para.

E

Easter Parade — MGM
Embraceable You — WB
Emperor Waltz, The — Para.
Enchanted Valley — EL
Enchantment — RKO
End of the River — UI
Escape — 20th-Fox
Every Girl Should Be Married — RKO
Eyes of Texas — Rep.

F

False Paradise — UA
Fame Is the Spur — U-I
Family Honeymoon — U-I
Fan, The — 20th-Fox
Far Frontier — Rep.
Feudin', Fussin' and A-Fightin' — U-I
Fighter Squadron — WB
Fighting Back — 20th-Fox
Fighting Father Dunne — RKO
Fighting Mad — Mono.
First Gentleman, The — Col.
Flaxy Martin — WB
Foreign Affair, A — Para.
For the Love of Mary — U-I
For You I Die — FC
Fort Apache — RKO
Fountainhead, The — WB
Four Faces West — UA
French Leave — Mono.
Fuller Brush Man — Col.
Furia — FC
Fury at Furnace Creek — 20th-Fox

G

Gallant Blade — Col.
Gallant Legion, The — Rep.
Gay Amigo — UA
Gay Intruders — 20th-Fox
Gay Ranchero, The — Rep.
Gentleman From Nowhere — Col.
Gentleman's Agreement — 20th-Fox
Girl From Jones Beach — WB
Girl From Manhattan, The — UA
Give My Regards to Broadway — 20th-Fox
Golden Eye, The — Mono.
Good News — MGM
Good Sam — RKO
Good Time Girl — U-I
Great Gatsby, The — Para.
Green Grass of Wyoming — 20th-Fox
Guns of Hate — RKO

H

Half-Past Midnight — 20th-Fox
Hamlet — U-I
Hatter's Castle — Para.
Hazard — Para.
Heading for Heaven — EL
Heart of Virginia — Rep.
Heiress, The — Para.
Henry the Fifth — UA
Her Wonderful Life — Col.
Here Comes Trouble — UA
High Tension — Mono.
High Wall — MGM
Hills of Home — MGM
Holiday Camp — U-I
Hollow Triumph — EL
Homecoming — MGM
Homicide for Three — Rep.
House Across the Street — WB
Hucksters, The — MGM
Hungry Hill — U-I
Hunted, The — Allied

I

I Became a Criminal — WB
Idol of Paris — WB
If Winter Comes — MGM
If You Knew Susie — RKO

Title	Company
I, Jane Doe	Rep.
Indian Agent	RKO
Indian Scout	UA
Inner Sanctum	FC
Inside Story, The	Rep.
Interference	RKO
Intrigue	UA
I Remember Mama	RKO
Iron Curtain	20th-Fox
Isn't It Romantic?	Para.
I Surrender Dear	Col.
It Always Rains on Sunday	EL
I Walk Alone	Para.
I Wouldn't Be in Your Shoes	Mono.

J

Jiggs & Maggy in Society	Mono.
Jinx Money	Mono.
Joan of Arc	RKO
Joe Palooka in Winner Take All	Mono.
John Loves Mary	WB
Johnny Belinda	WB
Judge Steps Out, The	RKO
Julia Misbehaves	MGM
June Bride	WB
Jungle Goddess	SGP

K

Key Largo	WB
Kidnapped	Mono.
Killer McCoy	MGM
King of the Gamblers	Rep.
Kings of the Olympics (Pt. 1)	UA
Kiss in the Dark	WB
Kissing Bandit	MGM
Knock on Any Door	Col.

L

Ladies of the Chorus	Col.
Lady at Midnight	EL
Lady Surrenders, A	UI
Laff-Time	UA
Larceny	U-I
Last of the Badmen	Allied
Law of the Barbary Coast	Col.
Le Silence est D'Or	RKO
Let's Live a Little	EL
Letter From an Unknown Woman	U-I
Let's Live Again	20th-Fox
Life With Father	WB
Lightnin' in the Forest	Rep.
Linda Be Good	EL
Little Women	MGM
Loaded Pistols	Col.
Long Denial, The	RKO
Look for the Silver Lining	WB
Loser Take All	Col.
Lovers, The	Col.
Loves of Carmen	Col.
Luck of the Irish, The	20th-Fox
Luckiest Girl in the World	MGM
Lucky Stiff	UA
Lulu Belle	Col.
Luxury Liner	MGM

M

Macbeth	Rep.
Madonna of the Desert	Rep.
Mad Wednesday	UA
Magic Bow	U-I
Man About the House	20th-Fox
Main Street Kid	Rep.
Man-Eaters of Kumaon	U-I
Man of Evil	UA
Man From Colorado, The	Col.
Man From Texas	EL
Manhattan Angel	Col.
Man Wanted	EL
Mark of the Lash	SGP
Mary Lou	Col.
Mating of Millie	Col.
Meet Me at Dawn	20th-Fox
Melody Time	RKO
Mexican Hayride	U-I
Michael O'Halloran	Mono.
Mickey	EL
Million Dollar Weekend	EL
Mine Own Executioner	20th-Fox
Miracle of the Bells	RKO
Miracle in Harlem	SG
Miraculous Journey	FC
Miss Mink of 1949	20th-Fox
Mr. Blandings Builds His Dream House	SRO
Mr. Joseph Young of Africa	RKO
Mr. Peabody and the Mermaid	U-I
Mr. Reckless	Para.
Money Madness	FC
Moonrise	Rep.
Music Man	Mono.
My Blonde Heaven	UA
My Brother Jonathan	Mono.
My Dear Secretary	UA
My Dream Is Yours	WB
My Own True Love	Para.
Mystery in Mexico	RKO
My Girl Tisa	WB
My Wild Irish Rose	WB
Mystic, The	EL

COMING

	Act of Violence	Van Heflin-Robert Ryan			
	Barkleys of Broadway *T	F. Astaire-G. Rogers-O. Levant-B. Burke			
	Best Things in Life Are Free	James Mason-Barbara Bel Geddes			
	Bribe, The	Taylor-Gardner-Laughton-Hodiak			
	Command Decision	Gable-Hodiak-Johnson-Pidgeon			
	Hills of Home *T	Lassie-E. Gwenn-J. Leigh			a11/15/47
	Julia Misbehaves	G. Garson-W. Pidgeon-C. Romero		Sept. '48	a5/29/48
	Kissing Bandit, The *T	F. Sinatra-K. Grayson			a8/23/47
	Little Women *T	Allyson-O'Brien-Taylor-Lawford			
	Luxury Liner *T	G. Brent-F. Gifford-J. Powell			a11/15/47
	No Minor Vices	Dana Andrews-Lilli Palmer			
	Numbers Racket, The	John Garfield-Thomas Gomez			
828	On An Island With You *T (M)F	E. Williams-P. Lawford	107		b5/1/48
	Piccadilly Incident (D)A	Anna Neagle-Michael Wilding	88		b8/31/47
830	Search, The (D)F	Montgomery Clift-Aline MacMahon	105	Aug. '48	b3/27/48
	Southern Yankee, A	R. Skelton-B. Donlevy-A. Dahl		Sept. '48	a5/29/48
	Sun in the Morning *T	J. MacDonald-C. Jarman, Jr.-Lassie			
	Take Me Out to the Ball Game *T	F. Sinatra-E. Williams-G. Kelly			
	Three Godfathers *T	J. Wayne-P. Armendariz-H. Carey, Jr.			
	Three Musketeers *T	Turner-Kelly-Heflin-Allyson			a5/22/48
	Words and Music *T	J. Garland-M. Rooney-T. Drake			

MONOGRAM

CURRENT

4708	Angels' Alley (D)F	L. Gorcey-H. Hall-B. Benedict	67	3/21/48		b1/31/48
4713	Campus Sleuth (My)F	F. Stewart-J. Preisser-B. Sherwood	57	4/18/48		b6/5/48
626	Chinese Ring, The (My)F	R. Winters-W. Douglas-V. Sen Young	68	12/6/47		b12/27/47
4712	Docks of New Orleans (My)F	Roland Winters-Victor Sen Young	64	4/4/48		b5/15/48
4709	Fighting Mad (D)F	L. Errol-J. Kirkwood-E. Knox	75	2/7/48		b2/21/48
4714	French Leave (C-D)F	Jackie Cooper-Jackie Coogan	64	4/25/48		b5/8/48
4720	Golden Eye, The	R. Winters-M. Moreland	69	8/22/48		
4716	I Wouldn't Be in Your Shoes (My)A	Don Castle-Elyse Knox	70	5/23/48		b5/8/48
4704	Jiggs & Maggie in Society (C)F	Joe Yule-Renie Riano	67	1/10/48		b2/14/48
4717	Jinx Money (My)F	Gorcey-Hall-Caldwell-McKay	68	6/27/48		b5/22/48
4719	Joe Palooka in Winner Take All	Joe Kirkwood, Jr.-Elyse Knox				a6/19/48
4707	Perilous Waters (D)A	D. Castle-A. Long	64	2/14/48		a12/13/47
4705	Rocky (D)F	Roddy McDowall-"Rags"-E. Barrier	76	3/7/48		b5/8/48
4710	Rose of the Rio Grande	Movita-John Carroll	60	3/14/48		
4718	Shanghai Chest, The	R. Winter-D. Best-J. Alvin	65	7/11/48		
4801	16 Fathoms Deep (D)F	L. Chaney-A. Lake-T. Chandler		7/25/48		b6/12/48
627	Smart Politics (M-C)F	F. Stewart-J. Preisser-F. Darro	68	1/3/48		b3/6/48
4715	Stage Struck (D)A	Audrey Long-Kane Richmond	71	6/13/48		b5/15/48

COMING

	Bowery Comeback	Leo Gorcey-Huntz Hall-Frankie Darro				
	High Tension	Gorcey-Hall-Dell-Parrish				a7/10/48
	Kidnapped	Roddy McDowall-Ferris Taylor				
4719	Michael O'Halloran (D)F	Scotty Beckett-Allene Roberts	79	8/8/48		b6/19/48
4721	Music Man	Phil Brito-Freddie Stewart				a7/17/48
	My Brother Jonathan (D)A	M. Denison-D. Gray	105	Oct. '48		b3/13/48
	Smugglers' Cove	L. Gorcey-H. Hall-G. Dell				a6/5/48
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	Nov. '48		b3/29/48

Westerns (Current)

4757	Back Trail	Johnny Mack Brown-Raymond Hatton	54	7/18/48		
4762	Cowboy Cavalier	J. Wakely-C. Taylor		7/4/48		
4755	Crossed Trails	Johnny Mack Brown-Raymond Hatton	53	4/11/48		
4756	Frontier Agent	Johnny Mack Brown-Raymond Hatton	56	5/16/48		
	Gallant Texan	Jimmy Wakely-"Cannonball" Taylor				
674	Gun Talk (W)F	J. M. Brown-R. Hatton-C. McIntyre	57	12/20/47		b1/3/45
4761	Oklahoma Blues	J. Wakely-C. Taylor-V. Belmont	56	3/28/48		
4751	Overland Trail	J. Mack Brown-R. Hatton-V. Belmont	58	1/31/48		
4765	Partners in the Sunset	J. Wakely-Cannonball Taylor	53	5/6/48		
4766	Range Renegades	J. Wakely-C. Taylor-C. Larson	54	6/6/48		
686	Song of the Drifter	J. Wakely-C. Taylor-M. Coles	53	1/17/48		
4752	Triggerman	Johnny Mack Brown-Raymond Hatton	56	6/20/48		

Westerns (Coming)

4753	Fighting Ranger	Johnny Mack Brown-Raymond Hatton		8/15/48		
	Sheriff From Medicine Bow	Johnny Mack Brown-Raymond Hatton				
	Silver Trails	Wakely-Taylor-Larson				
	Rangers Ride	Wakely-"Cannonball" Taylor-Belmont				

PARAMOUNT

CURRENT

4709	Albuquerque *C (WD)F	R. Scott-B. Britton-G. Hayes	89	2/20/48		b1/24/48
4713	Big Clock, The (M-D)A	R. Milland-C. Laughton-M. O'Sullivan	95	4/9/48		b2/21/48
4706	Big Town After Dark (D)A	Philip Reed-Hillary Brooke	69	12/12/47		b11/22/47
4722	Big Town Scandal (D)F	Philip Reed-Hillary Brooks	61	7/30/48		
4711	Caged Fury (D)F	Richard Denning-Sheila Ryan	61	3/5/48		b2/14/48
4721	Dream Girl (C)F	B. Hutton-M. Carey-P. Knowles	85	7/23/48		b5/8/48
4720	Emperor Waltz, The *T (C)F	Bing Crosby-Joan Fontaine	103	7/2/48		b5/8/48
4718	Hatter's Castle (D)A	R. Newton-J. Mason-D. Kerr	105	6/18/48		b4/17/48
4716	Hazard (C)F	P. Goddard-M. Carey-F. Clark	100	5/28/48		b3/20/48
4708	I Walk Alone (D)F	B. Lancaster-L. Scott-K. Douglas	96	1/16/48		b12/20/47
4712	Mr. Reckless (D)F	W. Eythe-B. Britton-W. Catlett	66	3/26/48		b2/28/48
4707	Road to Rio (C)F	B. Crosby-B. Hope-D. Lamour	101	12/25/47		b11/22/47
4710	Saigon (D)A	A. Ladd-V. Lake-D. Dick	94	3/12/48		b2/7/48
4714	Sainted Sisters, The (C-D)A	V. Lake-J. Caulfield-B. Fitzgerald	89	4/30/48		b3/13/48
4717	Shaggy *C (D)F	B. Joyce-G. Nokes-R. Shayne	71	6/11/48		b4/17/48
4715	Speed to Spare (D)F	R. Arlen-J. Rogers-R. Travis	57	5/14/48		b3/13/48
4725	Unconquered *T (D)F	Gary Cooper-Paulette Goddard	146	4/2/48		b9/27/47
4719	Waterfront at Midnight (D)A	W. Gargan-M. B. Hughes-R. Travis	63	6/25/48		b5/8/48

COMING

	Accused, The	L. Young-R. Cummings-W. Corey				a6/19/48
4726	Beyond Glory (D)F	A. Ladd-D. Reed-G. Macready	82	9/3/48		b6/19/48
	Connecticut Yankee, A *T (MC)	B. Crosby-R. Fleming				a1/31/48
	Daughter of Darkness (D)A	Anne Crawford-Maxwell Reed	91			b2/28/48
4806	Disaster	R. Denning-T. Marshall-D. O'Flynn	60	12/3/48		a6/19/48
	Dynamite	William Gargan-Leslie Brooks				a6/12/48
4724	Foreign Affair, A (C)A	J. Arthur-M. Dietrich-J. Lund	116	8/20/48		b6/19/48
	Great Gatsby, The	A. Ladd-B. Field-B. Sullivan				a6/12/48
	Heiress, The	De Havilland-Richardson-Clift-Hopkins				
4802	Isn't It Romantic?	Lake-DeWolfe-Knowles-Freeman		10/8/48		a5/29/48
	My Own True Love (D)	Phyllis Calvert-M. Douglas				a8/16/47
4803	Night Has a Thousand Eyes, The (D)A	E. G. Robinson-G. Russell-J. Lund	81			b7/17/48
	Now and Forever	C. Rains-M. Carey-W. Hendrix				a5/15/48
	One Woman	A. Ladd-D. Reed-J. Havoc-B. Kroeger				
4807	Paleface, The *T	Bob Hope-Jane Russell	83	11/2/48		a3/6/48
	Strange Temptation	R. Milland-T. Mitchell-A. Totter				a7/10/48
	Special Agent	W. Eythe-L. Elliott-C. Mathews				a6/26/48
4723	So Evil My Love (D)A	R. Milland-A. Todd-G. Fitzgerald	109	8/6/48		b3/13/48
4804	Sealed Verdict (D)	Ray Milland-Florence Marly	83	11/5/48		a3/6/48

	Sorrowful Jones	Bob Hope-Lucille Ball				a7/10/48
4801	Sorry, Wrong Number	B. Stanwyck-B. Lancaster-A. Richards.	89		9/24/48	a5/15/48
	Streets of Laredo	Holden-Carey-Bendix-Freeman				
4805	Tatlock Millions	Hendrix-Lund-Fitzgerald-Woolley			11/19/48	a6/19/48
	Whispering Smith *T	A. Ladd-R. Preston-B. Marshall				a6/14/47

RKO RADIO

			CURRENT	Trade Shown		
814	Arizona Ranger, The (D)F	T. Holt-J. Holt-N. Leslie	63	May '48		b4/3/48
951	Best Years of Our Lives	F. March-M. Loy-D. Andrews	172	Dec. '47		b11/23/46
815	Berlin Express (D)R	Oberon-Ryan-Korvin-Lukas	86	June '48		b4/10/48
871	Design for Death (Doc)F	Japanese Cast	48	Jan. '48		b2/7/48
816	Fighting Father Dunne (D)F	Pat O'Brien-Darryl Hickman	93	June '48		b5/15/48
870	Fort Apache (D)A	J. Wayne-H. Fonda-S. Temple	127	Mar. '48		b3/13/48
819	Guns of Hate (W)F	Tim Holt-Nan Leslie	61	June '48		b5/22/48
811	If You Knew Susie (C)F	E. Cantor-J. Davis-A. Joslyn	90	Jan. '48		b2/7/48
868	I Remember Mama (C-D)F	I. Dunne-B. Bel Geddes-O. Homolka	134	Mar. '48		b3/13/48
893	Melody Time *T (M)F	R. Rogers-D. Day-Andrews Sisters	75	7/1/48		b5/22/48
869	Miracle of the Bells (D)	F. MacMurray-Valli-F. Sinatra	120	Mar. '48		b3/6/48
867	Pearl, The (D)A	Pedro Armendariz-Maria Elena Marques	78	Feb. '48		b2/14/48
821	Race Street (D)A	G. Raft-W. Bendix-M. Maxwell	79	July '48		b5/15/48
817	Return of the Badmen (W)A	Randolph Scott-Anne Jeffreys	90	July '48		b5/15/48
813	Tarzan and the Mermaids (D)F	Weissmuller-Joyce-Christian	67	May '48		b4/3/48
866	Tycoon *T (D)F	John Wayne-Laraine Day	128	Dec. '47		b12/6/47
812	Western Heritage (W)F	Tim Holt-Nan Leslie	61	Jan. '48		b1/31/48
		COMING				
	Baltimore Escapade	R. Young-S. Temple-J. Agar				
	Blood on the Moon	Mitchum-Bel Geddes-Preston-Brennan				a6/12/48
	Bodyguard	Lawrence Tierney-Priscilla Lane				a7/3/48
	Boy With Green Hair *T	O'Brien-Ryan-Hale-Stockwell				a6/12/48
	Brothers in the Saddle	T. Holt-R. Martin-R. Powers				
	Enchantment	David Niven-Teresa Wright			Nov. '48	a7/3/48
	Every Girl Should Be Married	C. Grant-F. Tone-D. Lynn				
	Good Sam (C)	Gary Cooper-Ann Sheridan			Sept. '48	a2/14/48
	Gun Runners	Tim Holt-Richard Martin-Martha Hyer				
	Indian Agent	T. Holt-R. Martin-N. Leslie				a7/5/47
	Interference	Mature-Ball-Tufts-Scott				
	Joan of Arc *T (D)	I. Bergman-J. Ferrer-J. Emery				a1/3/48
	Judge Steps Out, The (D)	A. Knox-A. Southern-G. Tobias				a7/5/47
864	Le Silence est D'Or (C)A	Maurice Chevalier-M. Derrien	89			b10/25/47
	Long Denial, The	M. O'Hara-M. Douglas-B. Williams				a6/5/48
	Mr. Joseph Young of Africa	Johnson-Armstrong-Toomey-Moore				
822	Mystery in Mexico (My)F	W. Lundigan-J. White-R. Cortez	65			b6/26/48
	Outlaw Valley	Tim Holt-Richard Martin				
	Rachel and the Stranger (D)	L. Young-W. Holden-R. Mitchum			Nov. 48	a12/27/47
	Roughshod (D)	R. Sterling-C. Jarman-G. Grahame				a9/6/47
	Set-Up, The	Robert Ryan				
	Song Is Born, A *T (M)	D. Kaye-V. Mayo-B. Goodman			Oct. '48	a3/20/48
	Station West (D)	D. Powell-J. Greer-A. Moorehead			Nov. '48	a12/13/47
	Tarzan and the Arrow of Death	L. Barker-E. Ankers-B. Joyce				
820	Twisted Road, The (D)A	C. O'Donnell-F. Granger-H. DaSilva	95	Sept. '48		b6/26/48
	Variety Time	Paar-Carle-Errol-Kennedy				
872	Velvet Touch, The (D)	Russell-Genn-Trevor-Greenstreet			Aug. '48	a2/14/48
	Weep No More	Cotten-Valli-Paar-Byington				a7/3/48
	Window, The	B. Hale-B. Driscoll-A. Kennedy				a5/15/48

REPUBLIC

			CURRENT			
728	Bill and Coo *U (N)F	George Burton's Birds	61	3/28/48		b12/27/47
703	Campus Honeymoon (MC)F	Wilde Twins-R. Crane-A. Mara	61	2/1/48		b1/31/48
732	Eyes of Texas *U	Rogers-Roberts-Sons of Pioneers	70	7/15/48		a7/10/48
715	Gallant Legion, The (W)F	W. Elliott-J. Schildkraut-A. Booth	88	7/25/48		b5/29/48
644	Gay Ranchero *U (W)F	R. Rogers-T. Guizar-J. Frazee	72	1/10/48		b1/31/48
707	Heart of Virginia (D)F	Janet Martin-Robert Lowery	60	4/25/48		b5/8/48
710	I, Jane Doe (D)F	R. Hussey-J. Carroll-V. Ralston	85	5/25/48		b5/15/48
705	Inside Story, The (C-D)F	M. Hunt-W. Lundigan-C. Winninger	87	3/14/48		b3/27/48
709	King of the Gamblers (D A	Janet Martin-William Wright	60	5/10/48		b6/5/48
706	Lightin' in the Forest (D)F	L. Roberts-D. Barry-W. Douglas	58	3/25/48		b4/24/48
704	Madonna of the Desert (D)F	L. Roberts-D. Castle-D. Barry	60	2/23/48		b3/13/48
701	Main Street Kid, The (C)F	A. Pearce-J. Martin-A. Mowbray	64	1/1/48		b1/17/48
708	Old Los Angeles (W)	W. Elliott-J. Carroll-C. McLeod	88	4/25/48		a1/17/48
711	Secret Service Investigator (D)F	Lynn Roberts-Lloyd Bridges	60	5/31/48		b6/5/48
702	Slippy McGee (D)A	D. Barry-D. Evans-T. Brown	65	1/15/48		b1/24/48
712	Train to Alcatraz (D)A	D. Barry-J. Martin-W. Phipps	60	6/28/48		b7/17/48
731	Under California Stars *U (W)F	R. Rogers-J. Frazee-A. Devine	70	5/1/48		b5/15/48
		COMING				
	Angel in Exile	Carroll-Mara-Gomez-Bedoya				a7/17/48
	Daredevils of the Clouds	Robert Livingston-Mae Clarke	60	8/10/48		a7/17/48
	Drums Along the Amazon	Brent-Ralston-Aherne-Bennett				
	Far Frontier	R. Rogers-F. Willing-G. Davis				
	Homicide for Three	W. Douglas-A. Young-F. Withers				a7/17/48
	Macbeth (D)	O. Welles-J. Nolan-R. McDowell				a8/23/48
714	Moonrise	D. Clark-G. Russell-E. Barrymore	90	10/1/48		a5/8/48
	Nightime in Nevada *U	R. Rogers-A. Mara-A. Devine				a7/10/48
	Out of the Storm	Jimmy Lydon-Lois Collier		8/9/48		
	Plunderers, The *U	R. Cameron-I. Massey-A. Booth				
	Red Pony, The *T (D)	M. Loy-R. Mitchum-L. Calhern				a10/25/47
	Sons of Adventure	Russel Hayden-Lynne Roberts		8/27/48		
	Wake of the Red Witch	John Wayne-Gail Russell				
		Westerns (Current)				
752	Bandits of Dark Canyon (W)F	Allan Lane-Bob Steele	59	12/15/47		b12/13/47
754	Bold Frontiersman, The (W)F	Allan Lane-Black Jack	60	4/15/48		b5/8/48
654	California Firebrand *U (W)F	Monte Hale-Adrian Booth	63	4/1/48		b5/8/48
755	Carson City Raiders (W)F	A. Lane-E. Waller-B. Jons	60	5/13/48		b5/29/48
756	Marshall of Amarillo	Allan "Rocky" Lane-Eddy Waller	60	7/25/48		
753	Oklahoma Badlands (W)F	A. "Rocky" Lane-Black Jack	59	2/22/48		b4/24/48
656	Timber Trail *U (W)F	M. Hale-L. Roberts-J. Burke	67	6/15/48		b7/10/48
652	Under Colorado Skies *U	Monte Hale-Adrian Booth	65	12/15/47		b12/27/47
		Westerns (Coming)				
	Denver Kid, The	A. Lane-E. Waller-C. Gallagher				
	Desperadoes of Dodge City	A. Lane-E. Waller-M. Coles				
	Grand Canyon Trail *U	R. Rogers-A. Devine-F. Willing				
	Son of God's Country	Monte Hale				

SCREEN GUILD PRODUCTIONS

	Frontier Fury	Lash LaRue-Fuzzy St. John				
4802	Jungle Goddess	G. Reeves-L. Leeds-Armida		8/13/48		
	Mark of the Lash	L. LaRue-A. St. John-P. Stewart				
X-3	Miracle in Harlem	Stepin Fetchit	71	6/11/48		

SHOWMEN'S TRADE REVIEW

Title — *Company*

N

Naked City — U-I
Nicholas Nickelby — U-I
Night Beat — WB
Night Has a Thousand Eyes — Para.
Night Unto Night — WB
Night Wind — 20th-Fox
Nighttime in Nevada — Rep.
No Minor Vices — MGM
Noose Hangs High — EL
Northwest Stampede — EL
Now and Forever — Para.
Numbers Racket, The — MGM

O

October, Man, The — EL
O'Flynn, The — U-I
Oh Say Can You Sing — Univ.
Old Los Angeles — Rep.
Oliver Twist — EL
On an Island With You — MGM
On Our Merry Way — UA
One Last Fling — WB
One Night With You — UI
One Sunday Afternoon — WB
One Touch of Venus — U-I
Open Secret — EL
One Woman — Para.
Out of the Storm — Rep.
Outlaw Valley — RKO
Outpost in Morocco — UA

P

Paleface — Para.
Panhandle — Allied
Paradine Case — Selznick
Pearl, The — RKO
Perilous Waters — Mono.
Philo Vance's Peril — EL
Piccadilly Incident — MGM
Pirate, The — MGM
Pirates of Monterey — U-I
Pitfall — UA
Plunderers, The — Rep.
Port Said — Col.
Portrait of Jennie — SRO
Prairie, The — SG

R

Race Street — RKO
Rachel and the Stranger — RKO
Racing Luck — Col.
Raw Deal — EL
Red Pony, The — Rep.
Red River — UA
Red Stallion in the Rockies — EL
Reign of Terror — 20th-Fox
Relentless — Col.
Return of the Badmen — RKO
Return of October — Col.
Return of Wildfire — SGP
River Lady — U-I
Road House — 20th-Fox
Road to Rio — Para.
Road to the Big House — SG
Rocky — Mono.
Rogues' Regiment — U-I
Romance on the High Seas — WB
Rope — WB
Rose of the Rio Grande — Mono.
Roses Are Red — 20th-Fox
Roughshod — RKO
Rusty Leads the Way — Col.
Rusty Saves a Life — Col.
Ruthless — EL

S

Saigon — Para.
Sainted Sisters — Para.
Sand — 20th-Fox
Saxon Charm, The — U-I
Scudda Hoo, Scudda Hay — 20th-Fox
Sealed Verdict — Para.
Search, The — MGM
Secret Beyond the Door, The — U-I
Secret Service Investigator — Rep.
Senator Was Indiscreet — U-I
Set-Up, The — RKO
Shaggy — Para.
Shanghai Chest, The — Mono.
Shed No Tears — EL
Show-Off — MGM
Silent Conflict — UA
Silver River — WB
Singin' Spurs — Col.
Sinister Journey — UA
Sitting Pretty — 20th-Fox
Sixteen Fathoms Deep — Mono.
Sleep, My Love — UA
Slightly French — Col.
Slippy McGee — Rep.
Smart Girls Don't Talk — WB
Smart Politics — Mono.
Smart Woman — Allied
Smugglers, The — EL
Smugglers Cove — Mono.

Title	Company
Snake Pit, The	20th-Fox
Snowbound	U-I
So Evil My Love	Para.
Sofia	FC
Song Is Born, A	RKO
Song of India	Col.
Song of My Heart	Allied
Sons of Adventure	Rep.
Sorry, Wrong Number	Para.
Sorrowful Jones	Para.
So This Is New York	UA
South of St. Louis	WB
Southern Yankee, A	MGM
Special Agent	Para.
Speed to Spare	Para.
Spiritualist, The	EL
Stage Struck	Mono.
State of the Union	MGM
Station West	RKO
Strange Gamble	UA
Strawberry Roan	Col.
Strange Mrs. Crane, The	EL
Strange Temptation	Para.
Street With No Name	20th-Fox
Streets of Laredo	Para.
Strike It Rich	AA
Summer Holiday	MGM
Sword of the Avenger	EL
Swordsman	Col.

T

Take Me Out to the Ball Game	MGM
Take My Life	EL
Tap Roots	U-I
Tarzan and the Arrow of Death	RKO
Tarzan and the Mermaids	RKO
Tatlock Millions, The	Para.
Temptation Harbour	Mono.
Tenth Avenue Angel	MGM
Texas, Brooklyn & Heaven	UA
That Lady in Ermine	20th-Fox
That Wonderful Urge	20th-Fox
The Argyle Secrets	FC
Thirteen Lead Soldiers	20th-Fox
This Was a Woman	20th-Fox
Three Daring Daughters, The	MGM
Three Godfathers	MGM
Three Musketeers	MGM
Three Wives	20th-Fox
Time of Your Life	UA
T-Men	EL
To the Ends of the Earth	Col.
To the Victor	WB
Trail of the Mounties	SG
Train to Alcatraz	Rep.
Treasure of Sierra Madre	WB
Triple Threat	Col.
Trouble Preferred	20th-Fox
29 Clues	EL
Tucson	20th-Fox
Tulsa	EL
Twisted Road, The	RKO
Two Guys from Texas	WB
Tycoon	RKO

U

Unafraid, The	U-I
Unconquered	Para.
Under California Stars	Rep.
Under Capricorn	WB
Undercover Man	Col.
Unfaithfully Yours	20th-Fox
Unknown Island	FC
Untamed Breed, The	Col.
Up in Central Park	U-I

V

Variety Time	RKO
Velvet Touch, The	RKO
Vendetta	UA
Vicious Circle, The	UA
Voice of the Turtle	WB

W

Wake of the Red Witch	Rep.
Walking Hills	Col.
Wallflower	WB
Walls of Jericho	20th-Fox
Walk a Crooked Mile	Col.
Waterfront at Midnight	Para.
Weep No More	RKO
West of Tomorrow	20th-Fox
Western Heritage	RKO
When My Baby Smiles at Me	20th-Fox
When a Man's a Man	Allied
Where the North Begins	SG
While I Live	20th-Fox
Whiplash	WB
Whispering Smith	Para.
Who Killed 'Doc' Robbin?	UA
Will It Happen Again?	FC
Window, The	RKO
Wings Westward	Col.
Winner's Circle, The	20th-Fox
Winter Meeting	WB
Woman from Tangiers	Col.
Woman in White	WB
Women in the Night	FC
Woman's Vengeance	UI
Words and Music	MGM
Wreck of the Hesperus	Col.

Y

Years Between	U-I
Yellow Sky	20th-Fox
You Gotta Stay Happy	U-I
You Were Meant for Me	20th-Fox
Younger Brothers, The	WB

	Outlaw Country	Lash LaRue-Fuzzy St. John-P. Stewart					
4705	Prairie, The (D)	L. Aubert-A. Baxter		76	5/21/48		a12/27/47
4801	Return of Wildfire	R. Arlen-P.Morison-M. B. Hughes					
4706	Road to the Big House, The (D)A	J. Shelton-A. Doran-G. Williams		72	12/27/47		b11/1/47
4708	Trail of the Mounties	R. Hayden-Jennifer Holt		42	2/21/48		
4707	Where the North Begins (D)F	R. Hayden-J. Holt-T. Coffin		40	12/13/48		b4/17/48

SELZNICK RELEASING ORGANIZATION

CURRENT

	Mr. Blandings Builds His Dream House (C)F	C. Grant-M. Loy-M. Douglas	94				b3/17/48
	Paradine Case, The (D)A	G. Peck-A. Todd-C. Laughton-Valli	132		Jan. '48		b1/3/48

COMING

	Portrait of Jennie (D)	J. Jones-J. Cotten-E. Barrymore					a11/1/47

20TH-FOX

CURRENT 1947-'48

809	An Ideal Husband *T (C-D)A	P. Goddard-M. Wilding-D. Wynyard	96		Mar. '48		b11/29/47
820	Anna Karenina (D)A	V. Leigh-R. Richardson-K. Moore	110		May '48		b2/28/48
817	Arthur Takes Over (C)F	Lois Collier-Richard Crane	63		May '48		b4/10/48
805	Call Northside 777 (D)A	J. Stewart-R. Conte-L. J. Cobb	111		Feb. '48		b1/24/48
801	Captain from Castile (D)F *T	T. Power-J. Peters-C. Romero	140		Jan. '48		b11/29/47
807	Challenge, The (D)F	T. Conway-J. Vincent-R. Stapley	68		Mar. '48		b2/28/48
825	Checkered Coat, The	T. Conway-N. Nash-H. Hatfield	67		July '48		
819	Counterfeiters, The (My)A	John Sutton-Doris Merrick	74		June '48		b6/5/48
731	Daisy Kenyon (D)A	J. Crawford-D. Andrews-H. Fonda	98		Dec. '47		b11/29/47
804	Dangerous Years (D)F	William Halop-Ann E. Todd	61		Feb. '48		b12/20/47
821	Deep Waters (D)F	D. Andrews-J. Peters-C. Romero	85		July '48		b7/3/48
815	Fury at Furnace Creek (W)	V. Mature-C. Gray	88		May '48		b4/10/48
806	Gentleman's Agreement (D)F	G. Peck-D. McGuire-J. Garfield	118		Mar. '48		b11/15/47
827	Give My Regards to Broadway *T (C)F	D. Dailey-C. Winninger-N. Guild	89		June '48		b5/22/48
818	Green Grass of Wyoming *T (D)F	P. Cummins-C. Coburn-R. Arthur	89		June '48		b4/24/48
808	Half Past Midnight (D)F	K. Taylor-P. Knudsen-J. Sawyer	69		Mar. '48		b3/6/48
816	Iron Curtain, The (D)A	D. Andrews-G. Tierney-J. Havoc	87		May '48		b5/8/48
813	Let's Live Again (D)F	J. Emery-J. Millican-T. Holmes	68		Apr. '48		b3/6/48
812	Meet Me at Dawn (C)A	W. Eythe-S. Holloway-B. Campbell	89		Apr. '48		b3/20/48
824	Mine Own Executioner (D)A	B. Meredith-K. Moore-D. Gray	102		July '48		b12/6/47
734	Roses Are Red (My)A	Don Castle-Peggy Knudsen	67		Dec. '47		b11/8/47
823	Street With No Name, The (Doc)A	M. Stevens-R. Widmark-L. Nolan	91		July '48		b6/26/48
811	Scudda Hoo, Scudda Hay *T (D)F	J. Haver-L. McCallister-W. Brennan	95		Apr. '48		b3/6/48
810	Sitting Pretty (C)A	R. Young-M. O'Hara-C. Webb	84		Apr. '48		b2/28/48
814	Thirteen Lead Soldiers (My)F	Tom Conway-Maria Palmer	66		Apr. '48		b6/5/48
802	You Were Meant for Me (MC-D)F	J. Crain-D. Dailey-O. Levant	91		Feb. '48		b1/24/48

COMING

	Apartment for Peggy *T	J. Crain-W. Holden-E. Gwenn					a5/1/48
	Bungalow	Tom Conway-Margaret Hamilton					
	Chicken Every Sunday	D. Dailey-A. Young-C. Holm					a7/17/48
	Creeper, The	J. Baragrey-O. Stevens-E. Ciannelli					
822	Escape (D)A	Rex Harrison-Peggy Cummins	77				
	Fan, The	Crain-Sanders-Carroll-Greene					
828	Fighting Back	Paul Langton-Gary Gray	61		Aug. '48		
	Gay Intruders, The (C)A	John Emery-Tamara Geva	68				b6/19/48
	Law And Martin Rome, The	Victor Mature-Richard Conte					a5/8/48
	Luck of the Irish, The	T. Power-A. Baxter-C. Kellaway					a5/15/48
	Man About the House, A	M. Johnson-D. Gray-K. Moore	94				b6/28/47
	Miss Mink of 1949	Jimmy Lydon-Lois Collier-Richard Lane					
	Night Wind	C. Russell-V. Christine-G. Gray-Flame					a6/5/48
	Road House	Lupino-Wilde-Holm-Widmark					a6/5/48
	Sand *T	M. Stevens-C. Gray-C. Grapewin					a7/17/48
	Snake Pit, The (D)	O. deHavilland-L. Genn-M. Stevens					a10/11/47
836	That Lady in Ermine *T (M)A	B. Grable-D. Fairbanks, Jr.	89		Aug. '48		b7/17/48
	That Wonderful Urge	T. Power-G. Tierney-R. Gardiner					a6/19/48
	This Was a Woman (D)A	Sonia Dresdel-Barbara White					a1/24/48
	Three Wives	Darnell-Crane-Lynn-Sothern					a7/17/48
	Trouble Preferred	C. Russell-P. Knudsen-L. Roberts					a6/19/48
	Tucson	J. Lydon-P. Edwards-C. Russell					a7/17/48
	Unfaithfully Yours	R. Harrison-L. Darnell-R. Vallee	108				a5/29/48
826	Walls of Jericho, The (D)A	Wilde-Darnell-Baxter-Douglas	111		Aug. '48		b7/10/48
	West of Tomorrow	C. Miller-A. Franz-R. Jaeckel					
	When My Baby Smiles at Me *T	Grable-Dailey-Oakie-Havoc					a5/29/48
	While I Live (D)A	T. Walls-C. Evans-C. Raye	85				b10/18/47
829	Winner's Circle, The (Doc)F	Johnny Longden-Morgan Farley	75		Aug. '48		b6/19/48
	Yellow Sky *T	G. Peck-A. Baxter-R. Widmark					a7/17/48

UNITED ARTISTS

CURRENT

	Arch of Triumph (D)A Sp	I. Bergman-C. Boyer-C. Laughton	120		Mar. '48		b2/21/48
	Four Faces West (D)F	J. McCrea-F. Dee-C. Bickford	90		5/15/48		b5/15/48
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134				b4/27/46
	Here Comes Trouble *C (C)F	B. Tracey-J. Sawyer-E. Parnell	50		4/9/48		b4/17/48
	Intrigue (D)A	G. Raft-J. Havoc-H. Carter	88		Dec. '47		b12/27/47
	Laff-Time	W. Tracy-P. Morgan-E. Janssen	110		4/9/48		
	Kings of the Olympics (Pt. 1) (Doc.) F	Bill Slater—Narrator	65		Apr. '48		b1/24/48
	Man of Evil (D)A	J. Mason-P. Calvert-A. Stephens	90		Jan. '48		b2/7/48
	On Our Merry Way	B. Meredith-P. Goddard-F. MacMurry	107		Feb. '48		b2/7/48
	Silent Conflict (W)F	W. Boyd-A. Clyde-R. Brooks	61		Apr. '48		b4/17/48
	Sleep, My Love (D)A	C. Colbert-D. Ameche-R. Cummings	97		Jan. '48		b1/17/48
	So This Is New York (C)F	H. Morgan-R. Vallee-H. Herbert	80		May '48		b5/15/48
	Time of Your Life (D)A	J. Cagney-Wm. Bendix-J. Cagney	109		5/27/48		b5/29/48
	Who Killed 'Doc' Robbin? *C (C)F	V. Grey-D. Castle-G. Zucco	51		Apr. '48		b5/8/48

COMING

	Adventures of the Cisco Kid	Duncan Renaldo-Leo Carillo					
	Angry God, The	Alicia Parla-Casimiro Ortega					
	An Innocent Affair	Fred MacMurray-Madeleine Carroll					
	Atlantis, The Lost Continent	Maria Montez-Jean Pierre-Aumont					
	Borrowed Trouble	William Boyd-Andy Clyde					
	Cover-Up	William Bendix-Dennis O'Keefe					
	Dead Don't Dream, The (W)	W. Boyd-A. Clyde					
	False Paradise	Wm. Boyd-Andy Clyde					
	Gay Amigo	D.Renaldo-L.Carrillo-Armida-J.Sawyer					
	Girl from Manhattan, The	Montgomery-Lamour-Laughton					
	Indian Scout	George Montgomery-Ellen Drew					
	Lucky Stiff	D. Lamour-B. Donlevy-C. Trevor					
	Mad Wednesday (D)F	H. Lloyd-R. Washburn-J. Conlin	89				b2/22/47
	My Blonde Heaven	Marx Bros.-Massey-Vera Ellen-Hutton					
	My Dear Secretary	L. Day-K. Douglas-K. Wynn					
	Outpost in Morocco	George Raft-Akim Tamiroff					
	Pitfall	Powell-Wyatt-Scott-Burr					a6/12/48

	Red River (WD)F	J. Wayne-M. Clift-W. Brennan	125	8/26/48		b7/17/48
	Sinister Journey	Wm. Boyd-Andy Clyde				
	Strange Gamble (W)	W. Boyd-A. Clyde-R. Brooks				a12/13/47
	Texas, Brooklyn, and Heaven (CD)A	G. Madison-D. Lynn-J. Dunn	76	8/11/48		b7/17/48
	Vendetta (D)	Hillary Brooke-Faith Domergue				a5/10/47
	Vicious Circle (D)A	Conrad Nagel	77	7/24/48		b5/29/48

UNIVERSAL-INTERNATIONAL

CURRENT

664	Abbott & Costello Meet Frankenstein (C)F	Abbott-Costello-Chaney-Lugosi	83	July '48		b7/3/48
657	All My Sons (D)A	Edward G. Robinson-Burt Lancaster	94	May '48		b2/21/48
656	Are You With It? (M)F	D. O'Connor-O. San Juan-M. Stewart	90	May '48		b3/13/48
663	Bad Sister	M. Lockwood-I. Hunter	91	July '48		b12/6/47
653	Black Bart *T (W-D)A	Y. DeCarlo-D. Duryea-J. Lynn	8(	Apr. '48		b1/31/48
629	Black Narcissus *T (D)F	Deborah Kerr-David Farrar	91	Dec. '47		b5/3/47
652	Captain Boycott (D)F	Stewart Granger-Kathleen Ryan	93	Jan. '48		b9/6/47
655	Casbah (D)A	Y. DeCarlo-T. Martin-P. Lorre	94	Apr. '48		b3/6/48
658	Dear Murderer (D)A	E. Portman-G. Gynt-D. Price	94	May '48		b6/7/48
650	Double Life, A (D)A	R. Colman-S. Hasso-E. O'Brien	104	Mar. '48		b1/3/48
	End of the River, The (D)A	Sabu-Bibi Ferreira	80	June '48		b11/29/47
665	Feudin', Fussin' and A-Fightin'	D. O'Connor-M. Main-P. Kilbride	78	July '48		
679	Holiday Camp	M. Lockwood-P. Roc-D. Price	96	Mar. '48		b8/23/47
659	Letter from an Unknown Woman (D)A	Joan Fontaine-Louis Jourdan	90	June '48		b4/10/48
666	Man-Eater of Kumaon (D)F	Sabu-W. Corey-J. Page	80	July '48		b6/19/48
651	Naked City, The (D)A	B. Fitzgerald-H. Duff-D. Hart	96	Mar. '48		b1/24/48
632	Pirates of Monterey *T (D)F	M. Montez-R. Cameron-P. Reed	77	Dec. '47		b11/15/47
661	River Lady *T (D)A	Y. DeCarlo-D. Duryea	78	June '48		b5/8/48
627	Secret Beyond the Door (D)A	J. Bennett-M. Redgrave-A. Revere	98½	Feb. '48		b1/10/48
633	Senator Was Indiscreet, The (C)A	W. Powell-E. Raines	83	Jan. '48		b12/13/47
662	Up in Central Park (C)F	D. Durbin-D. Haymes-V. Price	87	June '48		b5/29/48
634	Woman's Vengeance, A (D)A	Charles Boyer-Ann Blyth	96	Feb. '48		b12/20/47

COMING

	An Act of Murder	F. March-E. O'Brien-F. Eldridge				
	Black Velvet	A. Blyth-G. Brent-H. Duff				
	Blanche Fury (D)A *T	V. Hobson-S. Granger	95			b3/20/48
677	Brothers, The (D)A	Patricia Roc-Will Fyffe	98			b5/24/47
635	Bush Christmas (D)F	C. Rafferty-J. Fernside	76	Dec. '48		b11/29/47
	Corridor of Mirrors (D)A	E. Portman-E. Romney	105			b3/27/48
	Countess of Monte Cristo	S. Henie-O. San Juan-F. Trenkler				a6/19/48
	Criss-Cross	B. Lancaster-Y. DeCarlo-D. Duryea				
	Fame Is the Spur (D)A	M. Redgrave-R. Johns	112			b10/4/47
	Family Honeymoon	C. Colbert-F. MacMurray-H. McDaniel				
	For the Love of Mary	Durbin-O'Brien-Taylor-Lynn				
	Good Time Girl (D)A	Jean Kent-Dennis Price	92			b5/28/48
	Hamlet (D)F	Laurence Olivier-Jean Simmons	150			b5/15/48
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109			b1/18/47
	Lady Surrenders, A (D)A	Margaret Lockwood-Stewart Granger	113			b10/12/48
	Larceny	J. Payne-J. Caulfield-D. Duryea				a6/19/48
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106			b9/28/48
	Mexican Hayride	Abbott & Costello				7/17/47
	Mr. Peabody and the Mermaid (C)A	W. Powell-A. Blyth-I. Hervey	89			b7/10/48
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105			b3/22/47
	O'Flynn, The	D. Fairbanks-H. Carter-R. Greene				
	Oh Say Can You Sing	Sheila Ryan-Fred Brady				a5/25/46
	One Night With You (C)F	Nino Martini-Patricia Roc	92			b5/1/48
	One Touch of Venus	R. Walker-A. Gardner-D. Haymes				a5/29/48
	Rogues' Regiment	D. Powell-M. Toren-V. Price				a6/26/48
	Saxon Charm, The	R. Montgomery-S. Hayward-J. Payne				
	Snowbound	R. Newton-D. Price	86			
	Tap Roots *T (D)F	V. Heflin-S. Hayward-B. Karloff	109			b6/26/48
	Unafraid, The	J. Fontaine-B. Lancaster-R. Newton				a6/19/48
	Years Between, The (D)A	M. Redgrave-V. Hobson-F. Robson	87			b9/13/47
	You Gotta Stay Happy	J. Fontaine-J. Stewart-E. Albert				

WARNER BROS.

CURRENT

713	Always Together (C)F	R. Hutton-J. Reynolds	78	1/10/48		b12/20/47
719	April Showers (C)F	J. Carson-A. Sothern-R. Alda	95	3/27/48		b3/13/48
727	Big Punch, The (D)A	W. Morris-L. Maxwell-G. MacRae	80	6/26/48		b5/29/48
717	I Became a Criminal (D)A	Sally Gray-Trevor Howard	78	3/6/48		b7/12/47
731	Key Largo (D)A	H. Bogart-E. G. Robinson-L. Bacall	101	7/31/48		b7/10/48
715	My Girl Tisa (C-D)F	L. Palmer-S. Wanamaker-A. Tamiron	95	2/7/48		b1/24/48
711	My Wild Irish Rose *T (MC-D)F	D. Morgan-A. King-A. Hale	101	12/27/47		b12/13/47
728	Romance on the High Seas *T (M)F	J. Carson-J. Paige-D. DeFore	99	7/3/48		b6/12/48
725	Silver River (W)A	Errol Flynn-Ann Sheridan	107	5/29/48		b5/8/48
720	To the Victor (D)A	D. Morgan-V. Lindfors-V. Francen	101	4/10/48		b4/3/48
714	Treasure of Sierra Madre (D)A	H. Bogart-W. Huston-T. Holt	127	1/24/48		b1/10/48
716	Voice of the Turtle (C)A	R. Reagan-E. Parker-E. Arden	103	2/21/48		b12/27/47
726	Wallflower (C)F	J. Reynolds-R. Hutton-J. Paige	77	6/12/48		b5/22/48
721	Winter Meeting (D)A	B. Davis-J. Davis-J. Paige	100	4/24/48		b4/10/48
724	Woman in White, The (My)A	A. Smith-E. Parker-S. Greenstreet	109	5/15/48		b4/24/48

COMING

	Adventures of Don Juan *T (H-R)	Errol Flynn-Viveca Lindfors				a2/7/48
	Cleopatra Arms	David Niven-Jane Wyman				a6/26/48
	Decision of Christopher Blake, The (D)	A. Smith-R. Douglas				a10/11/47
732	Embraceable You	Dane Clark-Geraldine Brooks	80	8/21/48		
	Fighter Squadron *T	Edmond O'Brien-Robert Stack				
	Flaxy Martin	Z. Scott-V. Mayo-D. Kennedy				a7/3/48
	Fountainhead, The	Gary Cooper-Patricia Neal-Kent Smith				
	Girl from Jones Beach	R. Reagan-V. Mayo-D. Clark				
	House Across the Street	J. Paige-B. Bennett-J. Holden				
	Idol of Paris (D)A	Michael Rennie-Beryl Baxter	105			b2/28/48
	John Loves Mary	Reagan-Carson-Neal-Morris				a5/1/48
	Johnny Belinda (D)	L. Ayres-J. Wyman-C. Bickford				a2/28/48
	June Bride	B. Davis-R. Montgomery-B. Lyon				a7/10/48
	Kiss in the Dark	Jane Wyman-David Niven				
702	Life With Father (C)F	W. Powell-I. Dunne-E. Taylor	118	8/14/48		b8/16/47
	Look for the Silver Lining *T	J. Haver-R. Bolger-G. MacRae				a7/3/48
	My Dream Is Yours *T	Carson-Day-Bowman-Arden				a6/26/48
	Night Beat	R. Douglas-H. Westcott-R. Alda				
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors				a5/10/47
	One Last Fling	A. Smith-Z. Scott-J. Backus				a5/22/48
	One Sunday Afternoon *T	Dennis Morgan-Janis Paige				a5/22/48
	Rope *T	Stewart-Chandler-Hardwicke				a6/26/48
	Smart Girls Don't Talk	V. Mayo-B. Bennett-R. Hutton				a5/15/48
	South of St. Louis *T	J. McCrea-A. Smith-Z. Scott				
801	Two Guys from Texas *T	J. Carson-D. Morgan-D. Malone	86	9/4/48		
	Under Capricorn *T	Ingrid Bergman-J. Cotten-M. Wilding				
	Whiplash (D)	D. Clarke-A. Smith-S. Z. Sakall				a11/1/47
	Younger Brothers, The *T	W. Morris-J. Paige-B. Bennett				

MISCELLANEOUS FEATURES

Listing of features of foreign and U. S. origin not distributed by major outlets. Titles are followed, in parentheses, by name of country of origin and U. S. national distributor; names of stars, running time, and date of issue in which review appeared, in that order.

A FRIEND WILL COME TONIGHT (Lopert) Michel Simon, Madeleine Sononge. 92. b7/17/48.

ALL'S WELL (U. S.-Independent) D. Lamour-C. Laughton

BLIND DESIRE (France-Discina Int'l) Jean-Louis Barbault-Edwige Feuillere. 88. b6/12/48.

CRIME AND PUNISHMENT (Sweden-Film Rights Int'l.) H. Faustman-G. Wallgren. 107. b3/20/48

DAMNED, THE (France-Discina). H. Vidal-F. Marley. 105. b5/1/48

DAY OF WRATH (Denmark-Schaefer). L. Movin-T. Roose. 100. b5/1/48

DIE FLEDERMAUS (Germany-Artkino) M. Harrell-J. Heesters. 96. b3/30/48

FANNY (France-Siritsky) Raimu-P. Fresnay. 124. b2/21/48

FARREBIQUE (France - Siritsky) Non-pro. cast. 90. b3/6/48

FIGHT NEVER ENDS, THE (U. S.-W. Alexander) Joe Louis-Mills Bros. 70. b2/28/48

FIRST OPERA FILM FESTIVAL (Italy-Classic). T. Gobbi-P. Malcarini. 95. b5/29/48

FRIC-FRAC (France-Oxford). Fernandel-Arletty. 90. b6/5/48

IDIOT, THE (France-European Copyrights) G. Phillippe-E. Feuillere. 92. b2/14/48

ILLEGALS, THE (U. S.-Mayer-Burstyn) T. Torres-Y. Mikalowitch. 75. b7/10/48

JANS MONSON IN AMERICA (Sweden-Scandia). E. Persson-S. Olin. 103. b4/17/48

JENNY LAMOUR (France-Vog Films) L. Jourdan-S. Renant. 102. b2/14/48

LAUGH, PAGLIACCI (Italy-Continental) A. Valli-B. Gigli. 83. b3/13/48

LOST HAPPINESS (Italy-Saturnia) L. Cortese-D. Sassoli. 75. b3/6/48

MARIUS (France-Siritizky Int'l). Raimu-P. Fresnay. 128. b5/15/48

NAIS (France-Siritizky-Int'l). Fernandel-J. Pagnol. 105. b6/19/48

PAISAN (Italy-Mayer-Bur.) C. Sazio-R. Von Loon. 118. b2/28/48

PASSIONNELLE (France-Distinguished) O. Joyeaux-Alerme. 82. b2/21/48

PORTRAIT OF INNOCENCE (France-Siritzky-Int'l) Louis Carletti-Gilbert Gil. 90. b6/12/48.

ROOM UPSTAIRS, THE (France-Lopert). M. Dietrich-J. Gabin. 90. b6/5/48

ROSSINI (Italy-Best) N. Besozzi-P. Barbara. 95. b2/14/48

SHOWTIME (England-English Films). A. Todd-R. Greene. 91. b6/5/48

STORY OF LIFE, THE (U. S.-Crusades) J. Crehan-W. McKay. 67. b7/10/48

THEY ARE NOT ANGELS (France-Siritzky-Int'l). P. Blanchard-R. Bussieres. 130. b5/29/48

VOYAGE SURPRISE (France-Duke Inter'l) J. Henri-Duval. 80. b3/13/48

BRITISH PRODUCT

(U. S. Distribution Not Set)

AGAINST THE WIND (Rank). R. Beatty-S. Signoret. 96. b3/13/48
BEWARE OF PITY (Rank). L. Palmer-A. Lieven. 105. b11/1/47
BRIGHTON ROCK (Pathe). R. Attenborough-H. Baddeley. 92. b1/3/48
EASY MONEY (Rank). G. Gynt-D. Price. 94. b3/6/48
GHOSTS OF BERKELEY SQUARE, THE (Pathe). R. Morley-F. Aylmer. 90. b11/1/47
HOLIDAY CAMP (Rank). F. Robson-D. Price. 97. b8/16/47
LOVES OF JOANNA GODDEN, THE (Rank). G. Withers-J. Macallum. 85. b6/21/47
MARK OF CAIN, THE (Rank). E. Portman-S. Gray. 88. b1/17/48
MASTER OF BANKDAM (Rank). A. Crawford-D. Price. 105. b9/6/47
MRS. FITZHERBERT (Pathe). P. Graves-J. Howard. 99. b2/14/48
VICE VERSA (Rank). R. Livesey-K. Walsh. 111. b3/6/48
WHEN THE BOUGH BREAKS (Rank). P. Roc-R. John. 81. b12/27/47
WOMAN IN THE HALL (Rank). U. Jeans-J. Simmons. 90. b11/15/47

NEWSREEL SYNOPSES

(Released Wednesday August 4)

MOVIETONE (Vol. 31, No. 61)—President demands action by Congress in special session—Taft speaks for the Republicans; Canadian ship runs aground; Rubber weapons used by Army; Whaling is revived in Pacific Ocean; Grasshopper plague hits Argentina; Chicago celebrates railroad centennial (except Los Angeles); Sports: Dog show in Australia—Skiing down under—Racing at Del Mar Turf Club (Los Angeles only).
NEWS OF THE DAY (Vol. 19, No. 295)—Berlin report; Grasshopper plague in South America; Calgary Stampede rodeo thriller; Ship on reef has amazing escape; Military magic; Horsemanship hurdle test; New cure for hot weather; Hearst trophy speedboat regatta; Big fair shows rail progress.
PARAMOUNT (No. 98) — Canadian ship crashes on reef; Chicago hails 100 years of railroading; West Point goes Hollywood; President calls 80th Congress in special session; Sports: Underwater aquaplanes—Racehorse Stymie retires—Cheyenne rodeo—Calgary Stampede.
UNIVERSAL (Vol. 21, No. 165)—Truman asks Congress to act on anti-inflation program; Canada whalers set up shop; Argentine fights locusts; "Inflation" hits the Army; "New look" at the beach; U. S. riders in Aachen win; Calgary Stampede a whopper.
WARNER PATHE (Vol. 19, No. 100)—Congress opens; Bernadotte returns to Palestine; Trygve Lie inspects Paris site for U.N. General Assembly meeting; British Royal Family attends wedding of Lady Isabel Millis-Lade and the Earl of Derby; 16 F-80 U. S. jet fighters complete flight to Germany; Calgary rodeo; Fake Weapons; Met "Miss Toronto."
TELENEWS (Vol. 2, No. 11)—I. G. Farben disaster in Germany; Berlin policy in the making—in Germany, Poland and Russia; Guerillas driven back in Greece; Israeli Army on parade; Nation shows air strength at New York; "Spy Queen" takes stand in Washington; 82-year-old dares death on tight rope; Bothing suits—then and now; Olympic games—Sweden takes distance walk.

(Released Saturday, August 7)

MOVIETONE (Vol. 31, No. 62)—World's greatest airport opened at New York; Congress probes Communist spy ring in U. S.; Thousands killed and injured in German blast; Broadway show flies to Colorado to aid Central City fete (Denver only); Olympic games.
NEWS OF THE DAY (Vol. 19, No. 296)—First films of the 1948 Olympics; U. S. woman spy for Reds tells startling story; Blast disaster wrecks town in Germany; Greatest airport inaugurated.
PARAMOUNT (No. 99)—Aerial crossroads of the world; Israel salutes heroes on nation day; Dramatic first films of blast which wrecked chemical plant in Germany; Spectacles and thrills mark Olympic games.
UNIVERSAL (Vol. 21, No. 166)—Mammoth air show opens New York airport; 200 killed, over 3,000 injured in German explosion; First post-war Olympic games open in London.
WARNER PATHE (Vol. 19, No. 101)—Truman, Dewey open airport; Friedrichshaven explosion; Israeli Army on parade; Ex-Red testifies; Olympic games begin.

RE-ISSUES (Nationally Released)

			Time Mins.	Rel. Date	Orig Rel. Date
ASTOR PICTURES					
	Aces Wild	Harry Carey	63	4/30/48	1937
	Ghost Town	Harry Carey	59	1/1/48	1936
	Li'l Abner	M. O'Driscoll-R. Owen	70	2/20/48	1940
	Jimmy Steps Out	J. Stewart-P. Goddard	89	3/25/48	1941
	Pecos Kid	Fred Kohler, Jr.	59	4/25/48	1935
	Toll of the Desert	F. Kohler, Jr.-B. Mack	55	6/1/48	1937
	Wagon Trail	Harry Carey	58	5/30/48	1935
	Wild Mustang	Harry Carey	64	2/1/48	1935
EAGLE LION					
848	Seven Sinners	M. Dietrich-J. Wayne	86	3/27/48	1936
849	Sutter's Gold	Edward Arnold	93	3/27/48	1936
FAVORITE FILM CORP.					
	Burlesque on Carmen	Charlie Chaplin	55	Feb. '48	
	It Happened Tomorrow	D. Powell-L. Darnell	87	Jan. '48	1944
	Kelly the Second	P. Kelly-M. Rosenbloom	71	Jan. '48	1936
	Matinee Scandal	B. Aherne-C. Bennett	84	Jan. '48	1936
	Merrily We Live	I. Lupino-F. Lederer	90	Jan. '48	1938
	Our Relations	Laurel & Hardy	70	Jan. '48	1936
	Topper	C. Grant-C. Bennett	96	Jan. '48	1937
	Two Mugs From Brooklyn	W. Bendix-G. Bradley	73	Jan. '48	1943
FILM CLASSICS					
	Border Wolves	Bob Baker	56	8/15/48	1938
	Bury Me Not on Lone Prairie	Johnny M. Brown	60	3/15/48	1941
	Challenge, The	J. Gardner-M. Clare	78	5/20/48	1939
	Courage of the West	Bob Baker	58	3/15/48	1937
	Deep in the Heart of Texas	J. M. Brown-Ritter	61	7/15/48	1942
	Drums *T	Sabu-R. Massey		7/20/48	1938
	Eagle Squadron	R. Stack-D. Barrymore	109	6/11/48	1942
	Four Feathers *T	J. Duprez-R. Richardson		7/20/48	1939
	Gun Justice	Ken Maynard	61	9/15/48	1934
	Gung-Ho	R. Scott-R. Mitchum	87	6/11/48	1943
	Honor of the Range	Ken Maynard	63	4/15/48	
	Jungle Woman	E. Anchors-J. C. Naish		3/25/48	1944
	Last Stand	Bob Baker	57	9/15/48	1938
	Lone Star Trail	J. M. Brown-Ritter	58	2/15/48	1943
	Man Who Reclaimed Head	C. Rains-J. Bennett		7/1/48	1935
	Pony Post	Johnny M. Brown	60	8/15/48	1940
	Singing Outlaw	Bob Baker	57	4/15/48	
	Smoking Guns	Ken Maynard	63	2/15/48	1934
	South of Tahiti	M. Montez-B. Donlevy	75	3/1/48	1941
	Tower of London	B. Karloff-B. Rathbone		7/1/48	1939
	Wheels of Destiny	Ken Maynard	65	7/15/48	1934
METRO-GOLDWYN-MAYER					
3000	Gone With The Wind *T	V. Leigh-C. Gable	222	Feb. '48	1939
823	Tarzan's New Adventure	J. Weismuller-M. O'Sullivan	70	Apr. '48	1942
822	Tarzan's Secret Treasure	J. Weismuller-M. O'Sullivan	81	Apr. '48	1941
MONOGRAM					
4711	Sign of the Wolf	M. Whalen-G. Bradley	69	5/2/48	1941
PARAMOUNT					
R7-3508	Crusades, The	L. Young-H. Wilcoxon	126	June '48	1935
REALART PICTURES					
5013	Argentine Nights	Ritz Bros.-Andrew Sisters	73	Mar. '48	1940
1290	Captive Wild Woman	J. Carradine-Aquanetta	60	Apr. '48	1942
1250	Corvette K-225	R. Scott-B. Fitzgerald	98	May '48	1943
1210	Drums of the Congo	S. Erwin-O. Munson	61	Apr. '48	1941
1212	Ghost of Frankenstein	L. Chaney-E. Ankers	67	Jan. '48	1942
6046	Hellzapoppin	Olsen-Johnson	84	Mar. '48	1941
917	Little Tough Guy	Little Tough Guys	83	Mar. '48	1938
929	Little Tough Guys in Society	Little Tough Guys	73	Mar. '48	1938
796	Magnificent Brute	J. McLaglen-B. Barnes	78	Apr. '48	1936
1344	Mummy's Ghost	L. Chaney-R. Ames	65	Feb. '48	1944
1246	Mummy's Tomb	D. Foran-L. Chaney	67	Feb. '48	1942
361	Sea Spoilers	J. Wayne-N. Grey	63	Apr. '48	1936
1266	Sin Town	C. Bennett-B. Crawford	74	Jan. '48	1942
1295	Son of Dracula	L. Chaney-L. Allbritton	80	Jan. '48	1943
924	Storm, The	C. Bickford-P. Foster	78	Feb. '48	1938
871	Wings Over Honolulu	R. Milland-W. Barrie	78	May '48	1937
RKO RADIO					
892	Bambi *T	Disney Feature Cartoon	70		1942
882	Border G-Man (W)	G. O'Brien-L. Day	60		1938
818	Bring 'Em Back Alive	Frank Buck			1932
881	Gun Law (W)	G. O'Brien-R. Oehman	60		1933
884	Lawless Valley (W)	G. O'Brien			1938
883	Painted Desert (W)	G. O'Brien-L. Day	60		1938
886	Timber Stampede (W)	G. O'Brien-M. Reynolds			1939
885	Trouble in Sundown (W)	G. O'Brien-W. Bond			1939
SCREEN GUILD PRODUCTIONS					
S-7	Duke of West Point	L. Hayward-J. Fontaine	108	6/10/48	1938
S-5	Flirting With Fate	J. E. Brown-B. Roberts	72	5/28/48	1938
HC14	In Old Mexico (W)	W. Boyd-G. Hayes	70	2/7/48	1938
S-4	King of the Turf	A. Menjou-D. Costello	89	5/21/48	1939
HC20	Law of the Pampas	W. Boyd-R. Hayden	79	6/3/48	1939
S-8	Miss Annie Rooney	S. Temple-W. Gargan	88	6/17/48	1942
HC13	Pride of the West (W)	W. Boyd-G. Hayes	58	1/3/48	1938
HC19	Range War	W. Boyd-R. Hayden	69	5/7/48	1939
HC18	Renegade Trail (W)	W. Boyd-G. Hayes	60	4/10/48	1939
S-3	Runaway Daughter	B. Stanwyck-R. Young	71	5/21/48	
HC21	Santa Fe Marshal	W. Boyd-R. Hayden	70	7/2/48	1940
HC17	Silver on the Sage (W)	W. Boyd-G. Hayes	71	3/6/48	1939
S-6	That's My Boy	J. Durante-R. Tauber	81	5/28/48	1932
20TH CENTURY-FOX					
830	Belle Starr	R. Scott-G. Tierney	87	June '48	1941
831	Frontier Marshal	R. Scott-N. Kelly	71	June '48	1939
832	Rose of Washington Square	T. Power-A. Faye	86	July '48	1939
833	Slave Ship	W. Baxter-W. Beery	92	July '48	1937
WARNER BROS.					
718	Adventures of Robin Hood	E. Flynn-O. DeHavilland	102	3/13/48	1938
730	Flowing Gold	J. Garfield-P. O'Brien	82	7/17/48	1940
729	God's Country and the Woman	G. Brent-B. Roberts	71	7/17/48	1936
723	The Fighting 69th	J. Cagney-P. O'Brien	78	5/8/48	1938
722	Valley of the Giants	W. Morris-C. Trevor	79	5/8/48	1940

1947-48 SHORT SUBJECT BOOKING GUIDE

Releases (grouped in series of which they are a part) listed under name of distributor. Reading from left to right are: distributor's release number; title of subject; running time in minutes; release date; date of issue of SHOWMEN'S TRADE REVIEW in which data concerning the subject appeared.

ASTOR PICTURES

Rel. No.	Title	Rel. Date	Data
	Jimmy Fidler's Personality Parade (20)	12/20	.....
	Boss Comes to Dinner (10)	4/1	.....
	Makers of Destiny #1 (17½)	5/1	6/5

COLUMBIA

SPECIAL MUSICAL FEATURETTE

9541	A Voice Is Born (20½)	1/15	.....

THREE STOOGES COMEDIES

9401	Brideless Groom (16½)	9/11	.....
9402	Sing a Song of Six Pants (17)	10/30	12/20
9403	All Gummed Up (18)	12/11	12/20
9404	Shivering Sherlocks (17)	1/8	6/5
9405	Pardon My Clutch (15)	2/26	6/19
9406	Squareheads of the Round Table (18)	3/4	6/5
9407	Fiddlers Three (17)	5/6	6/5
9408	The Hot Scots (17)	7/8	7/31

ASSORTED & ALL-STAR COMEDIES

9431	Rolling Down to Reno (16½)	9/4	.....
9432	Hectic Honeymoon (17)	9/18	.....
9421	Wedding Belle (17)	10/9	1/17
9422	Should Husbands Marry? (17)	11/13	12/20
9423	Silly Billy (18)	1/29	6/19
9424	Two Nuts in a Rut (18)	2/19	6/12
9425	Tall, Dark and Gruesome (16)	4/15	6/5
9426	Crabbin' in the Cabin (18)	5/13	6/19
9427	Pardon My Lamb Chop ( )	6/10	7/10
9433	Wife to Spare (16)	11/20	12/20
9434	Wedlock Deadlock (16)	12/18	2/14
9435	Radio Romeo (17½)	12/25	.....
9436	Man or Mouse (18)	1/15	6/19
9437	Eight Ball Andy (17½)	3/11	6/19
9438	Jitter Bughouse (17)	4/29	6/12
9439	The Sheepish Wolf (17½)	5/27	6/19
9440	Flat Feat (17½)	6/24	7/31

COLOR RHAPSODIES

9501	Swiss Tease (6)	9/11	.....
9502	Boston Beany (6)	12/4	12/20
9503	Flora (7)	3/18	6/19

COLOR PHANTASIES

9701	Kitty Caddy (6)	11/6	12/20
9702	Topsy Turkey (6½)	2/5	.....
9703	Short Snorts on Sports (6½)	6/3	7/10

COLOR FAVORITES (Re-Issues)

9601	Dreams on Ice (6½)	10/30	.....
9602	Novelty Shop (6½)	11/20	.....
9603	Dr. Bluebird (8)	12/18	.....
9604	In My Gondola (7½)	1/22	.....
9605	Animal Cracker Circus (7)	2/19	.....
9606	Bon Bon Parade (8½)	4/8	.....
9607	House That Jack Built (7)	5/6	.....
9608	The Untrained Seal (7½)	7/15	.....

THRILLS OF MUSIC

9951	Boyd Raeburn & Orch. (11)	9/18	.....
9952	Claude Thornhill & Orch. (11)	10/30	.....
9953	Lecuona Cuban Boys (10½)	11/13	12/20
9954	Skitch Henderson Orch. (10)	12/11	2/14
9955	Charlie Barnet & Orch. (10½)	1/15	6/5
9956	Ted Weems & Orchestra (10½)	3/25	6/5
9957	Gene Krupa Orch. ( )	6/10	7/10
9958	Tony Pastor Orch. ( )	7/22	.....

SCREEN SNAPSHOTS

9851	Hollywood Cowboys (9½)	9/4	.....
9852	Laguna, U. S. A. (9½)	10/9	12/20
9853	Out of This World Series (9)	11/27	12/20
9854	Off the Air (10)	12/18	12/20
9855	Hawaii in Hollywood (10)	1/22	6/5
9856	Photoplay's Gold Medal Awards (9½)	3/18	.....
9857	Smiles and Styles (10)	4/1	6/5
9858	Hollywood Honors Hersholt (8)	5/6	6/12
9859	Hollywood Party (9)	6/10	7/10
9860	Hollywood Friars Honor George Jessel ( )	7/8	7/31

WORLD OF SPORTS

9801	Cinderella Cagers (9½)	9/25	.....
9802	Ski Demons (9)	10/23	12/20
9803	Bowling Kings (10)	11/13	12/20
9804	Navy Crew Champions (10)	12/25	2/14
9805	Rodeo Thrills and Spills (9½)	1/29	6/5
9806	Net Marvels (9)	3/11	6/19
9807	Champions in the Making (8½)	5/23	6/19
9808	No Holds Barred ( )	6/17	7/10
9809	Aqua Zanies ( )	7/15	7/31

FILM NOVELTIES

9901	Aren't We All? (10½)	11/27	.....

COMMUNITY SINGS

9651	No. 1—Linda (10)	9/4	.....
9652	No. 2—April Showers (9)	10/2	.....
9653	No. 3—Peg O' My Heart (9)	11/6	12/20
9654	No. 4—When You Were Sweet 16 (9½)	12/4	12/20
9655	Feudin' and A-Fightin' (10½)	1/8	6/19
9656	Civilization ( )	2/12	6/5
9657	I'm Looking Over a Four-Leaf Clover (9½)	4/29	6/5
9658	Manana (9)	6/3	6/19

SERIALS (15 Chapters)

9120	The Sea Hound	9/4	.....
9140	Brick Bradford	12/18	1/17
9160	Tex Granger	4/1	.....
9180	Superman	7/15	.....

METRO-GOLDWYN-MAYER

MGM TECHNICOLOR CARTOONS

W-931	Slap Happy Lion (7)	9/20	.....
W-932	The Invisible Mouse (7)	9/27	11/22
W-933	King Size Canary ( )	12/6	2/14
W-934	The Bear and the Bean (7)	1/31	4/3
W-935	What Price Fleadom? (6)	3/20	.....
W-936	Make Mine Freedom (10)	4/24	6/12
W-937	Kitty Foiled (8)	5/1	6/12
W-938	Little 'Tinker (8)	5/15	7/24
W-939	The Bear and the Hare (7)	6/26	7/24

TRAVELTALKS

T-911	Visiting Virginia (9)	11/29	11/22
T-912	Cradle of a Nation (9)	12/13	3/6
T-913	Cape Breton Island (9)	5/8	7/24

THE PASSING PARADE

K-971	Miracle in a Corn Field (8)	12/20	3/6
K-972	It Can't Be Done (10)	1/10	4/3
K-973	Goodbye Miss Turlock (10)	1/24	4/3
K-974	My Old Town (9)	2/7	4/3
K-975	Souvenirs of Death (10)	6/19	7/24

GOLD MEDAL CARTOONS (Reissues)

W-921	Goldilocks and the Three Bears (11)	11/22	.....
W-922	The Fishing Bear (8)	12/20	.....
W-923	The Milky Way (8)	2/14	.....
W-924	The Midnight Snack (9)	3/27	.....
W-925	Puss 'N' Toots (7)	4/24	.....
W-926	The Bowling Alley Cat (8)	6/12	.....

PETE SMITH SPECIALTIES

S-951	Football Thrills No. 10 (8)	9/6	.....
S-952	Surfboard Rhythm (8)	10/18	11/22
S-953	What D'Ya Know? (9)	11/18	11/22
S-954	Have You Ever Wondered? (9)		.....
S-955	Bowling Tricks (10)	1/10	4/3
S-956	I Love My Mother-in-Law But (8)	2/7	5/1
S-957	Now You See It (Tech.) (9)	3/30	.....
S-958	You Can't Win (9)	5/29	6/12

MUSICAL MERRY-GO-ROUND

M-981	Freddy Martin, Keenan Wynn (10)	2/14	6/5
M-982	Tex Beneke (10)	2/13	6/5
M-983	Ray Nobel, Buddy Clark (11)	6/26	7/24

TWO REEL SPECIALS

A-901	Drunk Driving (21)	3/27	.....
A-902	Going to Blazes (21)	4/24	6/12

PARAMOUNT

PACEMAKERS

K7-1	It Could Happen to You (11)	10/3	.....
K7-2	Babies, They're Wonderful (11)	11/14	11/22
K7-3	Bundle From Brazil (11)	1/2	1/17
K7-4	Musical Miracle (11)	3/12	.....
K7-5	A Model Is Born (7)	5/28	6/26
K7-6	Neighbor to the North (13)	7/22	7/24

POPULAR SCIENCE

J7-1	Radar Fisherman (10)	10/17	11/22
J7-2	Desert Destroyers (11)	12/16	12/20
J7-3	Streamlined Luxury (10)	2/20	3/6
J7-4	Fog Fighters (10)	4/2	6/5
J7-5	The Big Eye (10)	5/21	6/12

SPORTLIGHTS

R7-1	Riding the Waves (10)	10/3	11/22
R7-2	Running the Hounds (11)	10/31	11/22
R7-3	Five Fathoms of Fun (10)	11/28	1/17
R7-4	Stop, Look and Guess 'Em (10)	12/5	1/17
R7-5	All American Swing Stars (10)	1/16	4/3
R7-6	Double Barrelled Sport (10)	2/20	4/3
R7-7	Big Game Angling (10)	3/26	6/5
R7-8	Riding Habits (10)	4/30	6/5
R7-9	Big League Glory (10)	6/11	7/10

UNUSUAL OCCUPATIONS

L7-1	Hula Magic (11)	11/7	11/22
L7-2	Bagpipe Lassies (11)	1/2	3/6
L7-3	Modern Pioneers (11)	2/13	6/5
L7-4	Nimrod Artist (10)	4/16	6/5
L7-5	Feather Finery (10)	5/14	6/26

SPEAKING OF ANIMALS

Y7-1	Dog Crazy (11)	10/3	.....
Y7-2	Ain't Nature Grand (10)	11/14	11/22
Y7-3	Monkey Shines (9)	12/12	/1/17
Y7-4	Home Sweet Home (10)	2/6	3/6
Y7-5	'Tain't So and 'Tain't True (10)	4/16	6/5
Y7-6	As Headliners (10)	6/18	7/3

NOVELTOONS

Technicolor

P7-1	Santa's Surprise (9)	12/5	1/17
P7-2	Cat O'Nine Ails (8)	1/9	1/17
P7-3	Flip Flap (8)	2/23	6/5
P7-4	We're in the Money (8)	3/19	6/5
P7-5	The Bored Cuckoo (8)	4/9	6/5
P7-6	There's Good Boo's Tonite (9)	4/23	6/5
P7-7	Land of the Lost (7)	5/7	6/12
P7-8	Butterscotch and Soda (7)	6/4	6/26

LITTLE LULU

D6-6	Dog Show-Off (7)	1/30	5/1

POPEYE

E7-1	All's Fair at the Fair (8)	12/19	12/20
E7-2	Olive Oyl for President (7)	1/30	1/17
E7-3	Wigwam Whoopee (8)	2/27	6/5
E7-4	Pre-Hysterical Man (9)	3/26	6/5
E7-5	Popeye Meets Hercules (7)	6/18	.....

SCREEN SONG

X7-1	The Circus Comes to Clown (7)	12/26	1/17
X7-2	Base Brawl (7)	1/23	4/3
X7-3	Little Brown Jug (8)	2/20	4/3
X7-4	The Golden State (8)	3/12	6/5
J7-5	Winter Draws On (7)	3/19	6/5
J7-6	Sing or Swim (7)	6/4	6/26

MUSICAL PARADES

FF7-1	Samba-Mania (18)	2/27	4/3
FF7-2	Footlight Rhythm (19)	4/9	6/5
FF7-3	Gypsy Holiday (19)	6/25	7/3

RKO RADIO

FLICKER FLASHBACKS

84201	No. 1 (10)	10/24	12/20
84202	No. 2 (9)	12/5	1/17
84203	No. 3 (9)	1/16	4/3
84204	No. 4 (9)	2/27	6/5
84205	No. 5 (8)	4/9	6/5
84206	No. 6 (9)	5/21	6/26
84207	No. 7 (9)	7/2	.....

THIS IS AMERICA

83101	Border Without Bayonets (16)	11/14	12/20
83102	Switzerland Today (18)	12/12	1/17
83103	Children's Village (19)	1/9	3/6
83104	Operation White Tower (18)	2/6	3/6
83105	Photo Frenzy (18)	3/5	5/1
83106	Funny Business (18)	4/2	6/5
83107	Democracy's Diary (20)	4/30	6/19
83108	Crime Lab (17)	5/28	6/26
83109	Letter to a Rebel (16)	6/25	7/3

SPORTSCOPES

84301	Ski Holiday (8)	9/19	.....
84302	Golf Doctor (8)	10/17	.....
84303	Quail Pointers (8)	11/14	12/20
84304	Pin Games (8)	12/12	1/17
84305	Racing Day (8)	1/9	3/6
84306	Sports Coverage (8)	2/6	3/6
84307	Teen Age Tars (9)	3/5	5/1
84308	Doggone Clever (8)	4/2	6/19
84309	Big Mouth Bass (8)	4/30	6/19
84310	Muscles and the Lady (9)	5/28	6/26
84311	Ladies in Wading (8)	6/25	7/31

MUSICAL JAMBOREES (Revivals)

84401	Enric Madriguera & Orch. (8)	9/5	.....
84402	Tommy Tucker Time (8)	10/3	.....
84403	Johnny Long & Orch. (8)	10/31	.....
84404	Duke Ellington (9)	11/28	.....
84405	Jerry Wald &Orch. (9)	12/26	.....
84406	Ray McKinley & Orch. (8)	1/23	.....
84407	Dick Stabile & Orch. (8)	2/20	.....

LEON ERROL

83701	Bet Your Life (14)	1/16	4/3
83702	Don't Fool Your Wife (18)	3/5	6/5
83703	Secretary Trouble (17)	4/9	6/5

EDGAR KENNEDY

83401	Mind Over Mouse (17)	11/21	1/17
83402	Brother Knows Best (17)	1/2	4/3
83403	No More Relatives (18)	2/6	5/1
83404	How to Clean House (18)	5/14	6/26
83405	Dig That Gold (17)	6/25	7/31

RAY WHITLEY REVIVALS

83501	Molly Cures a Cowboy (19)	9/5	.....
83502	Musical Bandit (16)	10/10	.....
83503	Corralling a School Marm (14)	11/14	.....
83504	Prairie Spooners (13)	12/19	.....

SPECIAL

83601	20 Years of Academy Awards (19)	4/2	6/5
83801	Basketball Headliners of 1948 (18)	4/23	6/19
842	Louis-Walcott Fight Picture (19)	6/26	.....

WALT DISNEY CARTOONS

Reissues

84701	Hawaiian Holiday (8)	10/17	.....
84702	Clock Cleaners (8)	12/12	2/14
84703	Little Hiawatha (9)	2/20	.....
84704	Alpine Climbers (10)	4/2	.....
84705	Woodland Cafe (7)	4/14	6/19
84706	Three Little Pigs ( )		.....

REPUBLIC

SERIALS

791	G-Men Never Forget (12 Chapters)	1/31	.....
792	Dangers of the Canadian Mounted (12 Chapters)	4/24	.....
793	Dick Tracy Returns (15 Chapters)	7/17	.....

CARTOON

Trucolor

761	It's A Grand Old Nag (8)	12/20	12/20

20th CENTURY-FOX

MOVIETONE ADVENTURES

8201	Horizons of Tomorrow (8)	9/12	12/20
8202	The 3 R's Go Modern (9)	11/7	.....
8203	Sky Thrills (9)	3/	5/1
8204	Majesty of Yellowstone (9)	7/	6/19
8251	Holiday in South Africa (8)	8/22	.....
8252	Home of the Danes (8)	10/17	.....
8253	Jungle Closeups (8)	12/12	5/1
8254	Copenhagen Pageantry (T) (8)	1/	5/1
8255	Scenic Sweden (T) (8)	6/	6/19
8256	Riddle of Rhodesia (T) (8)	7/	.....
8257	Bermuda (T) (8)	8/	.....
8258	Desert Lights (T) ( )	8/	.....

SPORTS REVIEW

8301	Gridiron Greatness (9)	8/1	.....
8302	Olympic Class (10)	2/	5/1
8303	Everglades Adventure (9)		5/1
8351	Vacation Magic (8)	9/26	.....
8352	Aqua Capers (T) (8)	1/	5/1
8353	Playtime in Scandinavia (T) (8)	4/	6/5

TERRYTOONS

Technicolor

8501	One Note Tony (7)	2/	.....
8502	Talking Magpies in Flying South (7)	8/15	.....
8503	Mighty Mouse in a Date for Dinner (7)	8/29	.....
8504	Talking Magpies in Fishing by the Sea (7)	9/19	1/17
8505	Mighty Mouse in the First Snow (7)	10/10	1/17
8506	Talking Magpies in the Super Salesman (7)	10/24	1/17
8507	Mighty Mouse in a Fight to the Finish (7)	11/14	1/17
8508	The Wolf's Pardon (7)	12/5	1/17
8509	Mighty Mouse in Swiss Cheese Family Robinson (7)	12/19	5/1
8510	Talking Magpies in Hitch Hikers (7)	12/12	6/5
8511	Mighty Mouse in Lazy Little Beavers (7)	12/26	6/5
8512	Felix the Fox (7)	1/	6/5
8513	The Talking Magpies in Taming the Cat (7)	1/	6/5
8514	Mighty Mouse and the Magician (7)	3/	6/19
8515	Gady Goose and the Chipper Chipmunk (7)	3/	.....
8516	Hounding the Hares (7)	4/	6/19
8517	Mighty Mouse in the Feudin' Hillbillies (7)	4/	6/19
8518	Mystery in the Moonlight (7)	5/	6/19
8519	Seeing Ghosts (7)	6/	6/19
8520	The Talking Magpies in a Sleepless Night (7)	6/	.....

Rel. No.	Title	Rel. Date	Data
8521	Mighty Mouse in the Witch's Cat	7/	.....
8522	The Talking Magpies in Magpie Madness (7)	7/	.....
8523	Mighty Mouse in Love's Labor Won (7)	8/	.....

TERRYTOONS

Technicolor-Reissues

8531	The Butcher of Seville (7)	5/	.....
8532	Mighty Mouse in the Green Line (7)	5/	.....

DRIBBLE PUSS PARADE

8901	Album of Animals (8)	11/21	.....
8902	Dying to Live (9)	5/	6/19

FEMININE WORLD

8601	Something Old—Something New (8)	2/	5/1
8602	Fashioned for Action (8)	4/	6/5

MARCH OF TIME

1	Is Everybody Listening? (19)	9/5	9/6
2	T-Men in Action (18)	10/3	10/4
3	End of an Empire (18)	10/31	1../1
4	Public Relations . . . This Means You!	11/28	12/20
5	The Presidential Year ( )	12/26	12/20
6	The Cold War ( )	1/	.....
7	Marriage and Divorce ( )	2/20	3/6
8	Crisis in Italy ( )	3/	.....
9	Life With Junior ( )	4/	.....
10	Battle for Greece ( )	5/	.....
11	The Fight Game (19)	5/	6/26
12	The Case of Mrs. Conrad ( )	7/	.....
13	( )	8/	.....

UNITED ARTISTS

LANTZ CARTUNES

	The Bandmaster (7)	12/	1/17
	The Mad Hatter (7)	2/	/6/19
	Pixie Picnic (7)		6/5
	Banquet Busters (7)		6/19
	Kiddie Koncert (7)		6/5

UNIVERSAL-INTERNATIONAL

NAME BAND MUSICALS

3301	Alvino Rey and Orch. (15)	10/22	2/14
3302	Drummer Man (15)	12/3	2/14
3303	Carlos Molina & His Orch. (15)	12/13	2/14
3304	Tex Beneke & His Orch. (15)	3/3	6/19
3305	Woody Herman & His Orch. (15)	3/31	.....
3306	Reg Ingle & His National Seven (15)	6/16	6/19
3307	Western Whoopee (15)	6/23	7/31

TECHNICOLOR CARTUNES

Reissues

3321	Knock Knock (7)	3/	.....
3322	Syncopated Sioux (7)	5/	.....

THE ANSWER MAN

3391	Wind, Curves and Trapped Doors (10)	12/22	2/14
3392	Hall of Fame (10)	1/19	.....
3393	Men, Women & Motion (10)	3/15	6/19
3394	Flood Water (10)	4/26	7/31
3395	Mighty Timber (10)	6/21	7/31

VARIETY VIEWS

3341	Tropical Harmony (9)	9/29	11/22
3342	Chimp Aviator (9)	11/17	11/22
3343	Brooklyn Makes Capital (27)	2/9	6/19
3344	Whatta Built (10)	6/7	6/19
3345	Copa Carnival (9)	6/28	7/31

SING AND BE HAPPY SERIES

3381	Spotlight Serenade (10)	3/29	.....
3382	Singing the Blues (10)	5/	7/31
3383	River Melodies (8)	7/5	7/31

MUSICAL WESTERNS

3351	Hidden Valley Days (27)	2/5	6/19
3352	Powder River Gunfire (24)	2/26	.....
3353	Echo Ranch (25)	4/1	6/19

SPECIALS

3201	Snow Capers (19)	2/18	6/19

WARNER BROS.

TECHNICOLOR SPECIALS

4001	Celebration Days (20)	1/31	2/14
4002	Soap Box Derby (20)	10/18	.....
4003	Teddy, the Roughrider (20)	2/21	.....
4004	King of the Carnival (20)	4/3	.....
4005	Calgary Stampede (20)	5/29	.....
4006	A Day at the Fair (20)	7/3	7/24

MEMORIES FROM MELODY LANE

4201	A Song of the West (10)	9/27	.....
4202	An Old Time Song (10)	12/27	.....
4203	A Song About the Moonlight (10)	1/24	3/6
4204	Grandfather's Favorites	3/13	6/5
4205	A Stephen Foster Song (10)	5/8	6/19
4206	A Song From the Movies (10)	7/17	.....

BLUE RIBBON HIT PARADE

(Revivals)

Technicolor

4301	Dangerous Dan McFoo (7)	12/20	.....
4302	Hobo Gadget Band (7)	1/17	.....
4303	Little Pancho Vanilla (7)	3/20	.....
4304	Don't Look Now (7)	4/10	.....
4305	Curious Puppy (7)	4/24	.....
4306	Circus Today (7)	5/22	.....
4307	Little Blabber Mouse (7)	6/12	.....
4308	The Squawkin' Hawk (7)	7/10	.....
4309	A Tale of Two Kitties (7)	7/31	.....
4310	Pigs in a Polka (7)	8/14	.....
4311	Greetings Bait (7)	8/28	.....

JOE McDOAKES COMEDIES

4401	So You Want to Be a Salesman (10)	9/13	.....
4402	So You Want to Hold Your Wife (10)	11/22	12/20
4403	So You Want An Apartment (10)	1/3	3/6
4404	So You Want to Be a Gambler (10)	2/4	.....
4405	So You Want to Build a House (10)	5/15	.....
4406	So You Want to Be a Detective (10)	6/26	.....

SPORTS PARADE

Technicolor

4501	Las Vegas Frontier Town (10)	11/1	.....
4502	Action in Sports (10)	12/13	.....
4503	A Nation on Skis (10)	7/31	.....
4504	Sun Valley Fun (10)	2/14	.....
4505	Trip to Sportland (10)	3/6	6/5
4506	Ride, Ranchero, Ride (10)	3/20	6/5
4507	Holiday for Sports (10)	4/17	6/19
4508	Built for Speed (10)	6/5	.....
4509	Fighting Athletes (10)	5/1	6/19
4510	The Race Rider (10)	6/19	7/24
4511	Playtime in Rio (10)	8/14	.....

MELODY MASTERS BANDS

4601	Freddy Martin & His Orch. (10)	9/13	.....
4602	Swing Styles (10)	10/25	.....
4603	Borrah Minevitch & Har. Sch. (10)	12/6	.....
4604	Rubinoff and His Violin (10)	1/10	.....
4605	Artie Shaw & His Orch. (10)	2/7	.....
4606	Henry Busse & His Orch. (10)	5/15	.....
4607	The Saturday Night Swing Club (10)	6/19	.....
4608	Joe Reichman & His Orch. (10)	7/17	.....

MERRIE MELODIES

Cinecolor

3711	Two Gophers From Texas (7)	1/17	2/14
3714	What Makes Daffy Duck (7)	2/14	.....
3716	A Hick, a Slick, and a Chick (7)	3/13	.....
4702	Bone Sweet Bone (7)	5/22	7/24
4704	Up-Standing Sitter (7)	7/3	.....
4707	Dough Ray Me-Ow (7)	8/14	.....

MERRIE MELODIES

Technicolor

3712	Back Alley Oproar (7)	3/27	.....
3713	What's Brewing, Bruin? (7)	2/28	.....
3715	Daffy Duck Slept Here (7)	3/6	.....
3717	I Taw a Putty Tat (7)	4/3	6/19
3718	Hop, Look and Listen (7)	4/17	6/19
4701	Nothing But the Tooth (7)	5/1	.....
4703	The Shell-Shocked Egg (7)	7/10	.....
4704	The Rattled Rooster (7)	6/26	.....
4706	You Were Never Duckier (7)	8/7	.....

L. T. BUGS BUNNY SPECIAL

Technicolor

3721	Gorilla My Dreams (7)	1/3	2/14
3722	A Feather in His Hare (7)	2/7	.....
3723	Rabbit Punch (7)	4/10	6/19
3724	Buccaneer Bunny (7)	5/8	.....
3725	Bugs Bunny Rides Again (7)	6/12	7/24
3726	Haredevil Hare (7)	7/24	.....

M.M. BUGS BUNNY SPECIAL

4719	Hot Cross Bunny (7)	8/21	.....

ADVENTURE SPECIALS

Technicolor

4801	Land of Romance (10)	9/6	.....
4802	Beautiful Bali (10)	11/15	12/20
4803	Dad Minds the Baby (10)	12/20	.....
4804	What's Hatchin'? (10)	2/28	.....
4805	Rhythm of a Big City (10)	3/27	6/5
4806	Living With Lions (10)	6/5	7/24

Cycle Roller Racing Builds British Business

As a method of building business, British Gaumont has found cycle roller racing on the stage highly successful. After a tryout in the Provinces it was recently given a London neighborhood test at the Gaumont, Camden Town. Public response there was so keen that the stage show will be repeated by GB in other situations. The idea grew out of the Silver Lining Talent Shows which GB organized in conjunction with the national savings movements.

For the Camden Town engagement 5,000 heralds announced the contest as the "fastest motorless sport on wheels" and offered two cups, valued at 10 pounds each, to the top winners, with minor prizes promoted from London bicycle dealers. The dealers were given quantities of the throwaways which they distributed to customers.

The racing took place on five nights, with contestants being recruited from expert cyclists throughout London. The bicycle trade publication, *Cycling,* gave the contest valuable publicity 10 days in advance. It was also played up in advance by the local newspapers which followed the stories on the personal appearance of film star-song composer, Bill Owen ("Easy Money," booked for the following week, "When the Bough Breaks" and others) at the presentation of awards. At the finals, Owen's new song, Me and My Bike, written for the occasion, was announced from the stage and sung by Sid Ridley, one of the finalists in the Silver Lining Talent Show, while riding his bike on the stage. The audience joined in the singing when the words wre flashed on the screen. Owen was then introduced and the presentation of awards made.

A special stage lighting plot was used during the five stage races whereby, at the report of a gun, the stage lighting was switched to white spots trained on the cyclists and on the scoring clock. The contests were plugged for two weeks by a special trailer, by displays of photos of local cycling club members, of actual roller cycling racing photographs and other material in stall and circle lounges. The Camden Town chamber of commerce advertised the contest on a gratis six-foot banner across the front of its building.

Any Film Will Do

A combination of cokes and soft music now lulls the lucky matinee audiences at the World Theatre in Columbus, Ohio. Manager Charles Sugarman thought up this one, and he says it is very popular. The show stops, the cokes are served and the sound system comes forth with sweet semi-classical music. Ah, me! Life is wonderful.

de Rochemont Returns With Digest Drama

Louis de Rochemont, MGM producer, arrived in Hollywood over the weekend with the first treatment of "Lost Boundaries," dramatic true story published by *Reader's Digest.* This will probably be the first of the Digest's dramas of real life to reach the screen under the recently closed arrangement whereby MGM acquires property rights to all such stories in the publication.

Add Almyra Sessions

Almyra Sessions is the newest addition to Warners' "The Fountainhead," which King Vidor is directing for Producer Henry Blanke. The picture, adapted from Ayn Rand's best-selling novel, has a cast headed by Gary Cooper, Patricia Neal, Raymond Massey and Kent Smith.

VIEWS ON NEW SHORT SUBJECTS

RUDOLPH THE RED-NOSED REINDEER (Jam Handy Organization). **Technicolor. 8½ mins.** Based on the well-known children's poem by Robert L. May, this Max Fleischer cartoon relates how Rudolph's shining red nose saves the day for Santa Claus during a heavy fog, and how Rudolph, formerly looked down upon by the other reindeer, becomes a hero and the leader of Santa's famous reindeer troupe. Release date: 11/11/48.

SPORT'S GOLDEN AGE (RKO Radio) **This Is America No. 10. 17 mins.** Was the golden age of sports during the twenties, or is it now? This interesting comparison forms the basis for a review of different sports and sports figures—then and now—offering famous athletes like Babe Ruth, Johnny Weismuller, Bobby Jones, Joe DiMaggio, Helen Wills and others. Dwight Weist does the narration. Release date: 7/23/48.

WHITE COLLAR GIRLS (20th-Fox) **March of Time No. 13. 17 mins.** Problems besetting the career girl (finances, whether or not to marry, etc.) are answered in this subject, which shows how these girls get their start, how social activities may distract them, and how many have risen to positions of authority. Release date, 8/6/48.

HER FAVORITE POOLS (Para.—R 7-10) **Grantland Rice Sportlight. 10 mins.** Swimming pools and girls form the pleasant subject matter of this short. Pools are shown in such areas as California, the Arizona desert, Northampton, Mass., and Florida. The girls seem to be just as pretty in every location. Release date: 7/30/48.

CAMPTOWN RACES (Para.—X 7-7) **Screen Song. 8 mins.** A group of animals, including a sad-faced St. Bernard, are attending an old-time minstrel show, where they hear such favorites as "Dixie," "Golden Slippers," and others. When they go into "Camptown Races" the audience joins in with the bouncing ball. Release date: 7/16/48.

A WOLF IN SHEIK'S CLOTHING (Para.—E 7-6) **Popeye. 8 mins.** Popeye and Olive are jaunting across the desert and Olive, dreamy-eyed, wishes she could meet a sheik. Right away one comes along and whisks her to his desert tent. He looks suspiciously like Bluto. Popeye follows and with the help of his spinach routs the sheik. Release date: 7/30/48.



Port Theatre. High Street, Portsmouth, Virginia

SMALL THEATRE MAKES EXTRA PROFIT FROM AUTOMATIC VENDING MACHINE FOR COCA-COLA

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For instance—theatres with seating capacity of 500 to 800 sell 100 to 200 cases of Coca-Cola a week.

This is not only profit to you—it's a service to your customers. Everybody likes Coca-Cola and people naturally prefer a theatre where they can get it.



10 Case Dry Electric Cooler for refreshment counter where attendant is on duty.

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SHOWMEN'S TRADE REVIEW

The Service Paper of The Motion Picture Industry

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242 FILMS READY OR IN WORK AMPLE FOR 75% SEASON NEEDS

MYERS SAID TO SEE RISK IN PACTS WITH, FEES TO ASCAP

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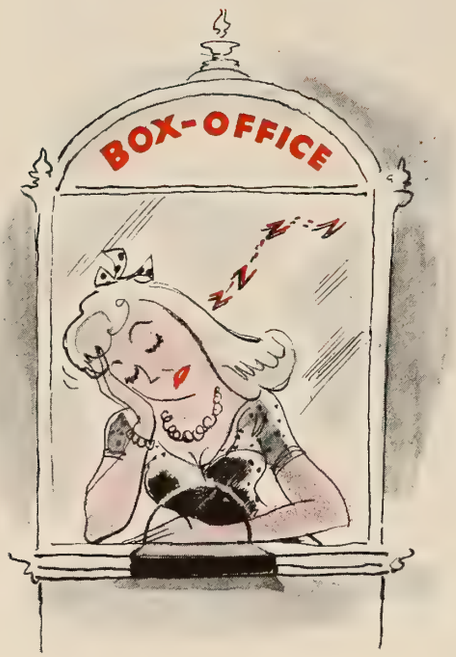
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Regional Newsreel
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Selling the Picture
Theatre Management
Shorts Booking Guide
Feature Booking Guide

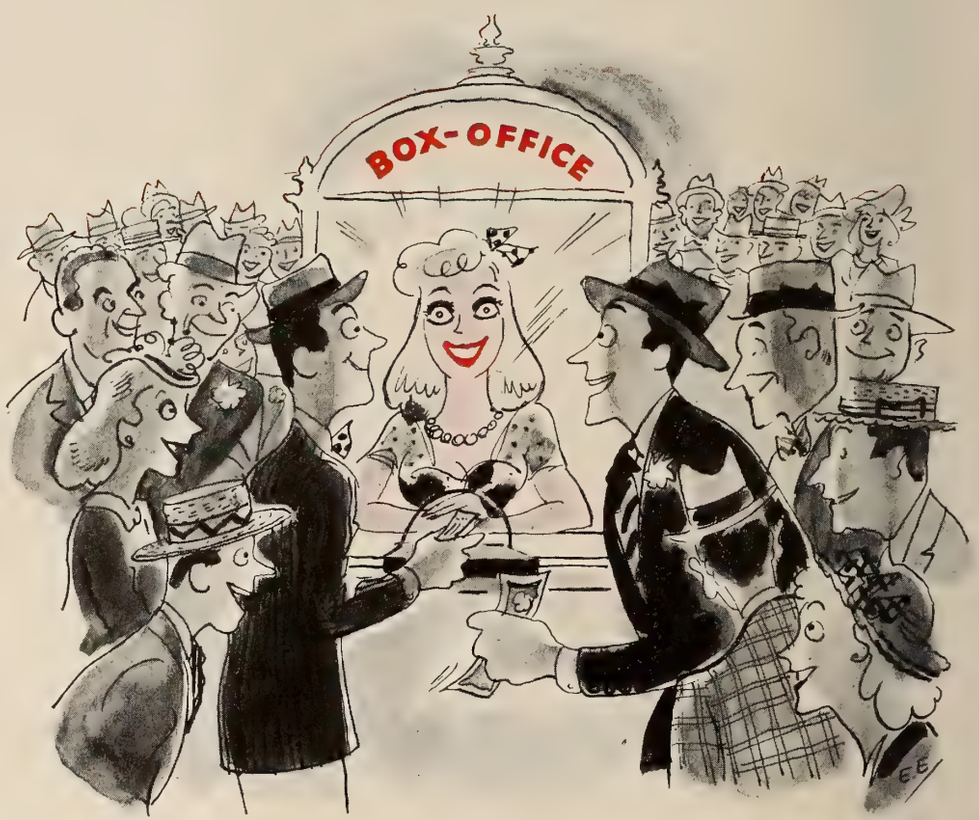
CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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Vol. 49 No. 7

Which is the twin that takes Vitamin M-G-M?





The talk of New York's Film Row is the Preview of "JULIA MISBEHAVES" held last week at Loew's 72nd Street Theatre. Everything you've heard about Greer Garson's new picture is true. (*What a cast! Greer Garson, Walter Pidgeon, Peter Lawford, Elizabeth Taylor, Cesar Romero.*) The audience was in hysterics from beginning to end. Nothing like it has been seen on the screen. A survey of the patrons by Motion Picture Research Bureau following the Preview yielded a new high in audience reaction. "JULIA MISBEHAVES" joins M-G-M's non-stop hit parade: "HOMECOMING", Frank Capra's "STATE OF THE UNION", Irving Berlin's "EASTER PARADE" (*Technicolor*), "A DATE WITH JUDY" (*Technicolor*), "ON AN ISLAND WITH YOU" (*Technicolor*), and soon "THREE MUSKETEERS" (*Technicolor*), "HILLS OF HOME" (*Technicolor*). PLENTY MORE VITAMIN M-G-M COMING!

Extra at Press Time! "A Date With Judy" first 5 days at Music Hall sets new M-G-M all-time high!

It's so good for what ails you

One of a series *of messages to help you increase your understanding of business paper advertising, and its effect on your job.*

How much would NO advertising cost your company ?

SOME COMPANIES look upon advertising as an expense. When expenses have to be cut, the advertising budget looks like a good place to begin.

The only trouble with that theory is — it won't work.

Advertising can become expensive when you don't use *enough* of it. And "NO advertising" can cost far more than the "saving" it appears to create.

It's like failing to lubricate a piece of valuable machinery. You save the cost of the lubricant — but eventually there's a big repair bill to pay, not to mention your production losses while the machine is idle.

Advertising works something like a machine. It is the application of assembly-line methods to the five basic steps in the manufacture of a sale —

1. **Seeking out prospects**
2. **Arousing their interest**
3. **Creating a preference for your product**
4. **Making a specific proposal**
5. **Closing the order**

Can advertising perform all five of these steps? No, it usually takes a good salesman to handle the last two. But advertising *can* save much of his valuable time.

By mechanizing the *missionary job*, advertising becomes the most efficient method of manufacturing sales at a profit. Especially when it appears in the business press, where it is concentrated among your company's best prospects — *and no one else!*

SHOWMEN'S TRADE REVIEW

is a member of The Associated Business Papers, who have published an interesting folder entitled, "How much does NO advertising cost?" We'll be glad to send you a copy. Also, if you'd like reprints of this advertisement (or the entire series) to show to others in your organization, just say the word.

August is Star Month



for 20th Century-Fox!



he type of lobby
vmen across the
sing to sell the
Star Month"!

Paramount's Summer Hit-Wave climaxes in a blaze of GLORY as N.Y. Paramount gets Biggest LADD opening in nearly 2 years with

"BEYOND GLORY"



"BEYOND GLORY" starring ALAN LADD and DONNA REED with GEORGE MACREADY
GEORGE COULOURIS · HAROLD VERMILYEA · HENRY TRAVERS · Produced by ROBERT FELLOWS · Directed by JOHN FARROW
Original Screenplay by Jonathan Latimer, Charles Marquis Warren and William Wister Haines

THE EDITORIAL PAGE

CURRENT OBSERVATIONS...

Most amazing experience we've had in all the years we have been in this industry has been the response and acceptance of our recently organized IMPS.

Greatest thrill of all has been the enthusiasm of those applying for membership. Theatremen from every type of operation from the large deluxe houses right on down to the smallest situations, have been joining up.

In every large group you will find a certain percentage of people who are quick to join something but slow to respond with their information and activity. Not so with the charter members of the IMPS. They like the idea and are most anxious to play an important part in its growth and development.

If YOU have not sent in your application, do so now while the subject is fresh in mind. You'll be in excellent company and before many weeks go by it will be a mark of distinction to be known as a member of THE INSTITUTE OF MOTION PICTURE SHOWMANSHIP.

* * *

That there will be a heavy overtone of rose ("Carmen Rose" to be chromatically precise about it) in the color scheme of women's fashions this fall is not a prediction but a conviction resulting from a looksee at details of one of the most comprehensive pre-release exploitation campaigns ever set up by a film distributor.

Columbia, whose advertising, publicity and exploitation department, has a distinguished record for whipping up expansive exploitation for the company's pictures, is making such jobs as those for "Cover Girl," "Song To Remember," "The Jolson Story," etc., seem mere warm-ups for what already has been done for "Loves of Carmen."

When the advertising by leading users of newspaper space, the dealer displays, the newspaper serializations of the story, the toys, apparel, and magazine advertising lets loose in the near future all America is going to be Carmen-conscious. And that's all to the good for theatres that will show the picture and for the movies as a whole.

But even more important, after the key runs there'll still be lots of this same high-powered material for the little fellow in the late runs to utilize for his own particular benefit. This, because it has been planned that way by inclusion of several tieups which will reach into retail outlets in the small town classification. This angle alone makes the campaign a model of good, solid showmanship on the part of a distributor. It is certain to react at the box-offices of the smaller theatres and, we hope, set a standard to be observed in future.

We applaud Max Youngstein of Eagle Lion for following through on his determination to visit each and every exchange area to meet with the sales force of his company, to hear about their sales problems and tell them what his important department is going to do to assist them in their selling efforts. Advertising has always —in every industry—been an adjunct to sales. One walks hand-in-hand with the other.

Many, many years ago this page advocated exactly what Youngstein is now doing. It recommended, nay, we said it should be mandatory, that every executive spend a substantial part of his time in the field where point-of-sales is developed, to know and cultivate his company's sales force, to meet with the little and big exhibitors and to find out what they think about the way the company is advertising and pre-selling its product.

Any company whose operations are predicated on such a policy must succeed.

It is an example worthy of the attention of all the companies in this industry.

* * *

On occasions during the year, Bill Rodgers of MGM meets with the trade press to "break bread" and discuss current pictures, policies, etc.

This week the bread-breaking led to a discussion about sealed bids for his company's product in those areas where such a sales policy is used.

The discussion brought forth the added knowledge that bidding is expanding.

According to Rodgers, there have been some cases of overbidding but this sometimes leads to an agreement to split product between competing bidders. This appears to be the best solution to the dog-eat-dog tactics that result from spite bids to get product. In the final analysis, the overbidders get bitten.

We'd like to meet the King Solomon who can solve some of the close situations that exist around the country and decide who is to get the pictures.

* * *

Premium stunts are coming back, and, no doubt for good business reasons on the part of theatremen putting them on to bolster fading business. BUT, we want to urge care and caution before you jump into using this stimulant—consider all angles of every premium idea, be convinced that the particular plan finally selected is sound as well as necessary according to serious, not snap judgment.

—CHICK LEWIS

WHAT'S NEWS

In the Film Industry This Week

Exhibition

Rising costs of theatre operation and added competition, to get the bad news over with, figure in minor items this week. Fuel, it might as well be faced, is going to cost more for next winter's heating in theatres everywhere. Reminder that fuel prices have advanced all along the line appears in a release from the Construction Research Bureau pointing out that during the summer fuel oil went up 4.2%, anthracite coal advanced 8.5%, and gas heating rates increased 25%.

If television is competition and will get more so, there's the appearance, in Chicago, of a combination juke box which will deliver a recording performance or three minutes of video, the customer takes his choice for a nickel in the slot.

To pay or not to pay ASCAP continues to be a question of apparently diminishing debate, the no-pay adherents being by far on the aggressive side with the opposing view less vocal if not less firm. This week it was reported that National Allied's stand had been made known to the organization units with the views of General Counsel Abram F. Myers said to be the basis of a stand that not only was there no risk in withholding ASCAP fees but there might be some risk in having truck with ASCAP until the effect of Judge Leibell's ruling on the whole question is clarified. Myers also is said to have put film companies with subsidiaries in the music publishing field on notice that they may find themselves faced, in the not too distant future, with a new kind of divorcement action —one aimed at forcing them to divest of such interests.

Youth Month apparently has widespread backing in territories around the country, as regional reports come of meetings at which exhibitor leaders urge whole-hearted participation by the theatres in the September campaign. The plans and preparation in effect for several weeks under the leadership of National Chairman Charles P. Skouras, are emerging in such spectacular events as the ceremony in the White House Wednesday at which president Truman and members of his cabinet signalized the issuance of the Youth Month three-cent stamp which gives official government encouragement to the campaign.

Distribution

Sealed bids will be introduced by MGM in handling all "auction" selling from now henceforth. The innovation was announced in New York Monday by William F. Rodgers, sales head of the company, who declared this method. adapted from bidding procedure in government and other industries, will assure exhibitor customers that there will be no leaks, "at least from our company," of the figures submitted for MGM pictures. Rodgers said that his company is using the bidding system in about 150 territories—indicated that it is a sort of last resort when competitive exhibitor conditions in the territory cannot be met by the traditional methods. Rodgers said the pictures thus offered went to the "Best Bid," as there seems to be no way to establish which is the "Highest Bid"—too many complicating factors such as gross potential at this theatre as compared to that, since seating capacity, location and drawing area, and so forth fundamentally affect the situation.

A report that MGM was dropping the bidding system in the Texas area could not be confirmed Wednesday at the MGM exchange in Dallas, whose spokesman would not comment, and the report "was all news to us" at the New York home office.

United Artists sales setup underwent a streamlining with home office shifts following the departure of former general sales manager J. J. Unger, veteran executive who was associated with Paramount for years and had joined UA nearly three years ago. Under the switch, Paul Lazarus, Jr., recently named executive assistant to President Grad Sears assumes greater responsibilities in the highest level of UA sales policy and direction.

The 20th-Fox conciliation plan will be discussed by exhibitors in the New Jersey area with Distribution Chief Andy Smith as a result of action this week appointing a committee of Jersey Allied members to report recommendations to the organization membership for action one way or the other.

Production

Hollywood is well ahead on product—has turned out complete and ready for release after Aug. 31, or has now before the cameras, sufficient feature supplies to fill 75% of the 1948-1949 season (provided number offered next year matches that made available through the distributor outlets during 1947-1948). This phase of industry conditions is revealed by data compiled from STR booking data records showing the number released this season and those now ready or in work at the studios.

The production pace, however, may accelerate in Hollywood rather than slow down. That will be the case if the MGM studios are followed by others, because in New York this week new production vice-president Dore Schary told trade press representatives that there will be more turned out this coming year by MGM—including some of the lower-budget type.

Veteran theatreman and MGM production executive Sam Katz is negotiating settlement of his contract—it has 5½ years to run—it was reported in Hollywood this week. Katz, it was said, will be a million dollars richer if the settlement follows the figures said to be the basis of the settlement. The report, naturally, (Hollywood being as keen about prophecy as it is) stimulated rumors and guesses that this may be not an isolated case at one studio and there may be other settlements of big figure contracts with other studio executives.

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Youth Month Gets Truman Send-Off

Says Trade Movement's Aim Is Vital to World

Youth Month, in which the motion picture industry is so vitally interested and in which it is participating so heavily, got off to a flying start on Wednesday when President Truman accepted the first portfolio of the Youth Month stamps from Postmaster General James N. Donaldson. In receiving the portfolio the President said:

"The welfare of the world is wrapped up in the youth of this nation."

The ceremony, held on the White House porch overlooking the west rose garden, was attended by more than 500 guests, among whom were many prominent figures of the film industry.

With the President on the platform were such national personalities as Attorney General Tom C. Clark, Senator Alben Barkley, Charles P. Skouras, National Chairman of the Youth Month Committee; and Ted R. Gamble and Gael Sullivan, president and executive director, respectively, of Theatre Owners of America.

The stamp presentation marked the first public activity in connection with TOA's Youth Month campaign, which will be launched in September.

Among those in attendance, both in and out of the industry, were: John W. Snyder, Secretary of the Treasury; Charles Sawyer, Secretary of Commerce; Burton W. Adkinson, Library of Congress; Senator George D. Aiken, Vermont; Maurice Bisgyer, Secretary of B'Nai Brith; Congressman Sol Bloom, New York; The Rt. Rev. Msgr. Howard J. Carroll, General Secretary National Catholic Welfare Conference; Joseph De Fiore, TOA Youth Month chairman, Delaware; William Green, president AFL; Herman Levy, TOA General Counsel; Harry Lowenstein, Oklahoma TOA Youth Committee; Sidney Lust, TOA director; E. B. Martin, TOA director; Maurice J. Miller, N. J. Youth Month chairman; Lewen F. Pizer, Philadelphia TOA regional vice-president; Thorton Sargent, Youth Month coordinator; J. C. Shanklin, West Virginia Youth Month chairman; George P. Skouras, Skouras Theatres; Spyros P. Skouras, president 20th Century-Fox; Stanley H. Prenosil, TOA; Henry Murdock, TOA, and many others.

In his short speech of acceptance President Truman dwelt upon the responsibilities of this nation's youth.

Postmaster Donaldson remarked that the stamp was "a small thing, but it speaks and stands for so much—it will carry its message of youth into millions of homes each day."

No OK for Cryptix; Next Move Up to Vance

The Internal Revenue Bureau said this week the next move in the campaign of Cincinnati Exhibitor Willis Vance to win an official okay for his Cryptix system is up to Vance. That means that use of Cryptix might result in a criminal suit for "wilful failure to observe the regulations of the Bureau."

If such a suit is brought—and the law precludes civil action by the Bureau—it will be the first time such action has been brought without an accompanying charge of wilful evasion of taxation. For officials admit that Vance is thoroughly honest and that his system will not defraud the Treasury of taxes.

Cryptix is a special code lettering system for theatre tickets, designed to let the tax collectors, but not distributors or competing exhibitors, know how much business the user is doing. Although technically in violation of the Bureau regulations, it has not aroused opposition of Bureau officials on its own merits but rather on the theory that if okayed the door will be open to other systems lacking its merits.

Product Ample for 75% of New Season Needs

242 Films Ready or Before Cameras Represent Heavy Investment in Inventory

There is sufficient feature product before the cameras or completed to supply 75 per cent of release requirements for next season, provided distributors maintain the volume offered during the Sept. 1, 1947-Aug. 31, 1948 period, a check-up of STR booking data reveals.

The record shows that there are 242 features completed and awaiting release after Aug. 31, 1948, or now before the cameras. The same source reveals that the 14 companies distributing nationally will have released at the close of the present season a total of 322 features (exclusive of reissues and western series films). Twenty-one of the 322 total were features made by foreign studios. The reissue total for all companies was 141.

This huge reserve of product to meet future needs indicates heavy investment in inventory by the several American distributors. Whether a larger number of pictures will be released during the season ahead is a question for the future to answer. Possibilities that the market may be developing for an accelerated turnover, either from a lessening of runs at the key houses or other factors, are not ruled out by trade observers. In New York this week, it was pointed out, Dore Schary, new vice-president in charge of MGM production, said his studios will make a larger number of features during the season ahead, including some in the modest-budget class.

The main share of imported films distributed during 1947-1948 by major U. S. outfits were from England, with the J. Arthur Rank Organization claiming the bulk of these 19 films. Two came from Italy. Other foreign productions finding their way into the American market during the current season were handled by the states rights method chiefly.

In the reserve pool are many pictures completed before the "economy reformation" in Hollywood went into force, and represent big investments in negative costs. The bulk, however, are, in varying degrees, closer to budget limits now generally effective in Hollywood under production policy to gear costs to domestic market potential, or thereabouts.

In volume of releases, Columbia leads the parade for the 1947-1948 season, with 42 features the probable total. Second in volume is 20th-Fox with 38, of which four were releases for British producers. Falling well behind figures for seasons previous to 1946-1947, was Universal with a total of 29, of which eight were produced in England under the J. Arthur Rank banner. Totals for the others are:

Eagle Lion, 27 (5 from Rank); Film Classics, 11 (one from Italy); MGM, 27; Allied Artists-Monogram, 32; Paramount, 24 (one from England); RKO, 19; Republic, 25; Screen Guild, 9; Selznick Releasing, 3; United Artists, 22; Warner Bros., 22.

Service With a Smile

When a lady bought a ticket at the Bluebird Theatre in Denver and expressed fear that her bottle of cream might sour in the theatre, Manager Ralph Lee came to the rescue. He put the cream in the ice cream cooler and it was still sweet when the lady called for it. A new way to build goodwill for a theatre.

Says Ads, Not Films, are Corny

Warner Bros. Producer Jerry Wald, addressing the Hollywood Women's Press Club at a luncheon last week, said he thinks the public has lost faith in pictures in general, mainly because all advertising reads alike.

Wald dismissed the claim that new faces are needed to entice the public with the remark that practically all producers have established players, well known to the average theatregoer. "What we need," he added, "is more mind power, not more man power. This would produce such a change that it would attract the buying public. . . ."

Rochester 16mm. Survey Indicates Little Competition for Theatres

In the first really comprehensive survey on the extent of 16mm. business in this country, it has been determined that 50 per cent of clubs, associations, business groups, schools, churches, and social agencies use both educational and entertainment films. The survey was made in Rochester, N. Y. and serves as a good indicator of the situation over the entire country. The figures were released last week by the Films Committee of the Association of National Advertisers.

The question exhibitors ask most about 16mm. —how far does it cut into my business—is fairly well answered in one of the figures quoted in the survey. According to the report, 62 per cent of the clubs and associations, who are most likely to favor entertainment, prefer films running for thirty minutes. This is an assembled figure, of course, a mean level of running time for all types of film used. Nevertheless, it does indicate these organizations are not going in heavily for features, preferring to go to the theatre for this kind of entertainment.

The Rochester survey, which was actually conducted by the Eastman Kodak Company, presents an interesting set of figures for the theatreman to ponder.

The study to determine how many clubs and other organizations in Rochester had used 16mm. films as a part of their programs during the past year revealed that 82 per cent of the churches are film users; 60 per cent of the social agencies; 84 per cent of the schools and colleges; 44 per cent of the industrial groups and 41 per cent of the retail concerns use 16mm. films for either training or social purposes.

More detailed break-downs show that clubs and associations like travel and sports films more than any other single type. Sixty-two per cent of this category also prefers films which run for 30 minutes. Almost half of the clubs using films on their programs, booked one or more from commercial sponsors, although they named a total of 106 different sources for their films. Twenty-eight per cent of the clubs and associations in Rochester are reported to own film projectors, the remaining groups rent or borrow machines.

Churches are among the leaders. The most popular time for the churches to show 16mm. pictures is during meetings of affiliated clubs, with ninety-five per cent of the churches following this practice.

Forty-four per cent of business and industrial concerns, the A.N.A. study points out, used 16mm. films for social and/or training purposes. Projectors are owned by 67 per cent of the industrial concerns, while 33 per cent rent or borrow machines.

Not a single public elementary school in the city of Rochester failed to show a picture at least once during the year. Public secondary schools had an equally high score. Parochial schools did not use films as universally as the public schools, but 87 per cent of the parochial elementary and 63 per cent of the parochial secondary schools are picture users. It is reported, however, that in the Rochester district the parochial schools are now building up film libraries and are buying projectors.

Walsh Blasts T-H Law as IATSE Heads Map Meet

Blasting at the Federal Court injunction issued in New York on behalf of the American Broadcasting Co. claim that IATSE was seeking to interfere with Tuesday night's debut of ABC's television show from the Palace Theatre, International President Richard F. Walsh said the action "seems to have established involuntary servitude . . . points up the general iniquity of the Taft-Hartley law." Walsh's attack was a prelude to the expected anti-Taft-Hartley Law keynote of the IATSE Convention opening in Cleveland Aug. 16, and the mapping of which brought the organization's General Executive Board to Cleveland Monday.

Seek to Restrain DST

Independent Theatre Owners of Michigan members and a number of non-member independents have filed suit in the state supreme court at Detroit seeking to restrain compliance with the city's daylight saving ordinance against which a circuit court issued an injunction, but to which little attention has been paid. Plaintiffs also seek to restrain submitting daylight saving to a referendum vote at the Sept. 14 election.

To Hear Monopoly Gripes

Exhibitors will get a chance to present their gripes to the House Small Business Committee in a dozen cities in September and October, the Committee revealed in Washington this week. Complaints against monopoly and big business will be aired in Butte, Montana, Sept. 3, and in 11 other cities in the inter-coastal areas during the next five weeks.

A full schedule follows: Butte, Mont., Sept. 3; Casper, Wyo., Sept. 8; Salt Lake City, Sept. 11; Kansas City, Sept. 15; Omaha, Sept. 17; Minneapolis, Sept. 20-21; Madison, Wisc., Sept. 23; South Bend, Ind., Sept. 27; Detroit, Oct. 1-2; Louisville, Oct. 5; Oklahoma City, Oct. 8; Houston, Oct. 12.

ASCAP Pacts, Fees, Illegal?

Myers Said to See Risk In View of Court Ruling

A unit official of National Allied this week said he has been advised by general counsel Abram F. Myers, to make no further contracts with Ascap and to pay no more money to Ascap "pending further clarification of the situation, especially as to appeal." Myers, he said, is "confident exhibitors by refraining from doing business with Ascap in its present status will run no risk."

Myers' position is reported to be that exhibitors might be running a risk in dealing with Ascap, in view of the ruling in New York by Judge Leibell that it is in violation of the anti-trust laws.

Myers went so far, it was said, as to predict that unless the distributors are careful they may be faced with a suit to divorce their music-publishing houses, along with their theaters.

"Frequently the producer will specially employ a composer to write a piece for a film and will turn over the copyright thereto to its subsidiary publishing house. The latter then conveys the public performing rights to Ascap. In such cases the producer collects, via Ascap, a substantial part of the public performance royalties on its own music, recorded on its own film and licensed to the exhibitors for exhibition."

Name TOA Convention Reception Committee

John Balaban and Eddie Zorn, chairman and vice chairman respectively of the Theatre Owners of America's general convention committee, this week named 38 members to the reception committee for the two-day sessions in the Drake Hotel, Chicago, Sept. 24-25.

From the exhibitor ranks the following were appointed: W. K. Hollander, N. M. Platt and D. B. Wallerstein, of Balaban and Katz; Frank Smith, RKO Theatres; Aaron Jones, McVickers Theatre; Edwin Silverman, Essaness Theatres; James Coston, Warner Bros.; Jack Rose, Manta and Rose; Arthur Schoenstadt, Schoenstadt & Sons; Jack Kirsch, president, Allied Theatres of Illinois, and George Kerasotes, vice-president, United Theatre Owners of Ill.

Named from the distributing companies were the following; James Donohue and J. Harold Stevens, Paramount; Jack Lorentz and Tom Gilliam, Twentieth Century-Fox; H. Greenblatt and S. Gorelick, RKO; Bill Bishop, W. E. Banford and W. Devaney, Metro-Goldwyn-Mayer; R. Cramblet and N. Nathanson, United Artists; Sam Horowitz and Harry Mandel, Selznick; Ben Lowery, Columbia; Harry Seed and A. J. Shumow, Warners; Irving Mandel and Ben Eisenberg, Monogram; Ed Heiber and Clarence Phillips, Eagle Lion; Max Roth and Ed Spiers, Film Classics; M. Gottlieb and L. Berman, Universal; W. Baker and A. Fischer, Republic and Henri Elman, Capitol Films.

D of J Not Against or For Arbitration in New Decree

The Department of Justice will not object to proposals that a system of voluntary arbitration be included in the final decree of the New York court in the Paramount case, it was said this week by a Department spokesman.

Won't Censor News

Dr. Clyde Hissong, chief Ohio film censor, in Columbus last week took issue with the Cincinnati filmgoers who protested showing of Movietone News pictures of killer Robert M. Daniels on the grounds that the newsreel made the captured "mad dog" slayer a hero. Dr. Hissong said it didn't, stating: "I don't see anything wrong with the newsreel. The reel, in my opinion, portrayed Daniels for just what he was. It was a news event and I wouldn't want to censor news in any way."

Schine Anti-Trust Suit Asks $345,000

Emerson W. and Edwin B. Long of Cadiz, Ohio, are asking triple damages amounting to $345,000, plus attorney's fees and court costs from Schine Theatrical Co. and five subsidiaries in an anti-trust suit filed Thursday (5) in the federal district court of Cleveland, for damages allegedly sustained during the period from Dec. 31, 1934 to Dec. 10, 1940 when the plaintiffs operated the Memorial Theatre in Mount Vernon, Ohio. Plaintiffs assert in their brief of complaints that the defendants "combined with each other and conspired" with the major distributors to "monopolize the exhibition of motion pictures." Methods of violation are cited as: "use of pressure circuit buying, to exclude competition in Schine Towns; threats to build new or open old theatres where competition threatened; acquisition of competitive theatres; cut admission prices; more favorable rental terms than competitors could get; acquisition of theatre sites for purpose of announcing construction whenever there was an indication of competition; long term agreement not to enter into competition, extending to other towns with purchase of competitive theatres; long-time franchises not available to competitors; pressure on major distributors to deprive plaintiffs of opportunity to negotiate for either first- or second-run product in Mount Vernon."

Jack and Schnitzer in New U. A. Sales Posts

Edward M. Schnitzer and Fred Jack have been promoted to newly created United Artists posts of Eastern and Western general sales managers, respectively, according to announcement of a reorganization of the company's sales setup following the resignation of Joseph J. Unger as general sales manager this week.

Paul N. Lazarus, Jr., executive assistant to President Grad Sears, who made the announcement, will maintain policy and administrative supervision of U. A. sales operations under the move which is aimed to free Sears for greater concentration on corporate and product affairs.

Jack, formerly Southern district manager, will maintain headquarters in Dallas, while Schnitzer will continue to operate from the home office as in the past but will add to his duties liaison with the field organization, a work which will commence with a series of meetings to acquaint sales personnel with U. A.'s new sales technique.

KATO Convention Plans

Television, drive-in theatres, taxation, film contracts and judicial decisions will take first place on the agenda of discussions at the annual convention of the Kentucky Association of Theatre Owners in Louisville, Oct. 27-28.

MGM Introduces Sealed-Bid Plan

Guard Against Leaks; 150 Situations Buying on Bids

While admitting that he would "hesitate to think of what we'd have been up against if bidding had been forced on a national scale," William F Rodgers, MGM vice-president in charge of distribution, credits the auction selling form with "some advantages" in situations where theatres face an "acute product shortage" or other problems cannot be resolved by traditional selling methods

Discussing company policy and a new practice MGM is introducing, Rodgers told trade paper representatives at a luncheon in New York Monday that a "sealed bid" system henceforth will be in force at all exchanges The practice will be for all bids to be held, sealed in original envelopes furnished to exhibitors, until the morning following the deadline for bids. The envelopes, containing title and number of the release bid for, are to be opened by the branch manager, or in his absence that party acting for him, in the presence of a secretary or some other member of the office staff. Details of bids are forwarded to the home office with certification that they were opened in the presence of the two persons signing the report.

In this manner, Rodgers said absolute confidence can be assured exhibitors that there are no "leaks" of information to competitive bidders.

The company now uses the bidding system in about 150 situations, Rodgers said. However, he emphasized that "we have not selected, nor do we seek, bidding as a basis for the sale of our pictures."

Wherever there is the possibility, Rodgers said, of bringing exhibitors together on a compromise to divide product and thus avoid the bidding alternative, MGM as a matter of policy attempts to bring about that result.

Flexible Budgets, More Films, Schary MGM Policy

An increase of five or six pictures over the company's recent seasonal output of 24 to 26, with production budgets to be flexible, was announced as MGM's 1948-49 program policy by Dore Schary, newly-named vice president in charge of production, in New York this week.

Schary, who left New York Wednesday to begin his new 14-year contract at the MGM studios in Culver City on August 16, declared his intention to make "progressive" pictures, some of which will be experiements in technique, talent, subject matter, etc. As example of "experimental" films, he cited "Joe Smith, American," "Stranger in Town," "Journey for Margaret," "War Against Mrs. Hadley" and "Lassie Come Home,"

N. J. Allied Discusses Juvenile Admission Bill

The New Jersey Brator bill, which raises from 14 to 16 years the age limit for admission of boys and girls to a film or other theater unless accompanied by a parent, guardian or adult friend, making violation a misdemeanor punishable on conviction by a fine of $500 or six months' imprisonment, or both, was up for discussion at this week's regular meeting of the Allied Theater Owners of New Jersey at its New York headquarters. President Ed Lachman presided.

Theatre Management

Guide to Modern Methods in the Administrative and Executive Phases of Theatre Operation

Trenton Theatre Cited By N. J. Garden Club

Winner of a "Citation for Civic Improvement," the Hamilton Theatre of Trenton, N. J., operated by the Trenton-New Brunswick Theatres, Inc., in which Walter Reade is associated with RKO Theatres, has been recognized for its contribution to the physical attractiveness of the neighborhood by the Garden Club of New Jersey.

The Hamilton, a "community-type" theatre, was built about three years ago in a relatively undeveloped section of Trenton. Since its completion, the neighborhood has developed quickly, with many nearby stores and residences copying the red brick and white trim architecture of the motion picture house.

Managed by James McAllister, the 1,000-seat theatre is set back about 50 feet from the street, with grass, flower beds, and concrete walks in front. The building itself has white wooden pillars, a white-trimmed portico, and recessed doors leading directly into a blue-carpeted lobby. Unlike the conventional theatre, it has no garish outdoor advertising—merely a small gate-post type sign announcing it is the Hamilton, and two glass-encased 40x60 frames recessed into the wall on each side of the entrance. The interior is functional rather than ornamental, featuring uncluttered walls, indirect lighting, and wide, well-lighted aisles. It contains such features as scientific ventilation, acoustic refinements, comfortable smoking rooms for men, luxurious cosmetic rooms for women, and lounge appointments not found in the average small neighborhood movie house.

Children in Campaign To Aid Humane Society

Pet shows, a special youngster's movie day, and a day at a local resort, are the highlights of the *Deseret News'* current campaign to aid the Salt Lake City Humane Society.

On the schedule: a Pet Parade to be held at the Capitol, after which the children will see cartoons and a full-length movie, and receive candy, all for 15 cents admission.

Proceeds will go to the local Humane Society to establish an animal hospital at the society shelter.—SLC.

Theatres in Radio Tieup

Sam Ewing, San Francisco advertising agency executive, has made a tieup whereby six theatres are contributing tickets for prizes to the new KSAN radio show, "Holiday House," a clue and giveaway program. Theatres contributing the tickets in exchange for radio mention are the first-run Orpheum, St. Francis, Paramount and United Artists, as well as the Embassy and Downtown.—SF.

Gave Their Blood

Five employes of the Balaban and Katz organization in Chicago gave their blood for transfusions which saved the life of Gertrude Fischer, cashier of the Norshore theatre, who was suffering from a virus infection.



The Brass Tacks of Efficient Picture Theatre Management*

QUERYING SHOWMEN, GETTING ANSWERS

By Jack Jackson

For the past several weeks I've been pounding the doors of theatres and the ears of theatre men in some five states. And to be right honest I've been asking so many questions and getting so many answers that I've been negligent about the job of knitting these weekly word doilies for your perusal. In order to get up to date on my amblings—which still have about five states to go—a bit of literary hop-skipping becomes necessary ,and that means the omission of all but the most interesting highlights of what seems to be the most valuable information to pass along to you who look for something worth while and helpful in these typings.

In New Orleans, as usual, I took up quarters with Freddie Goodrow, "the exhibitor's friend" —and believe me, anybody who lets film out of the vaults at the low prices Freddie quotes is really deserving of the appellation. Chinned with no end of exhibitors and distribution men, including Milton Guidry of the Loit Theatre, LaFayette, La. Thompson of the Cave Theatre in Delta, La., Bob Kelly of Astor Pictures, Milton Dureau of Film Classics, Fred Krum of Selznick's Atlanta office who was with Bill Shiell, the New Orleans representative, and so many others that space forbids their mention.

The Lamantia family—Roger, branch manager of RKO, Nick, formerly with Universal and now operating his own house in Bogaloosa, La., and Charlie, who is all hot over the purchase of a neighborhood theatre—or maybe it's a small-town show shop that he believes will earn his country club dues—were mine hosts at lunch. Roger had difficulty with his shipping department and didn't enjoy his food because it tasted like shipping label paste, but the rest of us helped build up a check that took severe toll of Nick's fight picture profits. The colored lads and lasses really dug deep to see the Wolcott-Louis tussle. Vic Myers, who is entitled to some kind of an award for holding the same job as manager of the Orpheum, New Orleans, for the past 27 years, told me he had played to 24,000 Negro admissions in the limited seating of his sky-roost during the 10 days of the downtown engagement. Out-of-town houses and neighborhoods were reporting record attendance from the fraternity.

Morris Joseph of the Lazarus houses and Mrs. Lazarus were in a huddle over the buying and booking for the three theatres in Bryan, Texas, which had been lifted off the Jefferson Amusements booking sheets. This group were trying to wedge the Bryan change in between negotiations for permits and contracts for remodeling two of their New Orleans houses and the sessions were running late into the night.

Arranged Screening of 13 Public Relations Reels

Had a visit with C. J. Mabry, now saddled with most of the duties the late Bill Johnson performed as head of Motion Picture Advertisers Service, and he arranged a screening of the 13 theatre public relations reels that have been recommended to theatremen by TOA. These are swell little subjects—about 100 feet in length—telling interesting little facts about your theatre and could go a long ways toward creating a better understanding of your problems by the customers. Mabry told me that these were being released on a non-profit basis as his company's contribution to a national campaign in the interest of better public relations for theatres. The 13 now ready are to be augmented by another like number which, I am told, were suggested by Earl Hudson of Detroit, a chap who sure knows enough about the business to do a swell job of suggesting. I peeked at the price tags, and the costs to theatres, rent or outright buy, are staked at low levels. As I understand it, the 26 are calculated to be shown within a year on a one-every-two-weeks basis.

Every exhibitor I talked with was complaining about the high cost of film, and if all those 40-per-cent-for-country-town-exhibition claims are correct, the complaints are most understandable. With attendance off, the little fellows with limited patronage possibilities cannot afford that kind of tariff. When the cost of product becomes too high for profitable operation the exhibitor either closes shop or finds some other method of making ends meet, and either result is disastrous to film producers and distributors.

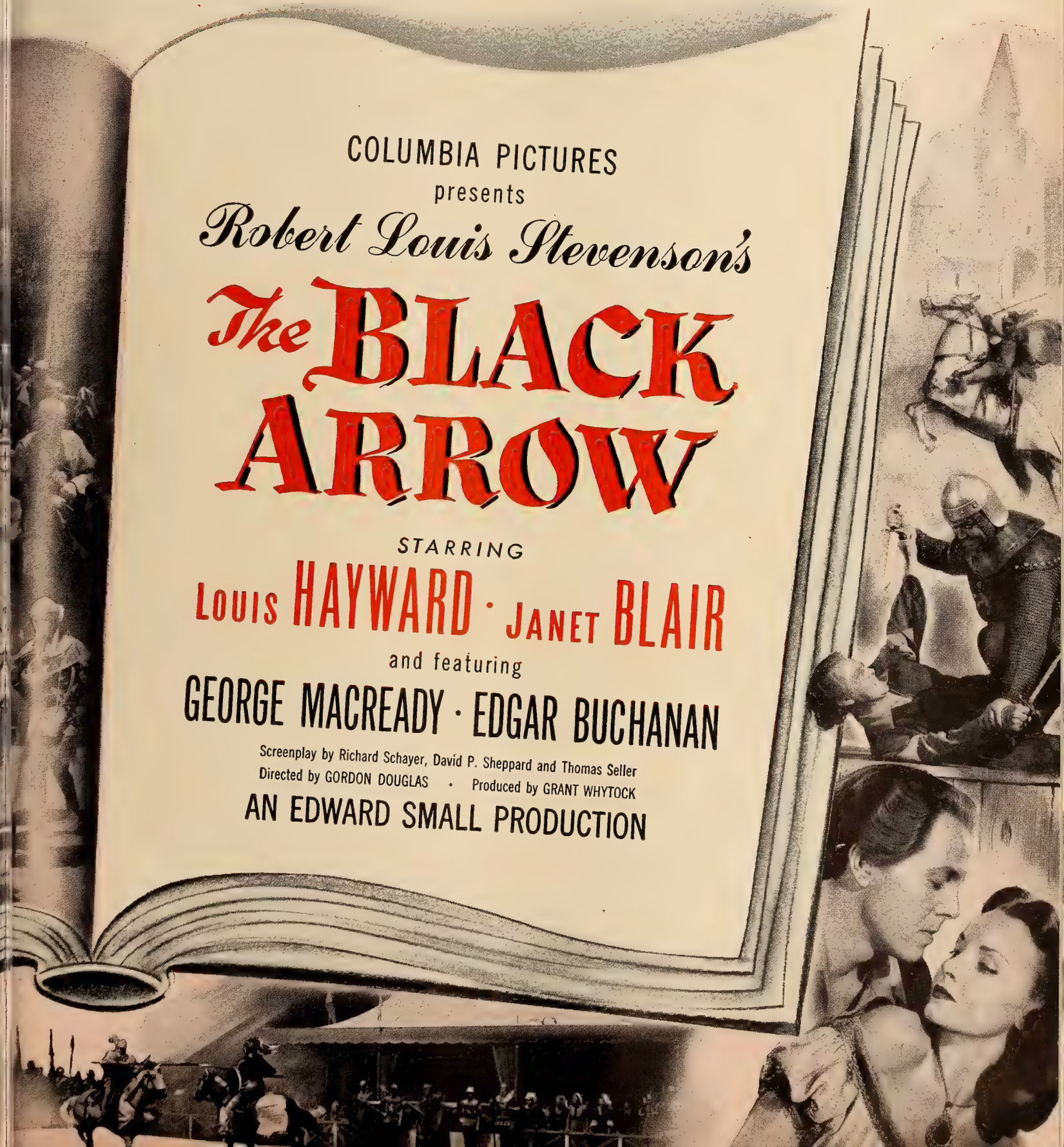
I sat with several branch managers when requests for reductions were being made over phone and in person. In all instances the BM fell back on the insurmountable—for the exhibitor—fence that all he was doing was carrying out orders from New York. Of course, I'm just a reporter at the moment, but I can't find any flaws in the reasoning of the affected exhibitor

(*Continued on Page* 15)

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Robert Louis Stevenson's
NOW ON THE

IMMORTAL ADVENTURE NOVEL
SCREEN IN ALL ITS FIERY GLORY!



COLUMBIA PICTURES
presents

Robert Louis Stevenson's

The BLACK ARROW

STARRING

LOUIS HAYWARD · JANET BLAIR

and featuring

GEORGE MACREADY · EDGAR BUCHANAN

Screenplay by Richard Schayer, David P. Sheppard and Thomas Seller
Directed by GORDON DOUGLAS · Produced by GRANT WHYTOCK

AN EDWARD SMALL PRODUCTION

The Box-Office Slant

Current and Forthcoming Feature Product Reviewed from the Theatreman's Standpoint

The Checkered Coat

20th Century-Fox Murder Drama 62 mins.

AUDIENCE SLANT: (Adult) Nicely made action film that moves fast enough and has sufficient suspense to please the fans.

BOX-OFFICE SLANT: Will be a distinct aid to any double bill, with short enough running time to balance long "A" feature.

Cast: Tom Conway, Noreen Nash, Hurd Hatfield, James Seay, Garry Owen, Martin Lamont, Rory Mallinson, Leonard Mudie. Credits: Belsam Production. Producer, Sam Baerwitz. Director, Edward L. Cahn. Screenplay, John C. Higgins. Original story, Seelig Lester, Merwin Gerard. Photography, Jackson Rose.

Plot: A psychopathic killer, subject to cataleptic fits, causes the death of three persons and nearly two more before he is apprehended. A psychiatrist, who had been framed by the guilty man, manages to evade the police long enough to make a dramatic last-minute solution of the case.

Comment: Nicely made action film that moves fast enough and has sufficient suspense to please the fans. Hurd Hatfield does a really outstanding job as the psychopathic killer, performing with theatrics worthy of a much higher-budgeted film. The rest of the cast, including the leads, Tom Conway and beautiful Noreen Nash, are excellent. The picture has a different gimmick in that the guilty man is subject to fits that make him appear dead, and a physician who knows his symptoms is the only one who can prevent an autopsy being performed on him. This rather bizarre angle of a live man being pronounced dead and an autopsy performed is a guaranteed spine-tingler. Film will be a distinct aid to any double bill, with short enough running time to balance long "A" features.

Hollow Triumph

Eagle Lion Drama 83 mins.

AUDIENCE SLANT: (Adult) Well-made suspense drama. Paul Henreid, who performs excellently, also deserves praise for his first independent production.

BOX-OFFICE SLANT: Will be strong at average house because of Henreid-Joan Bennett name draws, and favorable word-of-mouth.

Cast: Paul Henreid, Joan Bennett, Eduard Franz, Leslie Brooks, John Qualen, Mabel Paige, Herbert Rudley, Charles Arnt, George Chandler. Credits: Producer, Paul Henreid. Director, Steve Sekely. Screenplay, Daniel Fuchs. Based on novel by Murray Forbes. Photography, John Alton.

Plot: When a gangster succeeds in robbing a rival crook's gambling emporium and escaping with $200,000, he is sought by the rival's gunmen. To escape, he kills a prominent psychoanalyst whom he resembles except for a scar on his cheek—which he inflicts on himself. The ruse works. Meanwhile, the rival gang is caught by the police and broken up, but the impersonator is slain by other hoodlums who get him because they think he is the real doctor running out on a gambling debt.

Comment: Well-made suspense drama. Paul Henreid, who performs excellently in a dual role, also deserves praise for his first independent production. Scenarist Daniel Fuchs does a fine adaptation of Murray Forbes' exciting novel, and the picture should hold audiences on the edges of their seats through most of its footage. Henreid was smart to keep the running time to a bare 83 minutes, very short by current Hollywood standards; in this way, he keeps from stretching the unique story twist too thin. Joan Bennett is very good in the part of the real doctor's secretary, and the rest of the cast is more than adequate. The film will be strong at the average house because of the Henreid-Bennett name draws, and favorable word-of-mouth.

National Reviewing Committees Audience Classifications

BLAZING ACROSS THE PECOS (Col.)
FAMILY—National Board of Review.
CLASS A—SEC. 1—National Legion of Decency.

CORONER CREEK (Col.)
MATURE—National Board of Review.
CLASS A—SEC. 2—National Legion of Decency.

CLOSE-UP (EL)
MATURE—National Board of Review.
CLASS A—SEC. 2—National Legion of Decency.

Gentleman from Nowhere

Columbia Mystery 66 mins.

AUDIENCE SLANT: (Family) A pretty good idea comes off as a distinctly mild mystery. After building up audience interest early in the picture, the plot wanders about in the final half and leaves the audience confused with several unanswered questions and angles.

BOX-OFFICE SLANT: This one is filler fare for the bottom half of dual bills. The Warner Baxter name can be used in some situations for a little extra notice.

Cast: Warner Baxter, Fay Baker, Luis Van Rooten, Charles Lane, Wilton Graff, Grandon Rhodes, Noel Madison, Victoria Horne, Don Haggerty, William Forrest, Pierre Watkin, Robert Emmett Keane. Credits: Produced by Rudolph C. Flothow. Directed by William Castle. Original screenplay by Edward Anhalt. Photography, Vincent Farrar. Musical direction, Mischa Bakaleinikoff.

Plot: Mystery involving an inconspicuous New York night watchman who impersonates another person and eventually helps uncover an insurance racket.

Comment: The idea of having a man return to the scene of a suspected crime as himself and yet not himself is novel enough, and the story gets off to a good start, albeit the pace is a bit leisurely throughout. The picture loses its grip when the insurance adjuster, who has been a canny fellow previously, suddenly falls for a trick of the culprit and his lawyer. There is an attempt to build some suspense around this sequence, the climax of the picture; but the punches are telegraphed, and there is little for the customer to do but wait for the reel to run out after that. Baxter makes a creditable chore out of his part, first as the watchman, and then as the chemist. But his is the only name of any value in all the cast and credits. Film is made on a modest budget, and it is strictly program fare for supporting role on dual bills.—K.C.

Julia Misbehaves

MGM Comedy 100 mins.

AUDIENCE SLANT: (Family) There's a new Greer Garson in this hilarious comedy; a Garson who gives her public romance, hilarity and excitement, all combined to entertain and amuse them.

BOX-OFFICE SLANT: If sold correctly, slanting exploitation towards the fact that Garson has discarded dignity and suffering for comedy and romance this picture, with the other star-names and the title draw, should definitely become a top box-office winner.

Cast: Greer Garson, Walter Pidgeon, Peter Lawford, Elizabeth Taylor, Cesar Romero, Lucile Watson, Nigel Bruce, Mary Boland, Reginald Owen, Henry Stephenson, Aubrey Mather, Ian Wolfe, Fritz Feld, Phyllis Morris, Veda Ann Borg. Credits: Directed by Jack Conway. Screenplay by William Ludwig, Harry Ruskin and Arthur Wimperis. Adaptation by Gina Kaus and Monckton Hoffe. Based upon the novel, "The Nutmeg Tree," by Margery Sharp. Photography, Joseph Ruttenberg. Produced by Everett Riskin.

Plot: When an actress is invited to her daughter's wedding, she returns to her husband's palatial home with much misgiving. She had given up her husband and daughter when the girl was a baby and had seen neither one for many, many years. Her return brings about many hilarious situations and results in her daughter marrying the man she loves and she, herself, returning to her husband.

Comment: This is it: the Greer Garson picture most folks have been waiting for; the one that will make the average theatregoer sit up and take notice, and spread the kind of word-of-mouth that will make "Julia Misbehaves" a picture everybody will be anxious to see. Film should be a tremendous draw, first, because Garson gives them a Garson in tights, romance, hilarity and excitement. And second, because the picture itself is a comedy riot that will keep them in hysterics throughout most of its footage. Here is a new Garson, a delightful comedienne whose talents in this field of entertainment is displayed for the first time. Co-starred with her, for the fifth time, is Walter Pidgeon, with Cesar Romero as one of the other men in her life. Both men are excellent and so is the supporting cast. Among them are Elizabeth Taylor, Peter Lawford, Lucile Watson and Mary Boland. Jack Conway, known for his long list of comedy hits, directed the film and Everett Riskin produced. Sell the new Garson and the other star-names in the picture. These, with the draw of the title, should help make this film a top box-office winner.

Miraculous Journey

(Cinecolor)

Film Classics Drama 76 mins.

AUDIENCE SLANT: (Family) A familiar story with familiar characters is enhanced by Cinecolor photography and holds the interest sufficiently to make it interesting screen fare for average audiences.

BOX-OFFICE SLANT: It should do well in most communities as an added feature,

and there are many spots in which it could top a western or some other action feature on a weekend bill.

Cast: Rory Calhoun, Audrey Long, Virginia Grey, George Cleveland, Jim Bannon, June Storey, Thurston Hall, Carole Donne, Tom Lane, Flame the Dog, Jimmy the Crow. **Credits:** Presented by Sigmund Neufeld Productions. Produced by Sigmund Neufeld. Directed by Peter Stewart. Original story and screenplay by Fred Myton. Photography, Jack Greenhalgh. Song, "The Touch of Love," by Leo Erdody and Lew Porter. Color director, H. J. Staudigl.

Plot: Drama of an assortment of people on an airplane journey who, because of a crash landing, find themselves stranded in a remote, inaccessible jungle region. There is a gangster who causes trouble and is finally killed by a crocodile, and there is a romance between the pilot and a blind girl. The stewardess is killed before the pilot eventualy makes his way back to civilization and returns later via helicopter to rescue the others. ,

Comment: Fred Myton's "original" story and screenplay involves a plot, situations and characters that have flashed on motion picture screens many times before: how an assortment of people are thrown together by accident or fate, call it what you will. In this case, an airplane bearing a gangster, a financier, a spoiled heiress. a nightclub entertainer and a blind girl crash lands in the middle of the jungle, miles from nowhere. Attempts of the gangster to escape, demonstrations of selfishness and the lust to kill, murder by jungle animals and the development of a love affair between the pilot and the blind girl comprise the situations. To bring temperance to the proceedings is an old hermit whose philosophy is more understandable to the characters when they're ready to leave than when they came. In this role, George Cleveland delivers the most convincing performance, and his pet crow and dog are also remarkably human. Despite the familiarity of its story and stock characters, this picture holds one's interest and is enhanced considerably by eye-appealing Cinecolor photography. It should do well in most communities as an added feature, and there are many spots in which it could top a western or some other action feature on a weekend bill.

Hollywood Trip Prize In Reade Beauty Contest

A circuit-wide beauty and popularity contest, with the winning girl receiving an expense-paid trip to Hollywood and a screen test, will be launched Aug. 17 by Walter Reade Theatres.

The contest, involving theatres in seven New Jersey communities and climaxing with finals on Labor Day weekend at Reade's Monte Carlo Pool, Beach Club and Stadium in Asbury Park, was arranged through the Lester L. Wolff Agency in New York with the Harlem-Adler Company, makers of ornamental garment buttons which are retailed on a card containing a picture of a movie star. The winner will be crowned "Movie Star Button Queen." The Barbizon modeling agency and Sky Coach Limited are also tied-in on the promotion.

The three qualifiers in each town will share prizes consisting mainly of clothing and jewelry worth over $200, and the runners-up in the finals will receive a similar amount of prizes.

'Sagebrush Matinee'

Each Wednesday afternoon the Hiser Theatre, Bethesda, Md., hold a "Sagebrush Matinee" which features the broadcast of a "Spurs and Guitars" radio program followed by a western.

Jackson . . .

(*Continued from Page* 11)

that he'd like to be informed as to what a New York exec happens to know about a theatre in Morgan City, La., Picayune, Miss., or any other small town in the New Orleans area, that is unknown to the local branch manager. Lacking such information, it's difficult to question the exhibitor's premise that distributor headquarters in New York either should give the branch manager authority to handle local matters or turn the job of being a messenger boy over to Western Union and thus cut expenses which might be passed along in savings on rentals paid by the theatre. The exhibitors who know their way around their own territories are acquainted with local branch managers, many of whom have had 20 or more years of service in the same locality, and feel they know far more about every town in the domain they supervise than the head men—no matter how able—who headquarter in New York home offices.

Broadening of Powers

Of course, it is only right and proper that the headquarters moguls should lay down overall policies and sales. But now that the exhibition branch in so many localities is faced with emergency situations you have a condition that would seem to dictate the broadening of powers of the trusted and vested representatives in the particular locality, with powers of action to meet the problems arising from show to show, nay, even from day to day.

The reward for such flexibility in the application of overall policy to exceptional cases would be four-fold: The industry's dirty linen will not be displayed on the public wash lines; fees for legal advisors will hit a new low; court dockets will be cleared for consideration of more difficult economic problems and the flaring bonfires of exhibitor emotions will be used to barbecue the fatted pig of industry goodwill and confidence that goes so far to increase the customer lines at box-offices.

Slick Sales Scheme

Of lesser importance, but emphatically menacing proportions to the exhibitor front, is a condition I encountered in several spots along my five state route. At least one national organization—and the known presence of one always indicates others that are, or soon will be, battering against the ramparts—is banging on theatre doors and getting cooperation to a slick sales scheme involving theatre giveaways through organization-solicited merchant cooperation. Of course the "no cost to the theatre" lure is held high to influence the signing on the dotted line. However the theatre winds up with a mile long trailer of co-op merchant names and a sky-high, but poorly executed, lobby display of merchant names and a glorified sample of the giveaway unit that is anything other than a replica of what the lucky patron receives.

In addition, the outfit employs a pseudo lawyer as head of its soliciting staff who applies the pressure to the merchant and then tells the theatre operator where to get off when the latter complains of the falsity of the presentation. In the most glaring instance I encountered the gang had collected in excess of $3,500 from local advertisers and then short-changed the theatre of two giveaway units. Correspondence brought the excuse of "factory shortage," but when the exhibitor wrote the company whose name appeared on the unit he was advised that the soliciting group owed the manufacturer considerable money and that no shipments would be made until the account was cleared.

'Do It Yourself'

As a result, the exhibitor had to purchase two units in the open market in order to satisfy patrons and cooperators, and the threat of suit against the group brings only a barrage of buck-passing letters calculated to stall legal proceedings. The salient feature of the whole smelly transaction is that the exhibitor could have purchased the entire allotment of giveaway units from a local source at the trifling cost—when compared to the take of the solicitor group—of slightly over $300. It's just another argument to emphasize the wisdom of following the advice doled out in this and other columns time and time again to "Do it yourself." But if you are approached by one of these slick-gabbed guys who make their proposition sound irresistible and you find yourself grabbing for your pen to commit your theatre to some months-long advertising deal, stop and restrain yourself long enough to get local endorsement. Just request that he first get the approval of your local Chamber of Commerce or Better Business Bureau. If your town boasts neither of these, make him establish himself with the local bank who will be glad to investigate the responsibility of the outfit and report their findings to you. Quit being a sucker. If you're too lazy to get out and solicit cooperation yourself, then hire some energetic and ambitious local men to execute ideas you conceive yourself—or read in this and other trade journals. Just think it over. If your screen and lobby can produce enough revenue to pay the salary and expenses and still show a profit to a traveling crew, why not do it yourself and bank the difference?

Before closing this week's session I'd like to say "thanks" for this and other information that will find its way into future typings given me so enthusiastically by Ken Monteil, operating his father's Downtown Theatre in Mobile, Ala.; John McKenna of the Saenger and Art Brown of the Century in the same city. Also Ed Orte of Biloxi, Miss.; Lyle Shiell and Ed Broggi of New Orleans, and Harold and Clinton Vucovich of the Penn, Twin and Belmont theatres in Pensacola, Florida.

For Church Services

When the Denver News published a communication from a woman reader suggesting that drive-ins might be used for church services on Sunday mornings and afternoons, John Wolfberg promptly offered his two drive-ins for such a purpose. His offer brought him and his outdoor theatres a good deal of publicity, and while his offer has not yet been taken up, there is a probability that it will be next summer, if not this.

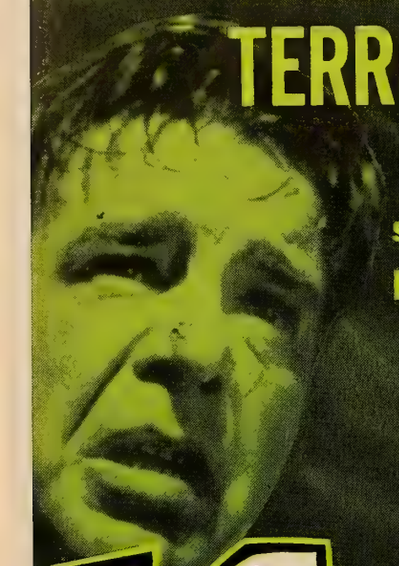
Why Not Bring Back Ladies Day Matinee?

Perhaps you hadn't thought of it for a long while, but what about a series of ladies' matinees, say every Tuesday? This old but effective idea was recently brought up again by the National Theatres house organ, and it sounds pretty good after some of the rather lightweight stuff that has been going on.

You can be elaborate or simple about it. Some kind of contest, a radio broadcast, or maybe a fashion show. For us the best ladies day feature is a cooking contest. You know, electric stove on stage with three contestants. They're all interested in cooking—at least, we hope they are. They like to look at it anyway. Other possibilities are flower arranging, sewing exhibits, art showings and many others. You should run a picture with feminine appeal.

MAN-EATING MONSTERS! THRILLS AND TERROR AT THE BOTTOM OF THE SEA!

Get your big exploitation guns loaded for the kind of smashing adventure-spectacle that always packs 'em in! Ballyhoo those undersea monsters! Circus it and clean up!



16 FATHOMS

FILMED IN VIVID ANSCO COLOR!

AN ARTHUR LAKE PRODUCTION Starring

ARTHUR LAKE · LON CHANEY
LLOYD BRIDGES · ERIC FELDARY

with

TANIS CHANDLER · JOHN QUALEN IAN MacDONALD

Produced by JAMES S. BURKETT and IRVING ALLEN

Directed by Irving Allen

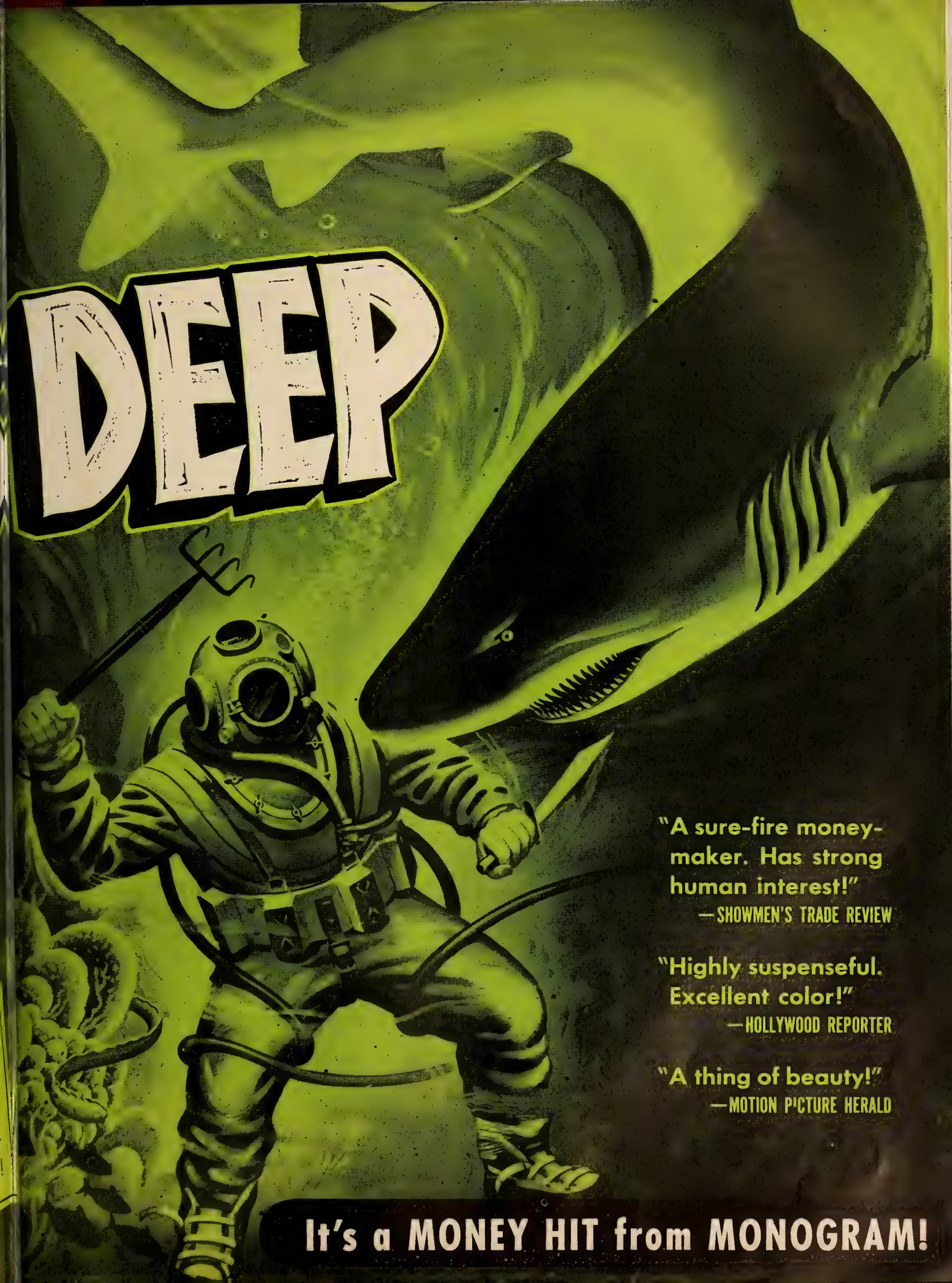
Screenplay by Max Trell Adaptation by Forrest Judd

From the American Magazine Story "SIXTEEN FATHOMS UNDER" by Eustace L. Adams



FULL-PAGE ADS IN LIFE, COLLIER'S, SAT. EVE. POST!

Ansco Color's national ad campaign sells this amazing picture to over 27 million readers coast-to-coast!


DEEP
"A sure-fire money-maker. Has strong human interest!"
—SHOWMEN'S TRADE REVIEW
"Highly suspenseful. Excellent color!"
—HOLLYWOOD REPORTER
"A thing of beauty!"
—MOTION PICTURE HERALD
It's a MONEY HIT from MONOGRAM!

Selling the Picture

News and Ideas Concerning Profitable Advertising, Publicity and Exploitation

I.M.P.S. Clinic

Handling the Problem Patrons

(I.M.P.S. inaugurates a series of member reports on various phases of operation. First subject tackled in Clinic discussion is the problem patron whose major or minor infractions of good behaviour inside and outside the theatre disturb the majority, but require delicate handling via a blend of firmness and diplomacy by the managers and members of the staff).

To the aches and pains accruing to the theatre manager and members of his staff in their tour of duty, the patrons themselves are heavy contributors. "Nuisance" habits of people, even those of undoubted good will and intention, are disruptive to the full enjoyment of the show by the bulk of the ticket buyers, or interfere with the smooth routine of handling crowds.

I.M.P.S. members in this Clinic took up the subject of naming the most common problems met in their particular theatres, ways and means of meeting the situation. By far the most common problem is loud talking and other noises in lobbies or the auditoriums themselves. But let's listen to some of the I.M.P.S. members as they speak for themselves.

IRL M. JEFFRIES, Webb Theatre, Webster, Wisc. "Loud talking and gum popping noises are the prime nuisance with us. We have a short film asking cooperation in maintaining silence. We use it once or twice at 4-month intervals. If the gum poppers are adults we speak to them, if children we escort them out if they persist. No-smoking signs are ineffective, so we speak to offenders, asking them to smoke in the lobby."

F. B. ALLSTON, Center Theatre, Hartsville, S. C. "The most annoying patron habit with us is loud talking in the lobby and back of the standee rails. Our cashier is annoyed with ladies digging into large pocketbooks hunting for change and thus holding up the line, while the problem for ushers and doorman is keeping teenagers and kids quiet. In the case of loud talking, we keep a man in the lobby during rest periods asking patrons to be seated. If noise continues, we refund their money and they leave the theatre."

JAMES D. ASHE, Abingdon Theatre, Wicomico, Va. "Getting up and walking around and noisy children are our greatest poblems. In extreme cases, we speak to the annoying person. When the opportunity presents itself, such as a very good feature or some coming event of interest, we make spot announcements, always trying to bring to light these annoying habits."

EARLE J. STIERWALT, McCleary Theatre, McCleary, Wash. "We try to handle the problem of teenage talking and making noise by having ushers patrol the aisles regularly."

MITCHELL KELLOFF, New Ute Theatre, Aguilar, Colo. "Making Technicolor cartoons in a nice sort of way about different annoying habits in theatres, with Donald Duck as manager and his other pals as ushers, doorman, etc., would, I think, help to eliminate loud talking during the show."

But while loud talking and other noises may be the biggest headache for the majority of I.M.P.S. members, some complain of still other annoying habits:

D. P. MORTON, Cole Theatre, Hallettsville, Texas. "The most annoying habit to me is patrons seeking special concessions other than those governed by rules, and regulations. My doorman is harassed by the would-be patrons (under-aged children) while my cashier objects to large bills and cute guys who try to impress

(*Continued on Page* 20)

IF YOU ARE A PROGRESSIVE, GOING-PLACES MEMBER OF THE THEATRE BRANCH OF THE FILM INDUSTRY YOU CAN PROVE IT BY SHOWING YOUR MEMBERSHIP CARD IN I.M.P.S. JOIN NOW. YOUR MEMBERSHIP CARD WILL BE SENT IMMEDIATELY UPON RECEIPT OF YOUR APPLICATION. USE BLANK BELOW.

Chick Lewis, General Director
Institute of Motion Picture Showmanship
Showmen's Trade Review
1501 Broadway, New York 18, N. Y.

I hereby apply for membership in the Institute of Motion Picture Showmanship, with the understanding that such membership in no way obligates me to pay dues nor spend money for any commodity or article by reason of such membership.

Name .....

Theatre .....

Street .....

City ..... State .....

What a Beginner!

I.M.P.S. MEMBER L. J. FROWNFELTER, Bonnie Theatre, Bagley, Ia., says he is "just a beginner" in theatre owner-management. That's literally true statement, no doubt. BUT, Frownfelter didn't hesitate to get into the business starting from absolute scratch—or as reasonably accurate a similie thereof to serve until a better illustration comes along.

With no experience in building, designing or theatre business, Frownfelter started with nothing but ambition and energy, set up his own building—planned and constructed it himself. He says: "I have been complimented on my success quite often," but as though that might seem boastful, he adds: "but I made mistakes—not too bad ones, and I am still learning and will be glad to profit by the ideas and helpful hints from I.M.P.S. members."

Looks like a mighty apt pupil to us, so you can be sure any good hints you give him will not be wasted on Brother Frownfelter.

I.M.P.S. Member Report

Realism Is Keynote of 'Unconquered' Campaign

MITCHELL KELLOFF gave the townspeople of Aguilar, Colorado, an idea of the Indian fighting and frontier spirit of his presentation of "Unconquered" at the New Ute Theatre with atmospheric frontal and lobby displays, an outside ballyhoo which included sidewalk stenciling with the title of the DeMille opus decorated with dabs of red paint simulating drops of blood. Further adhering to the realistic, Manager Kelloff enlivened his advance trailer showings with back-stage sounds of Indian war whoops punctuated with the staccato blasts of gun fire with an assist from a couple of rifles shooting blank cartridges.

Since the New Ute has a good potential of patronage from people driving a highway which goes through the town, Kelloff used a 24-sheet stand on one approach, and a 6-sheet stand at the other. There also were store windows and outside displays of window cards for this special attraction. To make the town completely conscious of "Unconquered," there was a sound truck on duty to broadcast announcement via a p.a. system and poster displays. Among the window displays, there was a showing of guns and other firearms by a prominent hardware store.

No one item of the campaign stands out above the other as the most potent selling factor, Kelloff reports. "The success," he says, "in my opinion depended on all elements."

I.M.P.S. Member Report

Merchant-Theatre Tieup

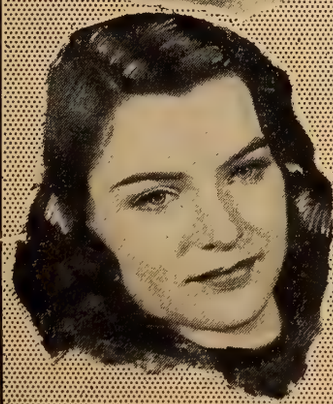
ZENOBIA AUSTIN is concluding a 7-week campaign in which twelve merchants of Williamson, W. Va., are cooperating with Manager Austin's Lyric theatre on a prize stunt. The merchants and the theatre are sharing equally on advertising and the giveaway—an automobile.













HOWARD HAWKS' MIGHTY PRODUCTION

CORVETTE K-225

starring

RANDOLPH SCOTT • BARRY FITZGERALD
ROBERT MITCHUM • ELLA RAINES

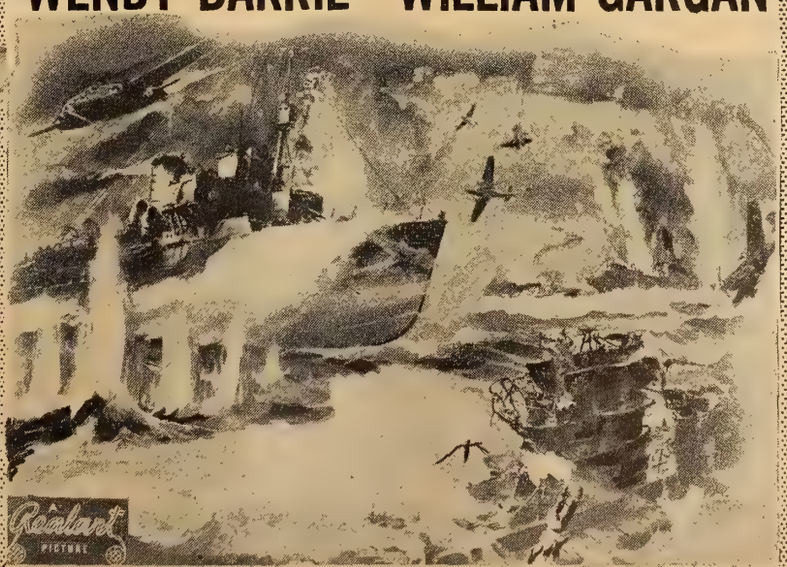
•

RAY MILLAND *IN*

WINGS OVER HONOLULU

with

WENDY BARRIE • WILLIAM GARGAN



BLOW UP YOUR RECEIPTS

with these

ATOMIC BOX-OFFICE BUSTERS!

ALREADY A TOP GROSSER IN THESE SITUATIONS

NEW AMSTERDAM	NEW YORK CITY
ORPHEUM	ST. LOUIS
LOEW'S OHIO	CLEVELAND
GARRICK	CHICAGO
HARRIS-SENATOR	PITTSBURGH
FIVE ACADEMIES	LOS ANGELES
ESQUIRE	TOLEDO
PLYMOUTH	WORCESTER, MASS.

and the following New England Circuits:

LOEW'S, INC., M. & P. E. M. LOEW'S, WARNER'S, B & O, MAINE AND NEW HAMPSHIRE, SNIDER, AFFILIATED, INTERSTATE, AND YAMENS

REALART PICTURES INC. • 2 PARK AVENUE • NEW YORK 16, N. Y.

I.M.P.S. Clinic

Handling the Problem Patrons

(Continued from Page 18)

their girl friends. My ushers are annoyed by patrons all seeking seats in the back rows and griping if they have to go as far as half-way down. Plans to deal with these problems are vague, since they are petty things that seem to go with the business."

HULEN J. PENNEY, Midway Theatre, Lublock, Texas. "An usher and doorman who watch the screen instead of taking care of customers, and who fail to keep the lobby floor clean; and a cashier who is talking on the phone, chewing gum or eating in the box-office, are my pet peeves. The main trouble with all these and the concession operator is that they do not treat the customer as an important person, which he is. I do not believe in rules, but reasoning with the employe at fault has good effect. Of course, this is possible only in a small setup."

DALE OSWALT, Community Theatres, Toledo, O. "My pet peeve are the molesters of women. They are hard to detect and hard to pin anything on. Most women, afraid of publicity, will not complain or press charges."

J. WILLIAM HORTON, Grand Rapids, Mich. "My usherettes complain of people who push them aside to find their own seats. My cashier is annoyed by patrons who ask 'How much?' after looking at the admission sign, also those not telling how many tickets they want. Patrons who leave through the entrance, although there are 10 exits, upset my doorman."

MILTON JACOBSON, Stone Theatre, Detroit, Mich. "My greatest problem is careless patrons who plug up the toilets, while my doorman must contend with patrons who walk away without waiting for their stubs. I keep an hourly check on rest rooms, and my doorman tears tickets faster."

MILAN G. STEELE, Ritz Theatre, Pawnee, Okla. "I object to my staff members waiting for customers to state what they want instead of being alert to their needs. To overcome this, I instruct my help to look the customer squarely in the face and with a smile, so that they can gain the patron's attention immediately, then ask 'May I help you?', or, if it is the cashier, her remark should be a greeting and 'How many please?'."

GUS CARLSON, Peoples' Theatre, Superior, Wis. "We are plagued by children, teenagers and younger adults who put their feet on tap the back of the seat ahead. To cut down these practices our ushers maintain constant supervision."

Another phase of annoying patron conduct, that of destructive practices which harm theatre property, will be discussed by I.M.PS. members in next week's Clinic.



BIGGER AND BETTER FRONTS ATTRACT CROWDS. Marking the new showmanship trend, two Loew theatres in New York featured outstanding fronts that attracted much attention. Top photo shows the facade display at the Capitol Theatre for RKO Radio's 'Fort Apache," which was backgrounded entirely with Indian copper color sheet metal whch throws off a novel lustrous effect between the blowups and built-up letters. The front at the State (bottom photo) for MGM's "Easter Parade," presents a glittering array of mirrored ribbons, borders, panels and stars against a colorful cloth background. Display includes oil-painted figures, blowups and enameled cut-out letters. Both fronts were designed by Bill Jefferson of Loew's Theatres publicity department and built by Sterling Sign Co.

I.M.P.S. Member Report

Names 'Old Reliables' For Selling His Shows

H. JENSEN MARK, owner-manager of the Casino Theatre, Penndel, Pa., finds that screen trailers and mail-distributed programs are the mainstay of selling to the rural patronage for his two-night-a-week film shows. However, practically all other avenues of selling-the-picture approaches to the interest of his public—all but "trick stuff," that is— are employed as the occasion arises.

On pictures with special appeal, Mark ties in with local civic and religious groups—Boy Scouts, Girl Scouts, Lions and Kiwanis Clubs, lodges, churches, schools and businessmen's associations, are mentioned as among those on whom he can count for cooperation in return for his theatre's availability to them when they have some cause to promote.

While there are occasions when the Casino uses such outside ballyhoo as autos or trucks carrying special banners, and when merchants donate prizes for special stage and screen shows and benefits, the routine practice for all shows leans heavily on the programs, the listing of the attractions in two local papers and one city newspaper; the window cards which are sent by mail, with a pass, to merchants regularly displaying the theatre's billing, trailers, and lobby display, consisting of a frame featuring eight coming attractions and provided with a place for a one-sheet for the next show.

I.M.P.S. Member Report

Jeffries' Flexible Formula

I. M. JEFFRIES, owner-manager of the Webb Theatre, Wis., follows a general formula employing newspaper space in two local weeklies, window cards and a program distributed to his own mailing list. There are variations, of course, for pictures having special appeals to groups. Jeffries says he makes it a particular point to contact school authorities whenever there is something of an educational, genuine literary or high moral elements in the content of his features. For display he uses National Screen advertising for forthcoming and current attractions.

Contest in England To 'Spot the Oddity'

When the Romford (England) Chamber of Commerce organized a competition in which entrants had to spot something displayed in sixty shops but not normally sold by them, Manager G. E. Sewell of the Odeon Havana saw a natural tiein with Betty E. Box's comedy about a mermaid who enters society, "Miranda."

The executive committee was approached and the theatre offered for the prize-giving, in exchange for "reciprocal publicity." Window cards were displayed in all shops. The mayor presented the awards and as a result of the cooperation Mr. Sewell was elected to the local chamber of commerce.

Snipes Poles With 'Raw Deal' Copy

"Don't Give Yourself a Raw Deal, Drive Carefully and Live to See 'Raw Deal' at the Norva Theatre (date)."

Cards bearing this copy were sniped on poles throughout Norfolk, Va., by the Norva's manager, Earle Westbrook, and Max Miller, EL field representative.

Public Relations Films Ready for Distribution

A series of 13 short subjects—running time, one minute each—for institutional advertising by individual theatres, now is ready for distribution, it was announced this week by W. H. Hendren, Jr., president of United Film Service, Kansas City, and Carl Mabry, president of Motion Picture Advertising Service, New Orleans. According to the announcement, the pictures will be sold or rented on a non-profit basis for purchase or rental as a complete series or selectively.

The films, referred to in an article by Jack Jackson (see Page 11, this issue), are designed as a public relations campaign promoting the individual theatre, its service to the community and various interesting phases of average theatre operation.

The thirteen shorts include one dramatizing the American privilege of freedom and worship and urging attendance at the church of the individual's choice; two deal with the technical magic which makes movies possible, one explaining the camera, projector and sound; one stresses the fact that children are safe at the theatre in contrast to the unsupervised play which constitutes many other recreations of youngsters; others deal with "movie manners" of both children and grownups to promote mutual responsibility for the upkeep and preservation of the theatre property.

Krushen in Dallas on 'Red River' Openings

Mori Krushen, United Artists exploitation manager, left for Dallas this week to complete details for the four-state exploitation and publicity campaigns for the day-and-date openings of Howard Hawks' "Red River" in more than 300 situations.

Krushen will direct the activities of Field Men Claud Morris, Ben Hill, William J. Healy, Julian W. Bowes and William Howard Waugh who have covered Texas, Oklahoma, Kansas and New Mexico with "Red River" publicity and exploitation material. While in Dallas, Krushen is meeting with Interstate circuit and other exhibitors on the opening of the film, scheduled for August 26.

Ties 'Badmen' in with Salt Lake Pioneer Show

A tieup was made with Salt Lake City's "Days of '47" celebration by Manager Bob Workman of the Capitol in that city by which pioneer square dances were put on in front of the Capitol as part of the civic observance. The public was invited to join in the dances which were in keeping with the theme of RKO's "The Return of the Badmen" which was the feature at Intermountain Theatres' Capitol.

The colorful aspects of the square dances and the oldtime costumes worn by the participants formed an excellent "curtain raiser" to the film. —SLC


SPOTLIGHT

VOLUME I — No. 1 RICHMOND HILL, N. Y. Thursday, June 24, 1948

Zanuck's 'Gentleman's Agreement,' Widely Hailed Triumph, Due Here!

Gregory Peck, Dorothy McGuire, John Garfield Acclaimed For Their 'Most Brilliant Performances'

OUTSTANDING CAST!

Celeste Holm Sings To Herself, In Her— First 'Straight' Role

NEWSY PROGRAM. For that up-to-the-minute, tabloid-style program, exhibitors would do well to duplicate the example shown above, which is the front page of The Spotlight, issued in Richmond Hill, N. Y., by Manager Tory Cavallo. Your attractions are likely to get more attention if you play them up in this newsy style.

'Sneaks' to Determine 'Numbers' Knowledge

To determine the extent of public information on "numbers," Enterprise will divide its six-city sneak preview program for 'The Numbers Racket, the Story of Tucker's People" between three cities where numbers playing flourishes and three where it has been unable to gain a foothold. Numbers centers are New York, Washington, D. C. and Detroit, while "no numbers" cities include San Francisco, Oklahoma City and Duluth.

Alternate openings of the picture will be screened to ascertain which should be used in the final version. In addition, the studio will seek to determine whether certain sequences now held in reserve, which explain numbers playing in detail, are necessary to the public's understanding of the racket. When these tests have been completed and changes, if necessary, made, the negative will be turned over to MGM for release.

Continuous Advance Card Plug

If you like efficiency you'll like the idea used by the Marine Theatre in Brooklyn, a Century house. In the rear of the orchestra and on the stairways are placed displays on coming attractions that keep up-to-date. There are cards, 6" x 40", for each attraction, but they are attached one under the other. When one card becomes current it is detached and another added at the bottom. Simple, but effective.

'Carmen' Campaign to Reach the Small Towns

Columbia's campaign on its Technicolor production, "The Loves of Carmen," is said to mark the first time a motion picture merchandising program of such scale will be carried through past the key metropolitan cities to the small towns throughout the nation. Through the cooperation of affiliated distributors, 'Carmen" storewide tieups are being established in retail outlets in every county in every state. These medium and small-town stores will be a part of the over-all promotion with "Carmen" dolls, castanets, hair ornaments, jewelry, cut-out books, gypsy costumes, berets, nail polish and other accessories.

More than 35 national manufacturers and designers are cooperating with Carmen Rose and other Carmen-inspired merchandise for store-wide promotions in leading department stores throughout the country; widely diversified items from McCall patterns for "Carmen blouses" to "Pocket Books" to Studebaker automobiles. Included among the cooperating manufacturers are: Celanese and Julliard, fabrics; Joyce, shoes and bags; Artcraft, hosiery; Frank Starr, gowns; Madame Tewi, lingerie; Coro, jewelry; Luxor, hats; Jablow, coats; Glentex, scarves. Most of these concerns will back their "Carmen" campaigns with national ads, special display material for windows and counters, and publicity stills for women's pages.

Famous personalities, leaders in many walks of life not associated with motion pictures, are prominently identified with various phases of Columbia's campaign to launch its Rita Hayworth-Glenn Ford starrer.

Howard Ketcham, color engineer, selected the color, "Carmen Rose," which is being featured in fall fashion lines; Dr. Frederick Wertham, psychiatrist, has written a psychoanalytical study of the character of Carmen for publication by a national magazine; Bradshaw Crandall, illustrator, prepared art work which serves as a pictorial pivot for the campaign; Sophie Kerr, novelist, has prepared a 30-installment serialization of "The Loves of Carmen" for the 600 papers serviced by NEA; Arthur Murray is introducing the "Carmen Flamenco" in his dancing schools in 150 cities; John Powers, modeling authority, has selected the most typical Spanish beauty from among America's most beautiful models; Ray Block, CBS music conductor-arranger, has done research on Spainsh Flamenco music with an eye to preparing record albums in the fall.

Drive-In Advertising Goes Institutional

With two new drive-ins sharpening competition, Manager C. O. Kirby of the Missouri Drive-In Theatre near Kansas City, has started an institutional advertising campaign in Kansas City newspapers.

First ad was in the form of an open letter to parents telling them of the advantages of bringing the children to his drive-in—no baby-sitter necessary, bottle-warming service, playground and pony rides for the older children, etc., all at no extra charge.—K.C.

'Broke Out of Jail'

A man dressed in prison denim served as street ballyhoo for Eagle Lion's "Canon City" during the film's engagement at the 20th Century Theatre, Buffalo, N. Y. To his back was affixed this sign: "I Broke Out of Jail to See 'Canon City' Now at 20th Century Theatre."

Borrows Elephants For 'Dumbo'

The classic admonition to "go out and borrow an elephant" was taken literally by Aage Bremerholm, RKO Radio's Manager in Denmark, who got six baby elephants from a nearby circus as an exploitation stunt in connection with a local showing of Walt Disney's "Dumbo."

Besides lining them up for a bow to a wall poster of "Dumbo," he moved several inside the Metropol Theatre for a look at the picture. Crowds which gathered for the fun required a dozen extra policemen to unsnarl the resultant traffic jam.

Regional Newsreel

News of Events and Personalities Reported by Correspondents Throughout the Nation

KANSAS CITY

Bob West is the new assistant manager of the Durwood Roxy, downtown first-run. Formerly in theatre business in Florida, he succeeds Bob Donohoe, resigned to go into another business. The Giles Theatre, subsequent-run on the Missouri west side, was purchased by A. A. Hubbard from Malone and Kohlhorst.

Lawrence Lehman, manager of the RKO Orpheum, will vacation around Santa Barbara, Calif., when he takes his three weeks' vacation the latter part of the month. Ted Wynn, assistant, will handle the house in Lehman's absence.

Fox Midwest has four of its city managers on vacations—Barney Joffe, Tower; Charles Barnes, Granada; Krueger Dillender, Rockhill; and Pete Pekarkek, Brookside. The bosses, too, are away, Elmer Rhoden, president, and Lon Cox, film buyer, being at the west Coast meetings of National Theatres executives.

The Granada Theatre, Kansas side deluxer of the Fox Midwest circuit, got itself a new marquee last week.

Milt Overman, Eagle Lion division exploiteer, was in town last week telling Carl Cooper, movie critic of the Kansas City *Star,* details of the premiere of "Canyon City" in Canyon City. Overman then went on to St. Louis.

Last Tuesday morning (10) Hugh Siverd rented out his Plaza Theatre to Cricket West, Plaza fashion shop, for its annual show wrapped around forthcoming fashions.

PHOENIX

The New England Bakery, a neighbor of the Fox, helped celebrate the theatre's seventeenth birthday anniversary by chipping in with a five-tier birthday cake which was displayed in the lobby mounted on a pedestal that covered a hidden phonograph. A recording of "Happy Birthday" rang out continuously while the cake slowly revolved. The display attracted quite a bit of attention.

The completely remodeled Coolidge, in Coolidge, was reopened under a new name, the Studio. Roy Tarrington is manager and Charley Roberts his assistant.

The Oasis, in Ajo, closed last week, bowing out in favor of a new theatre which will open as soon as its air conditioning has been approved.

Fifteen boys and 15 girls vied in the finals last week at the El Rey Theatre, Glendale, for the title of Mr. Glendale, Jr. and Little Miss Glendale. The two winners will compete in Tucson with winners in other Arizona communities for a trip to Hollywood and a chance at the Little Miss America and All-American Boy titles and a contract in the movies.

The Lions Club of Bisbee held an auction at the Lowell Theatre, with proceeds going to the club's program for visually handicapped persons.

BALTIMORE

J. Lawrence Schanberger and family, Keith's Theatre, are back from an Ocean City vacation. Lou Cohen, Essex Theatre, is recuperating at home after an operation. Mr. and Mrs. Harry Silver, Overlea Theatre, announced the forthcoming marriage of their daughter. Lee Vogelstein, son of Harry Vogelstein, Baltimore Poster Co., will join the ranks of the Benedicts on the 21st. A. Frohlinger, manager of the Met Theatre, recently married, is having a housewarming this week.

Mr. and Mrs. Bill Myers, Echo and DeLuxe, spent weekend in Virginia. Al Vogelstein, back from an Ocean City vacation, is off again for some fishing at Rehoboth Beach, Del. The Stanley Bakers, Hicks circuit, are enjoying the ocean in Atlantic City while the Joe Youngs, United Artists, are using the same ocean at Odean City, Md.

Mark Silver has been appointed eastern division manager for United Artists. While the Rivoli Theatre is getting a facelifting via a new marquee. Harry Brown has taken off for a few weeks' holiday. Will Covington, Baltimore Poster Co., is back on the job after a summer holiday. Overlea Theatre, closed for the summer, reopens in September. The Jack Dawses are joining the local film crowd vacationing in Ocean City.

Absentee members of the Variety Club missed a great show Saturday night when Bert Claster brought up part of the Hipp show, headed by Dave Barry, and Eddie Leonard sent up the Marveleers to entertain. The annual outing of Tent No. 19 at Camp Ritchie is scheduled for Aug. 17.

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NCA to Protest to RKO

North Central Allied is preparing a protest to the home office of RKO following issuance by the township of Bloomington, Minneapolis suburb, of a theatre building permit to Wendell Bjorkman, an RKO salesman. The village is unincorporated and a theatre license is not required. NCA will ask RKO to state its position with regard to salesmen competing with its customers.

CLEVELAND

Max M. Jacobs, long time active in all branches of the motion picture industry as an exhibitor, and a distributor, is now in the theatre premium and promotion business, operating the National Enterprises, 504 Film Bldg.

On Friday the 13th local film men will honor Robert Richardson on his recent appointment as local Eagle Lion branch manager. Previously he was RKO salesman here. The Schultz theatre interests have purchased the Ohio Theatre, Marion, from John J. Huebner.

Wedding bells will ring in September for Blair Mooney, son of Milton A. Mooney, Cooperative Theatres of Ohio, and Gail Jaster of this city. Blair Mooney is one of the Co-op bookers.

Gertrude Tracy, former manager of Loew's Ohio Theatre and the Knickerbocker Theatre in Cleveland, has been appointed manager of the Parma. Cliff Peg is transferred from the Parma to the Beach Cliff and John Newkirk of the Beach Cliff will manage the New Mayland Theatre when it opens in September. George Brenner, former Milo Theatre manager, is now managing the Saginaw, Mich., Drive-In, affiliated with the Al Ochs Drive-In circuit. Jimmy Stecker, who has been in New York, has returned to Cleveland and is now with Ohio Theatre Supply Co. in a sales capacity. Mike Bovit of Loew's Stillman Theatre service personnel has been transferred to the State Theatre to train as an assistant manager under manager Maurice Druker.

MINNEAPOLIS

The village council of Golden Valley, Minneapolis, suburb, has granted a permit to J. R. Powers and H. F. Williams of Minneapolis to build an 800-seat theatre there, on the site of a recently-built garage which will be remodeled. There will be a parking lot for 350 cars. Entire cost will be about $100,000.

James Nederlander, son of David Nederlander, Detroit, has been named manager of the Lyceum. The Nederlander family has been in theatre business 35 years and operates legitimate theatres in Detroit, Chicago and Toledo and recently purchased the Lyceum, which will be switched to an exclusive legitimate theater.

Cedar has been selected as the name for the new neighborhood theatre being built by Nathan Shapiro and Ben Berger in the Seven Corners district. It is expected to open in September.

Richard Dorfer, projectionist at the Wayzata, Wayzata, Minneapolis suburb, for eight years was killed when a light seaplane in which he was riding crashed into nearby Lake Minnetonka.

CINCINNATI

Harry Bugie resigned as branch manager of Eagle Lion and Harris Dudelson, who had been managing the United Artists branch in Cleveland, has taken over. Milt Cohen, Eastern Division Manager, Eagle Lion, and Max Youngstein, head of Advertising, held a meeting with the sales staff in Cincinnati the past week.

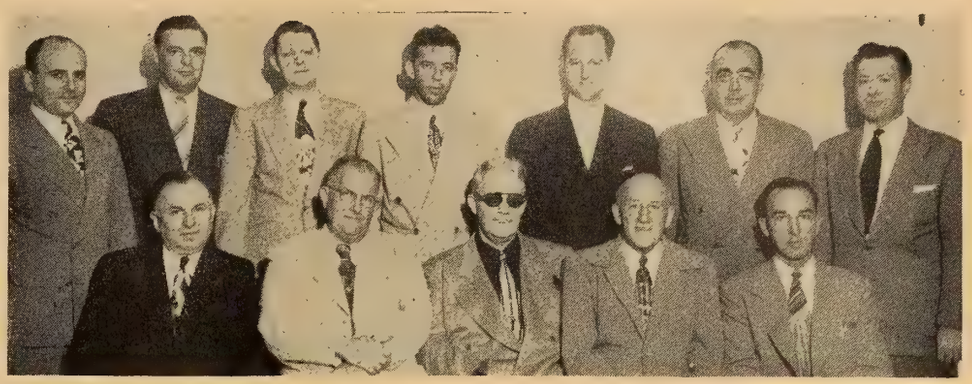
The board members of the West Virginia Theatre Managers Association held a meeting

REGIONAL NEWSREEL

in Charleston, W. Va. on Aug. 10; and Rube Shor, business agent, Cincinnati, attended. Helen Eberhart, secretary at Universal-International, announced her marriage on May 13, to Sam Ciron. Mr. and Mrs. Virgil Jackson, Columbus, left on a train trip to Minnesota. John Murphy, Jackson's partner, is vacationing in California.

Dorothy Fisher, former biller for RKO-Radio, died Friday, Aug. 6, at Christ Hospital, after an illness of over two years.

Paramount Publicist Charles C. Perry died Wednesday, Aug. 4, at the age of 57, after a short illness. Perry leaves a son, Jay, three brothers and two sisters, all of New York City. Funeral services were held at the McNally American Legion Post in New York which Perry helped found. Herb Kneller, Broad Theatre, Lancaster, is slowly recovering from a severe siege of pneumonia.



PLAN EQUIPMENT-EXHIBITOR MEET. Details of the TESMA-TEDPA Trade Show and St. Louis theatre owners' convention to be held Sept. 27-30 in St. Louis, were ironed out at the gathering of equipment manufacturers, dealers and exhibitor representatives pictured above. Seated: Thomas James, Chief Barker St. Louis Variety Tent; TEDPA President Ray C. Colvin; TESMA Secretary-Treasurer Roy Boomer; TOA Board Chairman Fred Wehrenberg; Robert Tolan, Tol-Pak Co. Standing: St. Louis Convention Bureau Manager Morris Landau; Charles Blood, Star Mfg. Co.; G. A. Shock, Baldor Electric Co.; William Moran, Star Mfg. Co.; Gregory Lucy, Jefferson Hotel; Henry Weiss, Typhoon Air Conditioning Co.; Robert Seat, Seat Advertising Agency.

LOS ANGELES

New booker at Eagle Lion is Jack Katz, formerly of Chicago.

Harry Vinnicof, head of the labor committee of the Southern California Theatre Owners Association, has been handling service and maintenance contracts with Local 399. In addition to his own chain, Vinnicof has done a good job for SCTOA members.

General Counsel Paul Williams of the SCTOA warns local exhibs to beware of a John Hoshor or any of his representatives. Williams says they have been working a photographic contestant tie-up on "Magic Valley" and that the Better Business Bureau advises Hoshor has been convicted of eight counts of violations of the Corporate Securities Act.

The Studio Drive-In Theatre opened Aug. 13 at 5353 Sepulveda, in Inglewood. Syd Lehman's Exhibitor Service is doing the buying and booking.

Gold life membership cards in Moving Picture Operators Local 150 have been awarded Oscar Wood, Rae Odett, Tom Armentrout and "Pop" Kenton. Gold honorary membership cards were given Harry Vinnicof, Lloyd Owensby, John T. Filbert and Bob Beretta.

Milt Hossfeld purchased the Huntington and Park Theatres in Huntington Park from B. J. Crandall.

OMAHA

The volunteer fire department at Papillion, Neb., and Manager Art Sunde had to get out early one morning and reinforce the walls of the newly opened Pappio Theatre. Extremely heavy rains brought near-flood conditions and danger to the theatre.

MGM has a new lounge for its employes. The Community at Macedonia, Ia., shut down.

Vacationist include: Rich Wilson, MGM, back from Yellowstone; Irma DeLand, RKO; Marcella Carlsen and Marian Deveney, United Artists; and Marjorie Gerlack and Mary Linde, Paramount.

Charles Knickerbocker came here from Kansas City as 20th Century-Fox salesman. Orville Eby replaces Rich Anderson as assistant shipper at Paramount. Mort Eichenberg, Sr., has moved over to Des Moines as Universal-International salesman. He formerly was with Columbia as a salesman, a spot now held by his son Mort, Jr. U-I District Manager Foster Blake stopped at the Omaha exchange. Gerry McAuliffe is a new United Artists secretary. Ben Funston closed the Star, Mason City, Ia., for remodeling.

Nate Galbreath, U-I salesman, was ill for two weeks. E. C. Petsch will open Omaha's second drive-in this month the 500-600 car Grandview, south of the city. H. Tammen has almost completed remodeling of the Dakota, Yankton, S. D.

Mrs. Carl Nedley, wife of the Salt Lake City MGM branch manager, visited her son, Bill, MGM booker here, for two weeks. Mrs. William Gaddoni, wife of the new MGM boss here, arrived in Omaha and only a few days after had to be taken to the hospital for treatment of a bronchial cold.

INDIANAPOLIS

The Selznick Releasing Organization, has opened local offices at 445 North Penn St. H. L. Frost, is sales manager, James Kaylor, salesman and Booker and Pauline Neese, secretary and assistant booker.

Representatives of Hohman-Clinton, Corp., subsidiary of Balaban & Katz, are preparing to exercise the option on a site for a new 1,000-seat motion picture theatre in Marion, Ind.

John M. Keller, head booker, RKO, is attending regular maneuvers of the National Guard, at Camp Atterbury, Ind. Herbert Boss, Eagle Lion city salesman, has resigned and is suceeded by Jerry E. Weiss, northern Indiana salesman. Monogram Manager Carl Harthill and Salesman W. K. Embleton, attended the Monogram sales meeting at the Drake Hotel, Chicago, over the weekend. Ted Mendelssohn, Universal - International exchange manager, is spending his vacation in New York and Atlantic City. A testimonial dinner, in honor of George T. Landis, resigned branch manager, 20th Century Fox, was held July 31 at the Variety Club. He was presented with a radio console, and a parchment scroll.

United Artists Salesman Harry Hays, who recently suffered a heart attack, is in Kansas City recuperating. Film Classics Salesman Ray Thomas accompanied him. Charles Kreigbaum, operator of the Arc, Lafayette, Ind., is recuperating at his summer cottage, Lake Manitau, Ind., after attending a heart clinic at Mentone, Ind.

Polio Closes Theatre

St. Louis reports that a polio outbreak in St. Francisville, Ill., caused Mayor Floyd E. Leathers to order a two-week closing of all theatres, churches, ball parks and other places of public assembly. Five cases of infantile paralysis were reported during the past three weeks in that city of 1,500 residents. The town's 500-seat theatre is operated by Max Krutsinger.

WASHINGTON

Sam Wheeler, former Washingtonian and manager of the local Film Classics exchange, was a local visitor from California. He was in the east attending a national sales meeting of Film Classics, in New York. Wheeler is now General Sales Manager of Film Classics, and is permanently located in California.

Glenn Norris, 20th Century Fox branch manager, and Bill Michalson, exploiteer, visited Richmond, Va., to confer with Sam Bendheim and Morton Thalhimer of Neighborhood Theatres.

Sara Young, captain of the Women's Committee for the Variety Club Welfare Awards Drive, held a meeting of her special committee to go over plans for the ladies' participation in the drive. Among those present were Lorene Boucher, Tacie Davis, Clara Lust and Ann Griffin.

Vacationists at 20th Century-Fox are Mary Daly, booker's secretary and Josephine Deavers, biller.

HARRISBURG

The State Theatre plans its 21st anniversary for late this month, with Manager E. G. Wollaston and Fabian Exploiteer Edgar Goth cooperating on stunts to publicize and celebrate. Wollaston, who is also Fabian city manager, is back at his desk after a six-week absence due to an operation. Two other downtown managers on vacation are Sam Gilman, Loew's Regent, and his wife in Atlantic City, and Bob Sidman, Senate, visiting at a mountain cabin.

Visitors locally were Lou Golding, Fabian area manager, and Roy Chetker, son-in-law of one of the owners of the Wemetco circuit, Florida, who is making a tour to study theatre operation. Also in town were Carter Barron, Washington, Loew's district manager, and Max Miller, Eagle Lion representative.

Ike Davis, Colonial maintenance man, and wife, Ardella, are spending their vacation at the summer home of Colonial manager Jack O'Rear, along the Susquehanna. Other theatre personnel

(*Continued on Page* 24)

REGIONAL NEWSREEL

LONDON OBSERVATIONS

Exhibitors Guests of Producer Knight on Coverage Of Olympic Games for Special Feature and Newsreels

By JOCK MacGREGOR

Celebrating thirty-five years in pictures is Castleton Knight. Mainly concerned with newsreels in recent years, he is currently producing the Technicolor feature of the Olympic Games and revealing that he has forgotten none of the old showmanship tricks learned in his early days on the exhibition side.



Jock MacGregor

Had the running of the games on the day I visited Wembley been as smoothly efficient as the working of the film unit, it would have been a notable occasion instead of a rather dull memory.

Each day he has had parties of independent exhibitors from all over the country as his guests to see how the games are being covered for newsreels and the special feature. Coaches collect them from Wardour Street, an excellent lunch is given and tea is provided before they return to town. Accommodation is also found for provincial showmen and, needless to add, many are coming hundreds of miles to take advantage of this fine goodwill builder.

Cameras are placed at strategic points for all events. There are portable towers and special low-slung mobile camera dollys designed not to interrupt the spectators' view. Some seventy cameramen using the new Technichrome process are photographing this $1,000,000 production which is being edited and narrated for each country.

The technicians wear a special uniform consisting of a red beret, white blazer and special tie. Prominently displayed on the jacket and elsewhere is the insignia of the five Olympic Games rings, with the Rank gongster ingeniously worked into the design. Castleton Knight deserves top marks for it.

At every venue the efficiency was the same. I went with the unit covering the yachting at Torquay. Here Jack Whitehead of the Denham special effects department was in charge and had adapted the "Melody" speedboat for his requirements. In the stern he had organized special stands for his Newall camera, modified to take the Technicolor magazines and the batteries and still leave room for his assistants Henry Slagter and Arthur Lenning to operate. In the bow, Universal News' Ronnie Noble, filming for all newsreels, had a new Mitchell camera and the latest Western Electric portable recorder operated by Stanley Crockett.

From this launch we kept up with all events and many scenes, which were both breathtakingly thrilling and beautiful, were photographed.

This two-hour record, which Eagle Lion will release, will give a far more comprehensive view of the Olympic Games than was gleaned by any spectator in attendance. It is set for release throughout the world in the first week in September, when it will still be a top exploitation subject. Incidentally, the prints are being flown to all parts, with many air lines carrying them gratis or for only a nominal charge.

* * *

I took advantage of being in the West Country to look at the proposed Paignton studios which have been so severely criticized in some sections without being seen. F. C. Dubois, formerly at Sound City, showed me around, and the existing premises, which were once the home of the Washington Singer family, lend themselves to easy adaptation. Already, work has started on the conversion and orders placed for RCA sound, Mole Richardson lighting and Newall cameras. It is hoped to start filming in three months. This, I feel, is optimistic.

Later, they hope to build an eight-stage lot on the outskirts of the town. There are obvious snags to filming so far from London, but the sponsors, whom it is noted, have not been associated with recent British production, have novel schemes including a repertoire company to find talent.

The proposition seems to fall on the subject of finance for production. They are inviting exhibitiors to participate in an organization bearing the high-falluting title of National Independent Cinema Owners. This requires them to put up £100 deposit on each £10 of Founders shares which they buy. This would be a first charge against production and would give the exhibition rights to the picture. The fact that the interest offered is seven and a half per cent speaks for itself.

This sounds practical on paper but the sponsors obviously do not know British exhibitors, who regard production as a gamble and encounter enough financial headaches showing pictures without making them. Besides, names do impress, and the sponsors are not well known.

A film is being prepared for exhibitors to see what the studios will be like. When completed, this will be shown at a special performance at Mrs. E. Preston's Moston Imperial Picture Palace, Manchester, and elsewhere. Meanwhile, A. Williams, a former cinemanager, is touring the country explaining the scheme.

* * *

Heartiest congratulations to Jock Lawrence who has been awarded the Order of the British Empire by His Majesty for his work during the war. Currently visiting this country, he returns to the United States later in the month and will take with him Sydney Wynne of the J. Arthur Rank Organization, who is to attend the opening of the Odeon Carlton, Toronto, next month.

* * *

Frank Shaw has been appointed publicity director for Transatlantic after ACT trouble over the employment of Americans. Ironically, he is not a member.

Happy Patrons

George Grandstrom, operator of the Grandview and Highland in St. Paul, Minn., refuses to sell popcorn in either theatre. He figures that while he might lose a few dollars in sales he would make it up in hapoy customers.

(*Continued from Page 23*)

on leave are Richard Peck, Rio, on a Naval Reserve cruise to Newfoundland; Catherine Durbrow, State, in California; and Betty Crouse, State, in Florida and Virginia.

Colonial has new carpeting on the wide staircases and throughout the house.

James Leone, State operator, received sympathy of co-workers on the death of his wife.

PHILADELPHIA

Milt Young, tub thumper for Columbia, spent his vacation painting his home. Marie Schaeffer and Virginia Everly flew back to work at 20th Century-Fox from Chicago where they spent their vacation.

Eagle Lion will be host on August 17 at the Warwick Hotel at a luncheon tendered to Milton Cohen, recently appointed division manager. From the home office will come William J. Heineman, Max E. Youngstein and Jerry Pickman.

John Golder is now national district manager for Jam Handy commercial films. Division Manager Ray Moon and Joe St. Clair and Jack Bloom visited the local 20th Centudy-Fox office from the home grounds. Joe Engel, Quality Premium sales representative, while on vacation sent in several "deals." The Earle Theatre will return to stage shows next month. Helen McDonough is back at Warner's inspection department, replacing Christine Maynard, resigned.

Elmer Hirth, booker for the Goldman Theatres was out with a siege of the new virus infection. Gerry, son of National Theatre Supply's Mickey Lewis, spent a time in Atlantic City Hospital with a cut leg suffered in a beach mishap.

John J. Scully, Jr., formerly of the Philadelphia Universal-International sales staff, was married at Lansdowne, Pa., Aug. 7 to Frances Muir Marks of Montgomery, Ala. The bride served overseas with the Red Cross during World War II and the groom, an artillery captain, spent 24 of his 36 months overseas in Nazi prison camps. He is the son of John J. Scully, U-I district manager, and nephew of William A. Scully, U-I vice-president.

NEW YORK

The Grande, on east 86th street near Lexington, has quit booking through Liggett-Steifel and will book its own product in the future, Owner Nathan D. Steinberg announced. The Ritz at Spring Lake has been taken over by the Ramleb Amusement Corporation and will buy and book through Independent Theatre Service. The St. James at St. James, Long Island, has been taken over by the Nalpac Enterprises, Inc., President David L. Caplan announced. Ligget-Steifel will buy and book.

Filmrowite George Gonzalez, who can dive like a porpoise and swim like a fish came out of the Castle Hill pool events with a first prize for diving.

United Artists has sold two double bills to Loew's metropolitan circuits — "Arch of Triumph" and "New Orleans" on one, "On Our Merry Way" and "Christmas Eve" on the second.

Universal Sales Chief William Scully and Eastern Ad-Publicity Head Maurice A. Bergman planed to the coast last weekend for studio conferences.

Funeral services were held here last week for Charles C. Perry, 53, special representative for Paramount in Cincinnati who died Aug. 4 at the Jewish hospital in that city.

REGIONAL NEWSREEL

ATLANTA

The Wometco theatres in Miami, Fla., have let contracts for the first television station in that city. The Plymouth at Plymouth, Fla., was forced to close due to lack of business. Recent drive-in openings were the Skyway in Lakemount, Tenn., and G. D. Baker's in Fountain City, same state.

Universal-International has transferred Charlotte Branch Manager Jimmy Frew to Atlanta in the same capacity. Mrs. Florence Bateman is the new secretary at Exhibitors Service. Mr. and Mrs. W. D. Bell are the new owners of the Buchanan in Buchanan, Ga., with improvements in prospect. Merritt Davis, former Republic district manager, has been appointed manager of its Atlanta office, replacing Jimmy Hobbs who moved over to Monogram as its local manager. Screen Guild's special sales representative Joe Fieldman has resigned to enter business for himself. Lois Johnson is the new cashier at the Tower.

Manager Harvey Smith of the Tower and his family observed his birthday in Anderson, S. C. Mrs. Betty Crum, secretary to Wilby-Kincey District Manager R. M. Kennedy in Alabama and Tennessee, is back from a New Orleans vacation. Kay Exchanges' Ike Katz returned from a trip to New York, and its Martha Ginnells is hospitalized.

OKLAHOMA CITY

Three stars of top rank will make personal appearances here Aug. 7th, afternoon and night, on the Warner stage. Dorothy Malone is the girl, Dennis Morgan and Jack Carson the two guys in "Two Guys From Texas."

As a bit of exploitation for "A Date With Judy" currently playing at the Home theatre here, there's a contest on to find the local girl whose lip imprint most nearly resembles that of actress Jame Powell or "Judy." Blanks are available at cosmetic counters of drug and department stores.

Melvyn Douglas, one of the stars of "Mr. Blandings Builds His Dream House," made personal appearances at the house of the same name here Aug. 6 and 7.

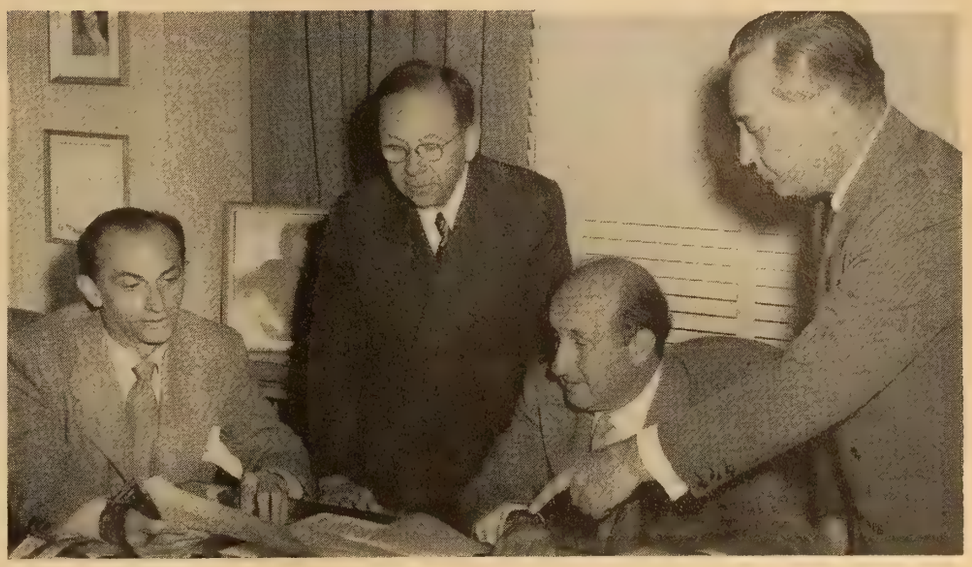
The Criterion Theatre at Shawnee, Okla., had Penny Day on July 31. All children 11 and under were admitted for a penny to see Johnny Mack Brown in "Gun Talk."

HARTFORD

Jim McCarthy of the Strand, Hartford; Ed Lynch, Roger Sherman, New Haven; Jack Sanson, State, Manchester, are among the Warner circuit men back at their desks following time off. The engagement of Daniel Schuman, son of Leon Schuman of Hartford Theatre Circuit, and Bella Katz, Colchester, Conn., was announced.

Otto Teffs, partner in the State, New Britain, Conn., has sold his interest in a New Britain restaurant. Eddie Christiansen is new assistant manager, Arch Street, New Britain. Harry Hoff, Strand, Hartford, is back from a Winsted, Conn., vacation. Stanley Sinski is the new manager, Strand, Plainville, Conn. Shulman Theatre circuit, which operates the Rivoli and Webster in Hartford, has moved its headquarters to 1731 Park St. here.

Madeleine Ferrer is now cashier, Colonial, Hartford. Eddie Hagen is new electrician at the Center, Hartford. Shirley Nelson has joined cashiering staff at Arch Street, New Britain.



TOA CONVENTION COMMITTEE MEETS. Committee for the Theatre Owners of America convention, which is scheduled to be held at the Drake Hotel in Chicago Sept. 24-25, meets in the Windy City to map plans for the conclave. Left to right: Nathan H. Platt, chairman of the entertainment committee; John Balaban, general chairman of the convention committee, and Edward G. Zorn, vice-chairman.

Russ Grant, formerly with Loew-Poli Theatres, Hartford, now with Loew's circuit publicity office, New York, was here on a weekend visit with Mrs. Grant.

Bill Powell is taking over control of the Kameo, Pittsfield, Mass. The Capitol at Pittsfield was bought by Western Mass. Theatres.

George Landers, Hartford division manager, E. M. Loew's Theatres, leaves Aug. 14 by car for a Los Angeles vacation, with his son Richard and Ira Loew of the firm's head office.

VANCOUVER

Jimmy Patterson, 20th Century-Fox manager, and Jimmy Davie, RKO manager, are both back from their Canadian regionals held in Toronto. Both collected prize money. Famous Players Managers Association held a stag party for Jack Burdick, manager of Famous Players' Stanley prior to his marriage to Marguerite Murphy and presented him with a pair of woolen blankets for his new home.

Martin Cave, manager of the Dominion, Victoria, and Shelia BeJay, manager of the Rio, Victoria, are holidaying here, and report that business is away off in Victoria. The theatre at Premier, B. C., a northern mining community, closed down when the miners requested a big hike in pay which the company refused. Roy McLeod, manager of the Vogue, has his feminine staffers decked out in natty new summer uniforms, yellow blouses, green pants, and pink bows, smartest in this town.

Alfred Wilkerson, 73, old time exhibitor of Merritt and Kamloops and well known in British Columbia show circles, died at Nelson, B. C., recently. Harry Haack, owner of the Mirror Theatre at Lucky Lake, Saskatchewan, died last week. He was president of the Lucky Lake Board of Trade at his death.

MILWAUKEE

An injunction obtained by a group of residents of Hayward, Wis., against the building of a theatre by A. N. Donellan and others, was dissolved by a judge on the grounds there was no case, as the court had no right to enjoin anyone from erecting a theatre anywhere in the city. The city had sold the land to the prospective builders who would build on the site a $50,000 theatre from which the city would receive about $1,500 in taxes yearly.

Following sale of the Spring Green Theatre at Spring Green, Wis., expected to be effective last week, the new owner, O. A. Freck, announced he would remodel the house, relocate the ticket office, lower the projection booth,

(*Continued on Page 26*)

New Theatres

Des Moines—Central States Theatres will start constructing a 700-car, $100,000 drive-in at Mason City, Ia., in September.

Atlanta—Duncan and Richards are building a $100,000 theatre at Cordele, Ga. F. Arthur Hazrd plans a new theatre at Augusta, Ga. Martin Theatres is starting work on a drive-in at Valdosta, Ga. A group of war veterans plan a new house in Montgomery, Ala.

Minneapolis—J. R. Powers and H. F. Williams were granted a permit to erect an 800-seat theatre in Golden Valley, Minneapolis suburb.

Hartford, Conn.—Town Council of Johnston, R. I., has given permit to John Petrucci to build an open air theatre there.

St. Louis—The Frisina St. Clair Theatre Company and the Frisina Amusement Company of Springfield, Ill., have awarded a contract for the erection of an 800-seat theatre in East St. Louis, Ill., on the site of the burned-down 40th Street Theatre.

Tacoma, Wash.—The Temple Theatre here, in the Masonic temple, is being completely remodeled at a cost of $100,000, into what will be practically a new theatre, both modern and luxurious.

Belleville, Ill.—A 750-car drive-in theatre will be a feature of an amusement center, two miles from this town, the Bloomer Amusement Company, operator of the Ritz and Rex theatres, announced. Entire project will cost around $225,000.



REGIONAL NEWSREEL

(*Continued from Page* 25)

build a glassed-off "cry-room" and other improvements.

At the opening of J. P. Adler's Rosa, named after his wife, in Waupaca, Wis., on July 31, roses were given to women patrons and souvenirs to the men. House is the seventh in Wisconsin owned by Adler and the second in Waupeca.

In selling their theatre in Osseo, Wis., the former owners, Mr. and Mrs. Edward Gleason, inserted a notice in the local papers thanking the public for their patronage during the past 14 years and assuring them the new owners, Mr. and Mrs. Edward Ives, would continue to offer them high-class pictures.

BOSTON

At the suggestion of Ken Pritchett, MGM publicist, all field representatives, publicists, or just merely press agents of the major distributors will meet once each week to discuss their own and the industry's problems.

Ralph Banghart, RKO New England publicity reprsentative, is on vacation and his secretary, Mary Henneberry, is holding the fort until his return.

Scott Brady, star of Eagle Lion's "Canon City," was here for interviews and personal appearances for the opening of the film at the Paramount and Fenway on July 29. Robert Sterling, RKO star, has left Boston, and the Wellesley Summer Theatre where he was guest starring, and gone back to New York to look over plays for the fall season. Max Younstein, vice-president in charge of advertising and exploitation for Eagle Lion, was in town recently. Milton Cohen, eastern sales manager, accompanied him. Charles Brooks of Ashland, Me., and his daughter, Helen, were weekend visitors. Brooks operates a circuit in northern Maine.

Jack Goodwin, district manager, Henri Schwartz and his assistant, Joe Saunders, of the M and P organization, are vacationing. Keneth Douglass, Jr., son of Ken Douglass, Capital Supply, was married recently to the former Naney Fairfax, of Wellesley Hills.

DENVER

The annual golf tournament and picnic of the Rocky Mountain Screen club will be held at the Park Hill Country club, Denver, Aug. 30.

Isaac Weiner, Fox Intermountain treasurer, has resigned and gone to California to enter other business. Harry Green took over Weiner's job. Green caught a 16-inch trout while fishing the Gunnison River on his vacation. National Theatre Supply's J. J. Morgan is on a fishing vacation on the Poudre River.

Dan Thyne has opened his Wells, a $55,000 400-seater at Cheyenne Wells, Colo., with Ross Bluck as manager. Robert Patrick will open his 560-seat Grand Aug. 20. Clarence Brase has sold the Peerless, Holyoke, Colo., to Bert J. and Mearle Lewis. Brase left for California where he has other interests.

The local RKO exchange placed third in the Ned Depinet drive, first in the shorts contest and in the money in other classifications. Salesmen Merle Gwinn, Marvin Goldfarb and Sam Appelman received nice checks.

Tom Brennan, Fox Intermountain Theatres city manager, Laramie, Wyo., was named by President Frank H. Ricketson, Jr., as the showman of the Charles Skouras drive.

Hugh Rennie, Monogram salesman, expects to go under the ether this week for his operation at Presbyterian hospital.

Again Free Movies

Free movies are being shown each week on the grounds of the Alabama Polytechnic, Atlanta reports, with no indication yet as to what action exhibitors will take. First free showing was of "A Tree Grows in Brooklyn" followed by "How Green Was My Valley."



CONFERENCE. Rosalind Russell, star and co-producer of Independent Artists' "The Velvet Touch," confers with Montague Salmon, managing director of the Rivoli Theatre, New York, on the Aug. 18 premiere of the RKO Radio release.

TORONTO

Gordon D. Conant, senior master in chambers, has issued an order enabling applicants to amend the writ of summons and statement of claim in the Empire-Universal Films et al suit against J. Arthur Rank et al for $1,000,000 damages for alleged breach of contract. Proviso was made by Conant that costs of the defendants are to be paid by the plaintiffs "otherwise an order will go dismissing application."

J. B. Cronk of Toronto, stalwart of the Canadian film industry for three decades, has applied for leave of absence for one year from Empire-Universal Films Limited for a rest and travel.

"The Mating of Millie" has played 10 weeks at the independent Biltmore and is scheduled to be held for an 11th week for year's local record.

I. H. Allen, head of Astral Films, has lined up a campaign in Canada in advance of release of 34 features next season after attending Film Classics' sales convention in the U. S.

James FitzPatrick, MGM producer of travel films, is making a group of tourists' short-subjects in Ontario and Quebec under the government program of encouraging film production in Canada.

E. J. Byrne, 48, secretary and assistant treasurer of Dominion Sound Equipments, died July 31 in the Royal Victoria Hospital, Montreal. Born in Manlius, N. Y., he came to Canada in 1904. He served in both world Wars. Burial was Cote des Neiges cemetery.

CHARLOTTE

Republic Salesman Marsh Funderburke has resigned to open a drive-in between Smithfield and Selma, N. C. Robert Finlayson, Republic head booker, succeeds Funderburke. Mitchell Little, booker for the Everett Enterprises, resigned to become Republic head booker in Charlotte.

Salesmen of the Charlotte exchanges have organized a trade union, electing Dave Williams (EL) as president; Raleigh T. Good, (U-I) as vice-president; Frederik E. Dyer, (RKO), secterary, and William Lawrence, (Warners) treasurer.

Jimmy Frew, branch manager of Universal-International at Charlotte, has taken over the Atlanta office. J. W. Greenleaf, salesman, has been made the new Charlotte manager. U-I Salesman Raleigh T. Good, out after a short stay at a Charlotte hospital, was notified that he is to be returned to South Carolina, from which territory he was transferred some months ago to western North Carolina. Universal Booker George Royster is the father of a 5-pound, 4-ounce son born July 30.

Theatres in Asheville, N. C., closed completely this week due to the polio epidemic in North Carolina. Business in Charlotte and other cities has dropped off as much as 50 per cent. Charlotte theatres have a sign in the lobby that children under 16 will not be admitted.

Irwin D. Setzer, 47, formerly with the National Screen here, died suddenly Sunday, Aug. 8, of heart attack. Setzer produced the first Jaycee Jollies in Charlotte in 1946.

SAN FRANCISCO

Sale of the United Artist Theatre here and the four Music Hall theatres in Los Angeles to Sherrill Corwin by the Blumenfeld Bros. is again a current report. San Francisco show business showed a slump of 3 to 8 per cent more than the average decline of the nation, according to a survey by the New York *Times*.

Buck Smith, former United Artist office manager here, left for Tokyo, Japan for two years to head film distribution set-up for the American Army Motion Picture Command. Smith will be assisted by Mary Elise Kopetzke, former Film Classics secretary.

Frank Galvin, Fairfax Theatre in Oakland, returned from visit to St. Louis—his first visit to his home town in 20 years. Art Kloth, manager of Golden State's Parkside, is vacationing.

Films Classics Manager Sam Sobel returned from the company's first sales meeting in New York.

Jack Frazier, formerly peninsula booker for Fox West Coast theatres, moves into city booking spot for Fox with Jerry Collins' changeover to Golden State circuit. Jack Foley, former manager in San Mateo theatre, replaces Frazier at peninsula post. Ted Galanter, MGM west coast publicity representative, back from Northwest with bride, the former Mildred Blatt. They were party guests here of Greer Garson.

SALT LAKE CITY

Fox Intermountain District Manager Hall Baetz, back from a trip through Idaho and Montana, is vacationing at home. RKO Booker Hank Smith is on vacation. Manager Harry Ashton of the Uptown is back from a combined

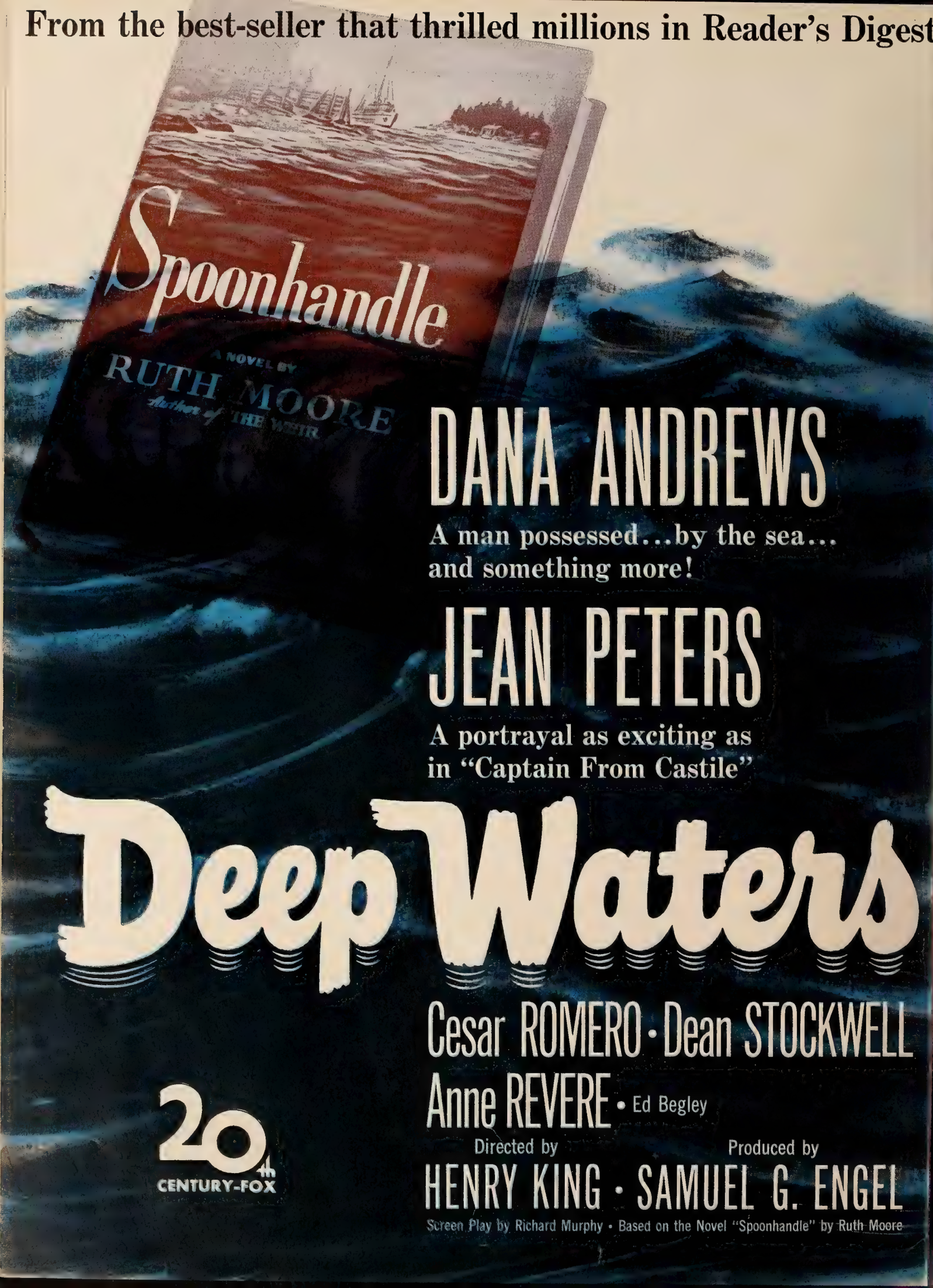
(*Continued on Page* 27)

Midwest Turtle Drive-In

A portable Drive-In with a capacity for 250 cars has set up shop in Veedersburg, Ind. Business is reported of turnaway proportions for the two shows nightly at the "turtle" operation which packs its plant and goes wherever the going may seem good.


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Screen Play by Richard Murphy · Based on the Novel "Spoonhandle" by Ruth Moore

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A Section Published Every Fourth Week by Showmen's Trade Review

August 14, 1948

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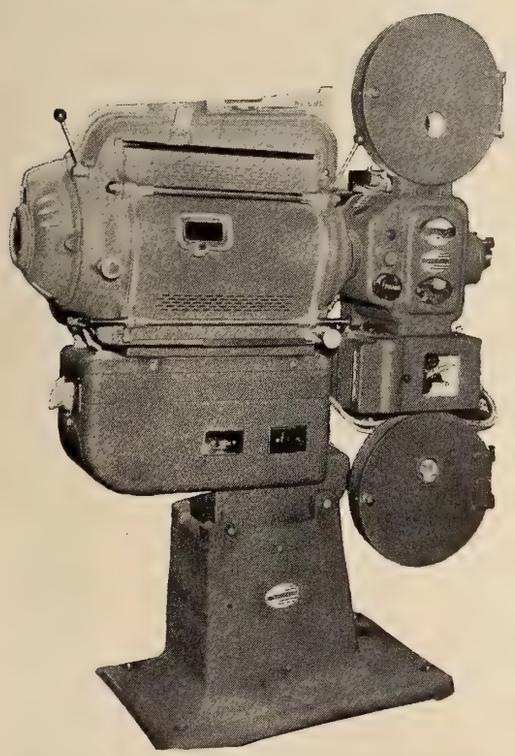
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Architects Council Report:

Draperies at Screen Area Found Indispensable

Members Discuss Other Uses for Decorative Fabrics; Find Textile Wall Coverings Highly Desirable

Draperies are indispensable at the proscenium and about the screen area, and have other important uses in lounges and foyers. Texiles also are highly desirable as wall coverings. Such are the majority views of the members of STR's Architects Advisory Council, who considered these matters at their current Council meeting. A very large majority of the members participating incorporate fabrics or draperies in their own theatre designs for one or more purposes; only a minority use them sparingly, and only one member not at all.

Moreover, there is unusually strong agreement among the Architects on all major questions of where draperies should be used—and not used—about the theatre. Since these discussions involve not merely technical considerations on which some difference of opinion might fairly be expected, but also questions of taste on which difference of opinion is practically normal, the high level of agreement reached at the meeting is perhaps remarkable, and certainly should be worth careful consideration by theatremen. The majorities that formed on almost every major issue were substantial ones—the decisions were not even close. It can thus be reported that the Council is overwhelmingly in favor of using draperies about the screen opening, and in lounges and other miscellaneous locations in the theatre; and equally strongly in favor of fabric wall coverings; while at the same time the members are emphatically opposed to draperies at the heads of aisles or ramps, above the standee rail, or about the exit doors. On only one major point is opinion divided. The Architects do not agree with respect to using draperies to hide old-fashioned architectural features when a theatre is being remodeled, the division of views being approximately fifty-fifty.

Draperies at the Screen

On minor matters, opinions differ inevitably. For example, the Council favors, by a vote of more than three to one, the use of draperies around the screen opening. But how heavily should the screen opening be draped? On this detail there is no clear majority. The plurality vote favors "little drapery around the screen." Other members prefer a great deal; still others say: "as required by any particular design" and a minority of less than one-third prefer "none at all."

One member advocates: "Little drapery but an outstanding curtain. Theatre decoration should feature and focus on the screen."

Another comments: "How much drapery to use around the screen depends entirely upon the design of the auditorium. Effective results can be obtained by covering the entire wing walls from the side walls of the auditorium, and allowing these draperies to split in the middle of the stage and become the draw curtain across the screen. In any case, we always use a pleated draw curtain across the screen with a top valance."

"My preference is a great deal of drapery at and near the screen."

"We prefer to use whatever is necessary for flexibility and as required by the design of the auditorium."

Again, aside from framing the screen opening in draperies, a very large majority of the Architects use them elsewhere about the theatre also—but they do not agree clearly as to just where or for what purpose.

"We use draperies for window curtains or window drapes, at the box-office and other offices, and in rooms with windows to give uniformity to the facade."

"We drape doors or other openings to the powder rooms and smoking rooms."

"On foyer wall panels and lounge panels."

"On the rear wall, for acoustic treatment."

"Sparingly in retiring rooms for decorative purposes."

"To take the place of partitions or doors, in subdividing public areas."

"Only for toning areas."

"Other than in the auditorium, in the powder room only."

"Yes, powder room only, and not necessarily there."

"Nowhere in the theatre except at the proscenium."

"My last theatre was entirely devoid of drapes. I do not feel the absence, and certainly upkeep has been lowered."

"I agree. There's no real need to use them."

These last three opinions fairly repre-

(*Continued on Page E-22*)



ROGER ALLEN, Grand Rapids, National Bank Bldg., Grand Rapids, Mich.
LEONARD ASHEIM, 5 Sheldon Terrace, New Haven, Conn.
MYLES E. BELONGIA, 611 N. Broadway, Milwaukee 2, Wisc.
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HORACE G. COOK, RD No. 2, Dallas, Pa.
GEORGE L. DAHL, 1920½ Main St., Dallas, Tex.
COLLINS C. DIBOLL, Diboll-Kessels & Associctes, Baronne Bldg., New Orleans 12, La.
DREW EBERSON, John & Drew Eberson, 2 W. 47th St., New York 19, N. Y.
LEON M. EINHORN, Einhorn & Toole, 93 State St., Albany 7, N. Y.
HUGH GIBBS, 441 E. 1st St., Long Beach, Calif.
HUGO K. GRAF, 2825 Olive St., St. Louis, Mo.
ROLAND TIP HARRISON, Wetherell & Harrison, Shops Bldg., Des Moines, Ia.
WALTER HESSE, Block & Hesse, 18 E. 41st St., New York, N. Y.
TALMADGE C. HUGHES, 120 Madison Ave., Detroit 26, Mich.
KARL KAMRATH, MacKie & Kamrath, 2713 Ferndale Pl., Houston 6, Tex.
W. H. LEE, 16 S. Broad St., Philadelphia, Pa.
FRED J. MACKIE, Jr., MacKie & Kamrath, 2713 Ferndale Pl., Houston 6, Tex.
MERLE ROBERT MAFFIT, F. & Y. Building Service, 328 E. Town St., Columbus 15, O.
R. W. NAEF, 536 Eastview St., Jackson 26, Miss.
URBAN F. PEACOCK, 1012 N. 3rd St., Milwaukee 3, Wisc.
CARL W. SCHUBERT, Boyum, Schubert & Sorenson, Hoeschler Bldg., La Crosse, Wisc.
RAYMOND B. SPENCER, First Nat'l Bank Bldg., Memphis, Tenn.
BERNARD B. SPIGEL, Dickson Bldg., Norfolk, Va.
HAROD SPITZNAGEL, Sioux Falls, S. Dak.
ROBERT LAW WEED, 1527 Du Pont Bldg., Miami 32, Fla.

Dense Pile Carpets Wear Longest

Medium Humidity, Smooth Floors, Underlays, Effective Vacuuming, Prolong Carpet Life



Alexander Smith Crestwood carpet and luxurious standee draperies in the Strand Theatre, Times Square, New York City.

In selecting carpet for use in his theatre the owner or manager can determine some factors of its quality and durability by personal inspection of the sample offered, and benefit accordingly. But for other factors bearing on the durability and length of life of the carpet he must still depend on the integrity and guarantees of the manufacturer or supplier, unless he wants to make direct wearing tests.

Installation and maintenance, as well as original quality, have an important bearing on carpet life. These factors are entirely under the control of the theatreman, and by using care with respect to them he can materially delay the time when his carpet will have to be replaced.

Durability is of course not the only consideration in selecting carpets; they are chosen for beauty as well as utility. The type of weave a given manager will prefer will depend on its ability to combine the desired number of colors, its sharp contrast or pastel contrast, and how soft it feels underfoot, as well as its wearing quality.

So far as wearing quality is concerned, that is in the wool; not in all of the wool, but only that which forms the surface tufts, or pile. Depending on the type of weave selected, there will be more or less additional wool woven into the backing. This will not contribute to wearing quality, although it must of course be paid for.

All other factors being equal, the carpet with a higher pile will wear longer than one with a lower pile in direct ratio to the difference in pile length. If the pile of Carpet A is twice as high as that of Carpet B then—all other factors being equal—Carpet A will wear twice as long; if Carpet A has a pile thre times as high it will wear three times as long.

Dense Piles Wear Best

The density of the pile, however, is much more important to its wearing qualities than its height. If—other things being equal—one carpet has a pile twice as dense as another's, that carpet will not wear twice as well but four times as well; if its pile is three times denser than the other it will outwear the other carpet 9 to 1. This formula was discovered by the U. S. Bureau of Standards, which determined by actual laboratory test that the wear index of a carpet is equal to the height of the pile times the square of the pile density.

But as noted, this formula applies only when all other factors are equal. One of the other vital factors is the quality of the wool used. The theatreman can readily compare the pile height and density of two different samples offered, can measure them accurately if he wants to, but for the quality of the wools or worsteds of which those piles are composed he must rely on the vendor's reputation and guarantees. More than 200 different wools are used in carpet-making; several or even dozens of different kinds of wool in one carpet. This factor in carpet quality the theatreman can never check for himself unless he wants to go to the trouble of rigging up a wear-testing machine. (If he does, he can find a description of one in the Bureau of Standards Journal of Research for June, 1931, Page 927 et. seq.)

Woolen vs. Worsted Yarns

The theatreman can check personally on the difference between woolen and worsted pile material. Both are used in carpets. Both are twisted out of wool fibres. Woolen yarn is thicker than worsted, and has more twist. Each has its own advantages. Woolen yarn, because of its thick twist, resists dirt better than worsted yarn, and is therefore less difficult to clean. But worsted yarn yields less lint, because the very short fibres are combed out and discarded before it is spun. It is often preferred for use where lint is objectionable, or wear is exceptionally severe.

The theatreman need not determine for himself the type of weave of any sample offered. Carpets are classified according to the nature of the weave. In a general way, and disregarding some overlap of prices, the five weaves most often used in theatres are, in the order of price: Tapestry, Velvet, Axminster, Wilton and Chenille. Each has its own advantages and drawbacks in terms of versatility of pattern, sharpness or pastel shading of colors, softness underfoot and other factors. The type of weave is not a good index of durability, unless such other factors as the height and density of the pile, quality of the wool, and processes of manufacture are taken into account. (Among many other details, the method used in dyeing the wool can be important, since if prolonged boiling in dye is necessary to fix any particular color the fibres may be seriously weakened.)

Thus the selection of carpet for durability involves quite a few factors that the theatreman cannot readily judge by inspection of samples, as well as some that he can. But the installation and maintenance of the carpet may have as great or even greater bearing on its ultimate life as the original quality; and these factors the theatreman not only can judge but control.

The floor on which carpet is laid should be absolutely smooth. Carpet lying over any ridge or projection will suffer excessive and needless wear and require needlessly early replacement.

Good underlays increase carpet life because they take up some of the shock of traffic and saves the woolen fibres of the carpet from flexing as greatly as they otherwise would be compelled to do when walked on.

Sponge rubber underlays have been found in practice to be preferable to felt underlays, because their resilience is permanent, while felt mats down after a period of use and loses its resilience. Some theatremen prefer, however, to confine use of sponge rubber to points of heavy traffic, installing felt elsewhere; and some experts recommend this practice. (The sponge rubber, incidentally, should not be confused with foam rubber. Foam rubber has a porous surface as well as a porous interior, and the pores communicate throughout. It is used for chair upholstery. Sponge rubber, the only kind used as an underlay for carpet, has impervious top and bottom surfaces, and the internal pores do not communicate very thoroughly with each other.)

Very Low Humidity Harmful

Strange as it perhaps seems at first thought, the air of the theatre can have an important bearing on carpet life, since wool contains considerable moisture, the exact quantity varying with humidity. If de-humidification is carried too far, the life of the carpet may be shortened. This is most apt to happen in winter, when somewhat excessive heating combined with insufficient ventilation can reduce the humidity to exceptionally low levels. The wet-and-dry bulb thermometer or other humidity indicator should be used occasionally to check on this condition, and if humidities below about 40 are found, mois-

(*Continued on Page E-20*)

Draperies and Fabrics Combine Unlimited Beauty and Service

They Are Functional But Form Is Not Dictated By Function Because The Range Of Choice Is Infinite

Any surface texture, any color scheme, any ornamental pattern or design, can be found by the theatreman in the unlimited range of possibilities offered by draperies and woven fabrics in general. The range is literally unlimited, mathematically infinite, because the architect, decorator or theatre owner can specify any treatment whatever, and it will be produced to order accordingly.

Draperies in particular, and fabrics in general, are functional as well as ornamental, serving to intercept sight lines, reflect or absorb illumination, absorb sound, provide insulation, and serve other practical uses. The special and almost unique value of textile materials is that in their case the function does not dictate either the material or its appearance. In almost all cases the identical function can be performed almost equally well by practically any combination of materials that esthetic considerations suggest. For example: if woven fabrics are to be used for sound absorption while the decorative scheme calls for a smooth and shining surface, the absorbing substance can be mounted under a thin satin that will present exactly the kind of surface desired but have practically zero effect on the



Brilliant, rippling curtain at the Byrd Theatre draws all eyes to the screen when the show starts.

sound. Similarly, if a valance is wanted over the standee, its function can be performed by a range of textiles of literally unlimited variety. And so on.

The modern and simple practicality of flame-proofing textiles used in the theatre (see STR for July 17th, Page E-24) utterly eliminates any possible question of safety in using them anywhere, for any purpose.

Many designers feel that draperies have a special design value in the theatre auditorium, for the reason that the screen curtain is a standard and almost inescapable feature in every theatre, and its soft and flowing appearance can best be echoed elsehwere along the walls by means of draperies of matching or complementary materials, pattern and colors. Where actual draperies are not desired for this purpose, fabrics mounted flat to the wall serve the same function of complementing the appearance of the screen curtain, as in the adjoining picture of the auditorium of the New Dover Theatre.

Fabric in the form of canvas serves the cause of efficiency and economy where mural designs are desired for decoration. Instead of bringing the artist to the theatre to paint the actual wall, he can be



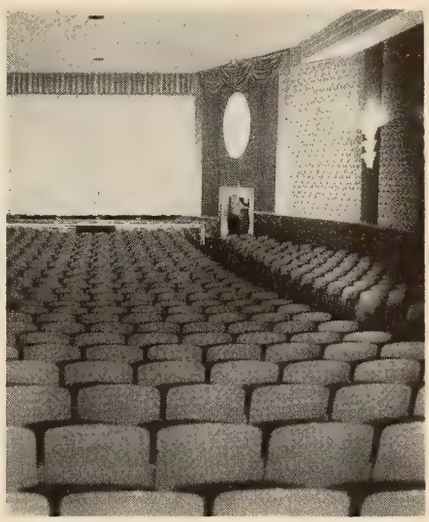
Canvas murals at Byrd Theatre, Arlington, Virginia, recall the proud history of the State.

left in his studio to put the design on canvas at the minimum of cost and under the best possible conditions for working, and the painted canvas brought to the theatre. That was done for the auditorium of the Byrd Theatre, also illustrated on this page.

Specialized artists and other experts are commonly called on to plan and execute the decorative use of draperies and fabrics in the theatre because the possibilities these materials offer are so vast and versatile that only a specialist expert can take fair advantage of the opportunities they extend. Similarly, the inexperienced find infinite chance to err in both taste and economy.

Shown on this page are two professionally planned and professionally executed theatre decorative schemes in which draperies and fabrics play a predominant part. These pictures illustrate effective use of a few small segments of the infinite range of possibilities.

Pictured immediately below in this column is the auditorium of the new Dover Theatre, Dover Plains, New York. The eye appeal of the screen curtains of



Dover Theatre, where draperies and mural fabrics combine striking individuality with symphonic beauty.

maize-colored satin is enhanced by the large wall panels of turquoise and eggshell damask, which in turn are set off by darker tone turquoise mohair under the three-tiered luminaires. The ceiling color is soft maize, the wainscot coral; and the proscenium valance and overdrapes at each side of it are coral. Chairs are upholstered in turquoise and coral; the Alexander Smith carpet is brown, black and gold. Decorations of the Dover were planned and executed by Novelty Scenic Studios of New York.

Appealing to local pride in its historical associations, the decorative scheme in the auditorium of the new Byrd Theatre in Arlington, Virginia, features full-color murals of men, places and events prominent in the State's history. The left-hand mural centers around George Washington. It includes representations of his birthplace, his Mount Vernon home, and the surrender of Cornwallis. The opposite mural on the right-hand proscenium wall depicts William Byrd, Robert E. Lee and his generals, places of interest in the State, and native flowers.

All the murals were executed in oils on canvas by Novelty Scenic Studios, Inc., New York, according to designs furnished by Architect A. O. Budina of Richmond, Virginia. The same studios also supplied and installed all wall coverings, draperies and stage curtains for the Byrd Theatre.

Theatre Council Report:

Wooden Strips Called Best For Fastening Carpet

Council Overwhelmingly Favors Vacuum for Cleaning in Discussion on Carpet Installation and Maintenance

Wooden strips, preferably but not necessarily embedded in the concrete, provide the best method of fastening carpet to concrete floors and steps, in the view of the Theatre Advisory Council, which this month considered details of carpet installation and maintenance. Alternative methods, for use where such strips were not originally embedded in the floor or stairs, were also considered, and discussed in detail.

Turning from questions of installation after they had reasonably exhausted that subject the Councilors gave their attention to methods of maintaining the carpet. Carbon tetrachloride emerged from the discussion as the favored solvent for removing chewing gum, and vacuuming the carpet was overwhelmingly preferred as the best method of general cleaning. No clear preference was expressed for any particular means of treating popcorn oil or candy stains.

Following are some of the comments with respect to mounting the carpet to a concrete floor:

"There should be strips of wood, embedded in the concrete at the time of construction."

"We prefer embedding nailing strips into the floor."

"Yes, plywood stripping."

"We use wood strips embedded in concrete."

"Wood strips should be recessed in new construction."

Only a minority preferred other methods:

"Drill holes, put in wood dowels."

"Although we use wood tack strips embedded in concrete, I personally prefer the 'tackless' method which makes for better-looking installations and facilitates removal." (In this method the carpet is fastened to, and stretched tight between, "tackless" strips which run along each wall, and are of the same height as the ozite layer that underlies the rest of the carpet.)

Alternative Methods

Where it is necessary to put down carpet on concrete floors that have not been equipped with recessed tacking strips, alternative methods were suggested:

"In such cases, we drill the floor and fasten one-half inch plywood on top of it as nailing strips. One-half inch plywood represents approximately the thickness of the ozite."

"We use plywood stripping, or dowels or plugs."

"On level floors, concrete nails can be used; wood nailing strips suitably beveled can be fastened with bolts and shields to sloping floors."

"Where there are no nailing strips in the concrete, we drill and dowel."

Especially noteworthy in this connection is that all members participating in the discussion, with only one exception, use exactly the same method of fastening carpet in both remote recesses of the theatre and in those that bear the heaviest traffic. Naturally carpet placed where traffic is heaviest will have to be changed more often; nevertheless, no distinction as to location is made, except by one Councilor. As noted, this gentleman uses concrete nails on level flooring, and where traffic is heavy, uses wooden strips instead.

With respect to installing carpet on concrete stairs, the majority of the Councilors also prefer embedded wood nailing strips, located where step and riser meet.

"If they are properly installed, across the full width of the stair, there will be no need for nailing the carpet at the edges."

Two alternative methods are suggested, in case nailing strips were not embedded at the time the concrete was poured:

"An angular nailing strip, anchored in the corner of the riser."

"Nailing strips, with the padding cut on each side of the strip." Most members suggesting alternative procedures preferred this latter arrangement.

Cleaning and Spotting

When the Council turned from installation to maintenance, a very remarkable level of agreement appeared with respect to the best method of daily cleaning. Preference for vacuuming is nearly unanimous. There was only one dissenting voice, of a member who offered no dissenting view but merely commented: "It depends on the location of the carpet."

The majority feel otherwise:

"Vacuuming is the only method we use. It is the only method that will actually pull dirt up out of the pile. Thorough vacuuming is very necessary in prolonging the life of the carpet. We have found that with thorough vacuuming, after six or seven years we can remove one or two widths of carpet and sew in new carpet without any great difference being visible. In other words, if proper care is taken in vacuuming, no other cleaning is needed. We do not shampoo carpets on the floor unless they are badly soiled or spotted, and we believe the only satisfactory method of cleaning other than vacuuming is to take them up and send them to a carpet cleaner.

Spot treatment—removing localized soil or stain—is of course a different matter entirely from general cleaning. The members use various chemicals or detergents for removing chewing gum, trampled-in candy, and popcorn oil stains.

For chewing gum, carbon tetrachloride is the outstanding favorite, as already noted. A full half of the Councilors participating use nothing else for this purpose. Others use CT alternatively with other agents, or in a mixture with naphtha. One member prefers gasoline.

"We use carbon tetrachloride and, in some instances, a special gum remover made of naphtha solvents and carbon tetrachloride with the flash point well within the level of safety."

"We use either carbon tet or a mixture of carbon tet and naphtha, fifty-fifty."

"We prefer a high grade of carbon

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tetrachloride or else standard gum remover."

With respect to treatment of popcorn oil stains there is no such agreement. Different methods are used by different members; there is neither a majority nor a plurality for any specific procedure.

"Mineral spirits [gasoline, etc., Ed. note] or carbon tetrachloride."

"Carbon tetrachloride, or shampoo."

"Cleaning solvent."

'Having tried various preparations with no success, we found naphtha to be the best."

"The fact is that the only really satisfactory way to get the oil out of the carpet would be to have it removed and sent to a carpet cleaning company. On-the-floor shampoo can relieve the condition if the oil has not soaked through the carpet too badly."

A far higher level of agreement exists with respect to trampled candy. Fully half of the members participating favor soap and water. Others suggest ammonia and water, hot water alone, and either water or gasoline (pure, unadulterated) according to the nature of the candy.

"Generally a surface shampoo will suffice."

"Warm water with a rug shampoo or a good grade of neutral soap, using deck brush fiber bristles."

"A warm, soapy solution if of stubborn nature—sometimes plain water will work. A brush is used and after the soapy solution has been applied the area is well fanned out with a cloth wrung out in clean water."

Other Maintenance

As to cigarette damage, the large majority feel that there is no ready cure. One member suggests stiff brushing, and one flameproofs his carpets to prevent such damage. Still another adds:

"Where it is not too noticeable, cigarette damage is left as is. The scorched ends of the wool tufts soon wear off and the burn becomes less visible. Where the damage is severe, a new piece of carpeting is cut in."

A number of individual suggestions on general maintenance of carpeting were also brought out in the course of the meeting:

"Clean thoroughly around the edges with a stiff broom once a week, in addition to thorough vacuuming."

"De-mothing once a week is helpful."

"Make sure the carpet remains always securely fastened to the floor and kept tight—well stretched."

"Shift stairway carpeting before it is worn through to the backing. We believe maintenance will be helped by selecting heavier treads for the areas that receive the most wear, by sponge rubber lining and by ozite lining for stair installations."

"Carpet should also have weekly physical inspection, reported to the home office in writing, noting extreme wear, cleanliness, fastening and unsafe conditions."

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200 Drive-Ins Install Coinometers

More than 200 drive-in theatres have installed changemakers produced by Coinometer Corp. since the beginning of 1948, the manufacturer announces.

Plastic Fabrics Advance Claim To Use in Theatre Furnishings

Synthetic Monofilaments Spun and Woven Into Cloth Provide New and Different Material With Important Possibilities

Adding significantly to the immense range of fabrics already available to the theatre for draperies, floor coverings, wall coverings and upholstery, the plastics industries in cooperation with the textile industry are now contributing wholly new materials having new and useful properties and enabling the designer and theatreman to achieve effects that even the incredible variety of natural fabrics could not entirely encompass.

Some of the new materials are inherently flame-proof, vermin-proof and stain-proof. They can be manufactured in different ways. Extruded as sheets, the plastics can be regarded as substitute leathers; extruded as filaments which are spun into threads and then woven into textiles, the new materials are essentially a substitute and often superior cloth.

Pictured in these columns are two of the several theatre applications of one of those new materials that will not burn, will not harbor vermin, is rated by its manufacturer as tough and durable, and will not take such stains as candy, lipstick or ink. It is shown below in one form as a ribbed mural fabric, used above the wainscot of the women's lounge of the Apex Theatre, Washington, D. C. Two of its many other forms are illustrated in the next column in service on the backs and the seats of the chairs in the Empress Theatre, St. Louis, Mo. The same fundamental material is available also not only for draperies and curtains, but even as woven screening for windows and for the air conditioning intake. It is claimed that these screens are sag-proof as well as rust-proof, and that once installed they can be left in place the year round if desired.



Woven plastic mural fabric, shown installed in a lounge in the Apex Theatre, Washington, D. C., is readily cleaned of lipstick, finger marks, ink stains and other common soil with a soapy cloth. Its exceptionally easy maintenance is one of its principal advantages.

The fundamental material out of which all these different theatre products are made is a vinylidene chloride resin. As such, it is produced by Dow Chemical Company under the trade name "saran." When this chemical is spun into monofilaments which are then woven into cloth by Chicopee Manufacturing Corporation, it is called "Lumite." Its patterns and colors are rated colorfast because the dyes are integral within the original monofilaments out of which the thread is spun. Weaving is accomplished on standard cotton looms with only slight mechanical adjustments.



These chairs in the Empress Theatre, St. Louis, are covered with one of the newer plastics which is woven like cloth. Air circulates freely between the threads for maximum comfort, but the basic material resists ordinary forms of soil.

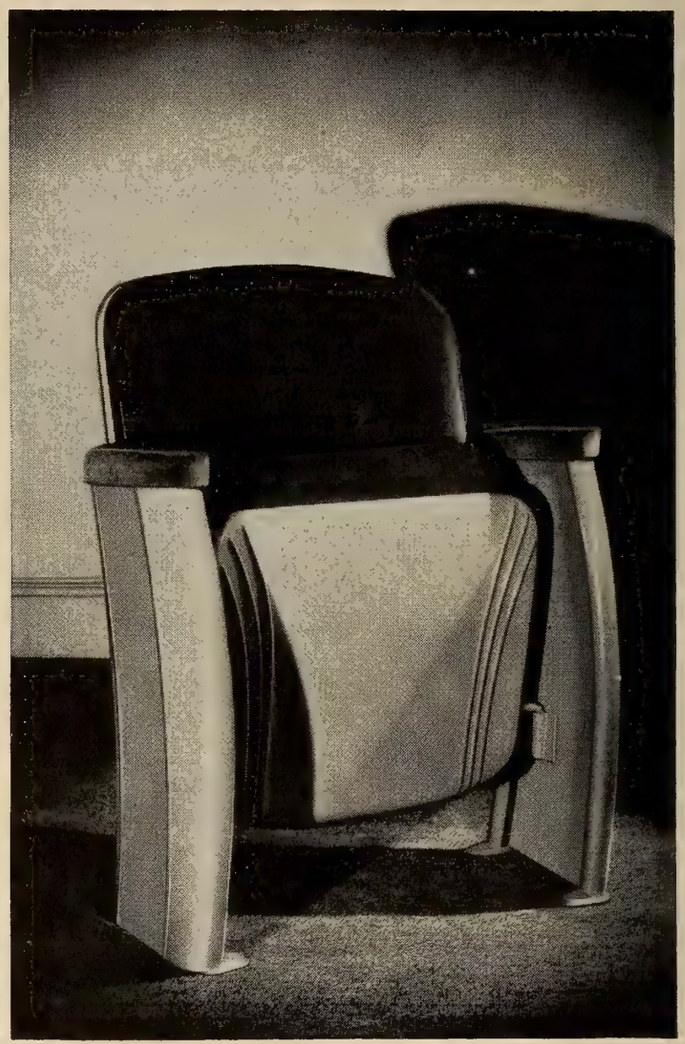
The variety shown here on the wall of the lounge of the Apex Theatre is a woven, ribbed, grey-striped fabric. This is only one of the wide range of designs now on the market. Others include monotones in either bright or pastel colors, variegated stripes, plaids and assorted patterns. When used as mural fabrics, they are applied to the wall by means of an adhesive called Acryloid B-7, manufactured by Resinous Products Company of Philadelphia.

When used as chair upholstery, as in the accompanying picture of the chairs in the Empress Theatre, Lumite is said to combine the different advantages of plastic and cloth. Being spun and woven, like cloth, it permits air to circulate between the threads, preventing any possible appearance of hot, sticky surface in summer, or cold, clammy feel in winter. But being plastic and not natural fiber, it is readily cleaned of gum, candy, pencil marks and other stains by means of either soapy water or cleaning fluid. In the chairs here pictured the back pattern is of maroon, grey and green stripes; the seat is solid color maroon.

The ENCORE

double pay-off in enjoyment . . .





Illustrated is the Encore model TC-701. Note how invitingly comfortable it looks with deeply upholstered seat and back, and fully cushioned arms. A trial will convince you of its all-around *comfort*.

Learn all the advantages of this and other Heywood-Wakefield theatre chairs from your nearest independent distributor or Heywood-Wakefield sales office in Boston, Baltimore, New York or Chicago.

"Good Box Office" is the verdict of operators who have selected the new Heywood-Wakefield theatre chairs as part of their modernization program. See for yourself how their truly elegant styling and superb *comfort* can help make yours the most popular house in town.

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Portable refreshment units plus two sales counters enable a 650-car drive-in to sell 50 cases of Coca-Cola per night, plus popcorn, candy, ice cream, hot dogs, hamburgers and milk. Six portable units and one of the counters are pictured here.

Drive-Ins Sell Very Varied Refreshments

Hot as Well as Cold Snacks Popular, but They Must Often Be Carried to the Patron

Refreshment sales in drive-ins differ importantly from those in ordinary theatres. The type of refreshments audiences favor is not quite the same. The method of selling cannot be altogether the same but the profit can be just as great, or greater.

The essential difference in merchandise is that drive-in audiences demand and patronize a larger and more varied line of refreshments. They buy all the items normally sold in theatres, but additionally, being an outdoor audience, they crave the refreshments typically associated with open-air gatherings.

Note that the refreshment stand pictured at the bottom of this page—that of the Sidney Lust Drive-In at Bethesda, Maryland—features hot dogs and hot coffee in addition to soft drinks and other conventional theatre items. Hamburgers, barbecue sandwiches, French fries and other hot outdoor foods are also decidedly popular. Some of these are advertised on the menu poster, on the back wall between the two sales girls at the left.

Another feature revealed by this picture is the importance of cigarettes. A display of Camels, Chesterfields and Lucky Strikes can be seen on the rear counter between the two sales girls at the right. Cigarette sales are important in drive-ins—smoking is permitted.

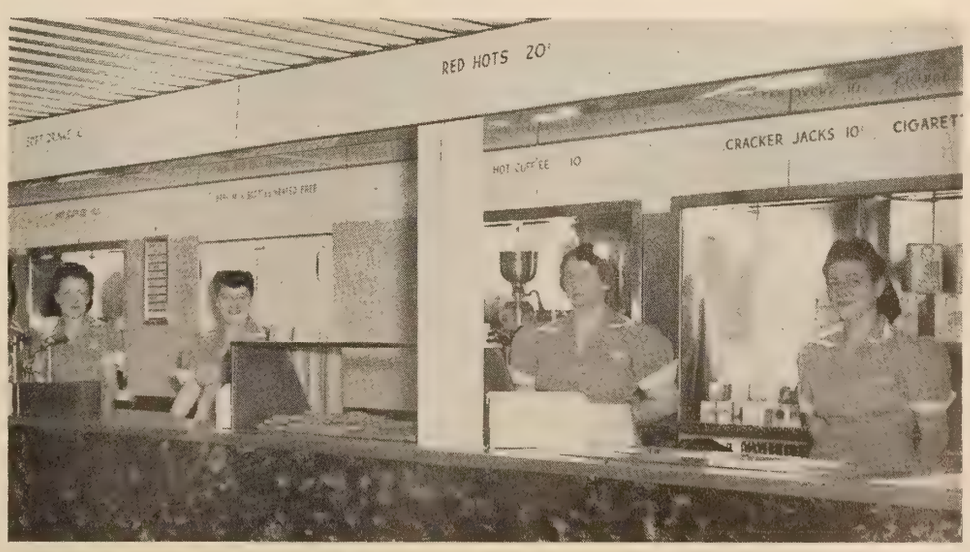
To repeat, the essential difference in the nature of the refreshment merchandise handled by a drive-in is that it covers a wider range—and thus provides a wider opportunity for sales and profits.

Additionally, the services rendered may cover a wider range. Note the sign above the head of the second sales girl from the left: "Baby Milk Bottles Heated Free." The drive-in is largely a family theatre, heavily patronized by people who cannot go elsewhere because they have young children.

The second important difference between refreshment sales in drive-ins and other theatres is related to size. The drive-in's refreshment counters will be so remote from some patrons that they will be reluctant to go to them. Hence, the merchandise is often carried to the patron.

The picture at the top of this page shows six of the seven portable refreshment units used by the Atlanta Drive-In, Atlanta, Ga. Each is built on a standard hand-truck. Each contains two coolers, one for Coca-Cola and one (toward the rear) for ice cream. Between these is a candy rack, and back of the second cooler a popcorn carrier-and-warmer. Each unit also carries cups for Coca-Cola customers and cases (not shown in the picture) for empty bottles. Each portable unit serves approximately 92 cars.

The Atlanta Drive-In has, in addition, the "refreshment center" here pictured, and a second counter for hot foods. Between the two counters and the seven portable units the theatre, with capacity of 650 cars, sells approximately 50 cases of Coca-Cola per evening, plus popcorn, candy, ice cream, hot dogs, hamburgers and milk.

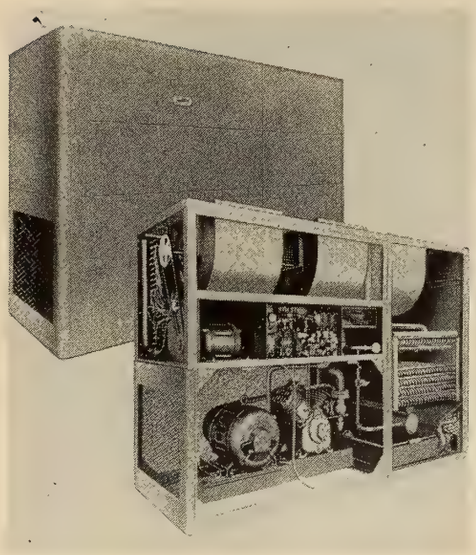


Refreshments in drive-ins cover a wider range than in ordinary theatres. Plus the usual soft drinks, popcorn, candy, etc., drive-ins also (as seen at the right) sell hot coffee, hot dogs and other hot and cold sandwiches. Cigarette sales are important; special services such as free heating of baby bottles, reflect the special nature of drive-in audiences.

Theatre Equipment Showcase

NEWS AND DATA ABOUT NEW PRODUCTS NOW AVAILABLE FROM MANUFACTURERS

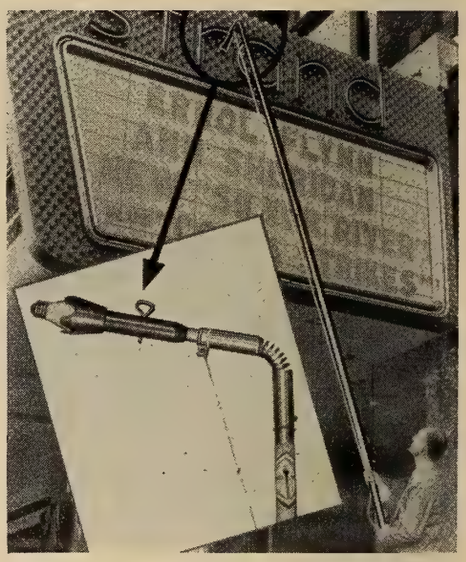
Improved



Larger motors, larger evaporative condensers, deeper cooling coils, fewer turns and elbows in the refrigerant line, heavier gauge cabinets and new, streamlined latches are among improvements incorporated in this latest series of U. S. Air Conditioning Corporation's Kooler-Aire "package" conditioners. These units combine refrigeration, dehumidifying, filtering and blowing equipment in a single cabinet; they are available in capacities of from 3 to 40 tons, and can be used with heating coils in winter. Units are automatic in operation.

Ladders are altogether eliminated from the work of changing incandescent lamps by this latest model Chadsey Lamp Changer, which now includes an adapter for dealing with lamps mounted at any angle up to 90 degrees. Broken lamps are removed by reversing the rubber changer head on the adapter; the tapered end fits snugly inside the broken lamp base and readily unscrews it. Special changer heads are available for use with special lamp bulbs and guards. The device is thoroughly insulated.

Efficient



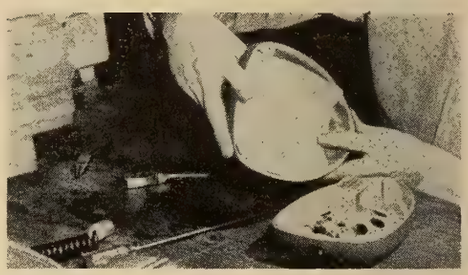
Trouble-free



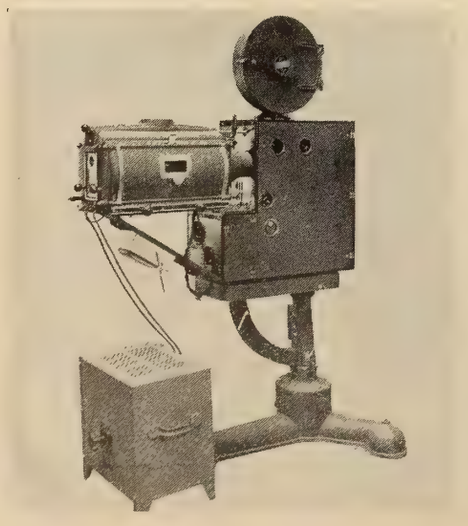
Wheeler inter-com phones, working by voice power only, have no batteries or other power source to cause either noise or trouble. Such phones were used very successfully by the wartime Navy.

Fibreglas pad, designed to improve sound by reducing internal reverberation, is inserted in the factory in Theatre Equipment Company's new high quality in-car speakers for drive-ins.

For Drive-Ins



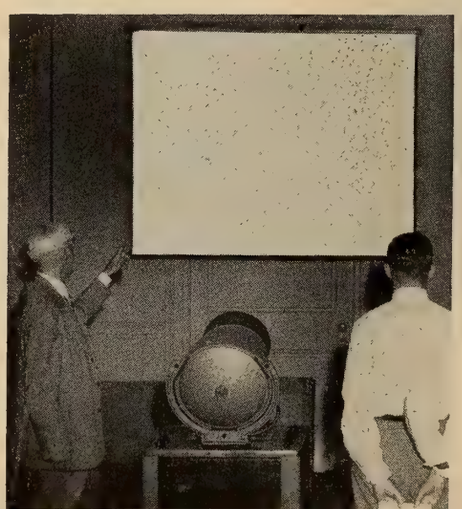
For Economy

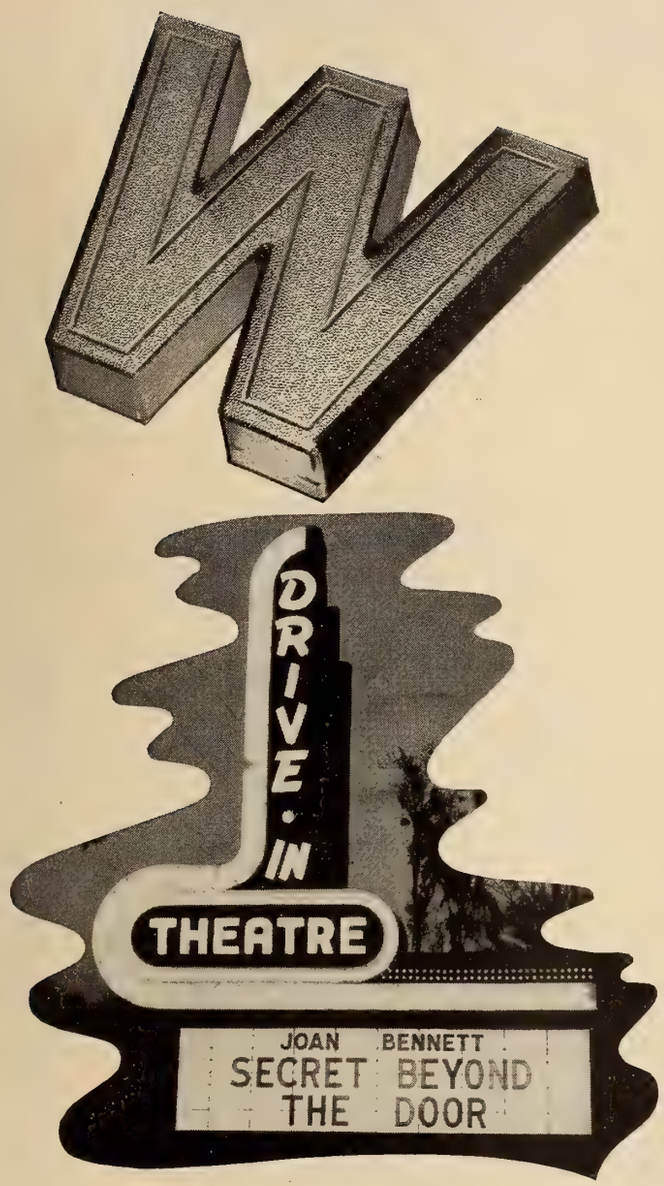


Unavailable for domestic distribution since the start of the war, the Simplex SP 35 mm projector for very small theatres has just been restored to the U. S. market. It is pictured here with a 580-watt arc and 1 k.w. rectifier, but is also offered with low intensity lamphouse and with standard Mazda equipment. It is designed to operate with Simplex Four Star Type E sound systems, to deliver image and sound of professional, theatrical quality.

Designed primarily for use in hotels, clubs, restaurants and other amusement places, but also entirely suited to the foyer or lounge of a motion picture theatre, the RCA medium-size television equipment here shown is tailored to suit screens ranging from 3x4 feet to 7x9 feet. Like its RCA big brother for large-screen theatre use, this model embodies a Schmidt-type reflective optical system composed essentially of a spherical mirror and a corrective lens.

Competition?





THIS IS THE LETTER THEY'RE ALL TALKING ABOUT

The New

WAGNER SHOCK-PROOF, TRANSLUCENT COLORED LETTERS

are made of the new plastic material which is 60% stronger than any previously used by anyone. The gorgeous, deep, jewel-like colors go all the way through the letter, cannot chip or scale, never require painting or other maintenance.

These popular Wagner letters afford freedom from freezing to the sign, as in the case of letters designed for mounting arrangements which employ channels.

Wagner's exclusive slotted method of mounting provides more than six times the bearing surface of the lug-type letter. Complete safety is assured.

Wagner multi-size letters avoid the eye monotony of ineffective one-size letter copy, doubling the effectiveness of the display board. 4″, 8″, 10″ and 17″ sizes are available in red, green, blue and opaque black. 4″, 8″ and 10″ sizes available in amber.

WAGNER WINDOW-TYPE FRAMES

permit openings of any height and length in ONE panel, making it unnecessary to construct a makeshift series of small signs and join them together. They are by far the most economical to maintain. Lamps, neon and glass can be removed and replaced from any section of the sign without disturbing any other portion and without removing the frames.

Wagner Plastic Letters Can Be Used in Combination with:

WAGNER SLOTTED ALUMINUM LETTERS

Many styles and colors in 4″, 6″, 8″, 10″, 12″, 16″, 24″ and 30″ sizes—more sizes than offered by any other company.

WAGNER LOBBY DISPLAY UNITS

(White enameled steel. 24″, 36″ and 48″ sections combine to make any length.)

WAGNER MOUNTING STRIP

Stainless steel, drilled for mounting. No special wiring required.

WAGNER TRANSPARENCIES AND FRAMES

(Full colored photographs for marquee frame or lobby. All stars. Any size.)

IMMEDIATE DELIVERY

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218 S. Hoyne Avenue
CHICAGO 12, ILL.

See Our Exhibit at the TESMA Show, Jefferson Hotel, St. Louis, Mo., Sept. 28-29-30, Booth Nos. 47 and 48.

Wagner Sign Service, Inc.
218 S. Hoyne Ave., Chicago 12, Ill.

Please send big free catalog on Wagner theatre display equipment, the largest line in the world.

Name .....

Theatre .....

Street .....

City and State .....

Projection Council Report:

Circuits of 10-25 Houses Need A Supervisor of Projection

He Should Buy All Supplies and Equipment, Personally Inspect Theatres, Cooperate with Manager on Personnel Problems



ROBERT P. BURNS, Balaban & Katz Corp.
COL. FRANK CAHILL, Warner Bros. Circuit.
G. CUTHBERT, Famous Players Canadian.
C. A. DENTLEBECK, Famous Players Canadian.
HARRY J. GLENN, Wm. K. Jenkins Theatres.
IRL GORDON, Skirball Bros. Theatres.
C. HORSTMANN, RKO Theatres.
A. C. INCE, Griffith Theatres.
LESTER ISAAC, Loew's Inc.
I. F. JACOBSEN, Balaban & Katz Corp.
NATHANIEL LAPKIN, Fabian Theatres.
L. E. POPE, Fox-Midwest Amusement.
HARRY RUBIN, Paramount Pictures.
LEONARD SATZ, Century Circuit
J. C. SKINNER, Interstate Circuit.
BILL TONEY, Tri-States Theatre Corp.

Larger theatre circuits and many smaller ones maintain Departments of Projection headed by a Projection Supervisor for reasons of efficiency. The business of the Projection Supervisor is to reduce costs and improve the show by means of his expert knowledge. The large and well-run circuits that maintain such Departments and Supervisors would not have them if the benefits did not outweigh the costs. But how large does a circuit have to be before it can afford the advantages that come from putting technical operations under the supervision of a technically-trained expert?

That question was considered this month by the members of STR's Projection Advisory Council, who are themselves the Projection Supervisors of large and medium-size circuits, and who know exactly what their departments cost their employers, and what benefits are returned.

The majority of the Council members participating in the discussion mentioned the figure of 10 theatres as representing approximately the smallest circuit that could expect to profit by maintaining a Supervisor of Projection. They noted, however, the exact figure would vary somewhat according to circumstances, and that in some cases a circuit might need as many as 25 houses before the services of projection supervisor became profitable. The overwhelming majority agreed on this figure of 10 to 25 theatres.

One member comments:

"It is obvious that a circuit of ten houses, all of 500 seats and widely scattered, could not afford a Projection Supervisor, while another circuit of ten houses of 2,000 seats each located in a close area could well afford such a man. It depends on a circuit's ability to pay another salary, its demanded quality of projection, past operational costs of its projection rooms and its desire to operate efficiently. Some very small circuits have part-time Supervisors of Projection who work out satisfactorily, and I know of two such circuits that are now contemplating combining their Projection Departments in order to put on a full-time man."

The sole dissenter from the figure of 10 to 25 as representing the smallest circuit that can afford the efficiency of a Supervisor of Projection remarks:

"A circuit would have to be quite large to have a Supervisor on projection only, but any circuit with only several theatres can probably justify a technical man capable of supervising many technical problems, projection among them."

What services should a Supervisor of Projection render? Should he, for example, do all the buying of projection and sound equipment and supplies, or merely advise the individual theatre Managers?

Here the vote of the Council is substantially unanimous—one of the major benefits of having a Supervisor of Projection is expert, centralized purchasing. There is no outright dissent from this conclusion. The only difference of opinion is that some Councilors feel that all buying whatsoever should be handled by the Projection Supervisor while others concede that very minor items, or emergency supplies, may be left to the individual Manager.

Centralize Buying

"Centralized purchasing is the better method for many reasons, the most important of which are the saving of money and standardization on a higher scale."

"Few Managers have the knowledge necessary to pick good equipment. The Supervisor should buy it."

"The Supervisor should do the buying in order to consolidate purchases."

"Certainly. Centralize buying."

"The Supervisor should do ALL the buying."

"Yes. Let the Manager place emergency orders only."

"Minor expenditures may originate with the Manager, but let him be guided by the technical advisor. Major purchases should be made by the technical supervisor."

"All major equipment should go through the Supervisor. The Manager should buy replacement items."

Inventory Control

The Council went on to consider other duties of the Supervisor of Projection and the details of his relationship to the theatres he serves:

1. In spite of their high level of agreement on the purchase of supplies by the Projection Supervisor they differed among themselves as to whether the Supervisor or the theatre Manager should watch and control inventories. 2. The majority agreed that the Supervisor should receive periodic reports from the theatre on the condition of equipment, but differed among themselves as to whether such reports should be weekly, monthly or semi-monthly. 3. An overwhelming majority feels that these reports should cover the condition of all film received as well as the condition of equipment. 4. An almost equally large majority is convinced that in addition to reading his reports the Supervisor should visit the theatres personally and see and hear with his own eyes and ears. 5. The majority also vote that a Supervisor of Projection will do better to contract for service with one of the regular service companies rather than hire technicians to do such work, but on this point there is some minority opinion. 6. The large majority believes that neither the Theatre Manager nor the Supervisor of Projection should assume sole responsibility for keeping tabs on the competence of projectionists, but that they should cooperate with each other on personnel problems. There is also a minority view that this cooperation might well be extended to include the officials of the local union.

Opinion on the question of whether the Projection Supervisor or the Manager should control projection room supply inventories is very evenly divided. Additionally, the following suggestions are offered by some of the members:

"Control of inventories is better left to the individual Manager, so long as the Supervisor of Projection signs the purchase orders."

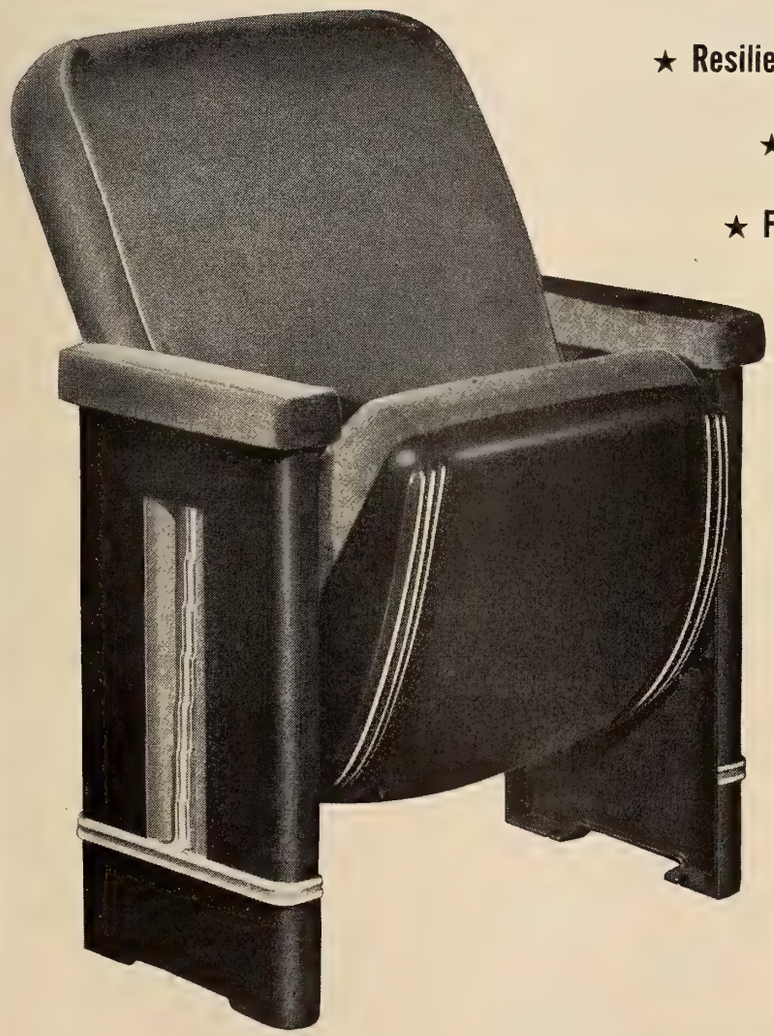
"In this detail the Manager should be

(*Continued on Page E-17*)

For theatres of distinction...

American Spring-Back BODIFORM Theatre Chairs

...world's most comfortable theatre seating!



★ Resilient spring-back cushions

★ Extra-high backs

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★ Foam-rubber armrest pads

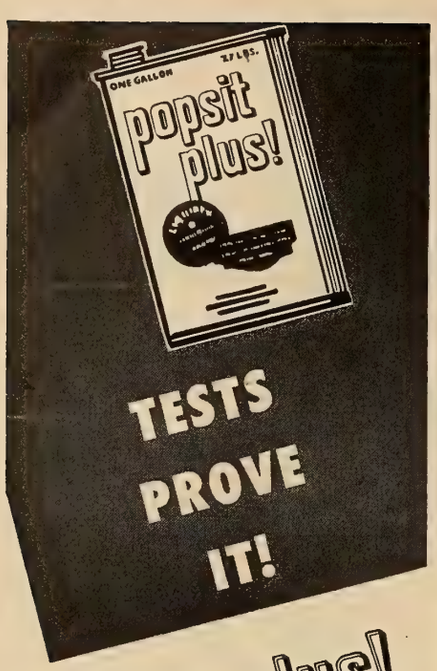
Top choice of the nation's top theatres, American Spring-Back BODIFORM Chairs provide the kind of ultra-luxurious comfort that makes patrons say to themselves, "I'm coming back here often."

American Spring-Back BODIFORMS are standouts for serviceability, too. They are ruggedly built to stay on the job year after year, with amazing maintenance economy.

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American Seating Company

GRAND RAPIDS 2, MICHIGAN
Branch Offices and Distributors in Principal Cities
WORLD'S LEADER IN PUBLIC SEATING
Manufacturer of Theatre, Auditorium, Transportation, School, Church, Stadium Seating, and Folding Chairs



popsit plus!
LIQUID POPCORN SEASONING
GIVES YOU

★ BETTER FLAVOR
★ GREATER POPPING VOLUME
★ FEWER DUDS

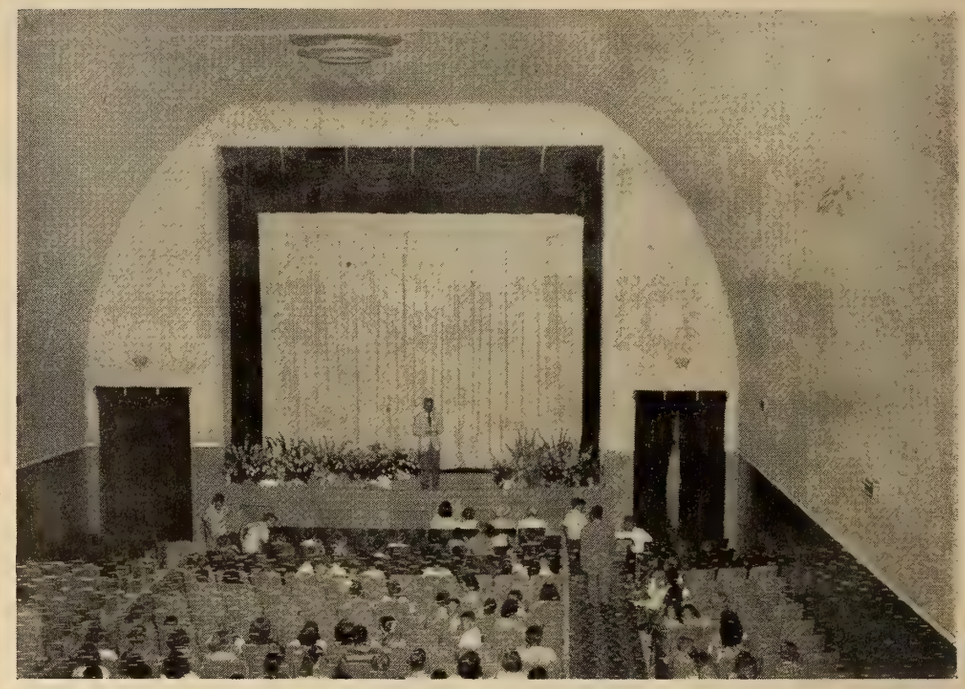
Here's positive proof that Popsit Plus costs less than substitutes —judged by final results. Tests by a leading agricultural college reveal that Popsit Plus liquid seasoning (1) pops more corn by volume, (2) leaves fewer duds, (3) gives corn the flavor your customers demand.

That's why Popsit Plus costs less. It gives you more for your money than so-called cheaper substitutes. Avoid substitutes and save money.

popsit plus!
means profit plus

Simonin of Philadelphia
SEASONING SPECIALISTS TO THE NATION

Beach Gives Luxury Touch to Quonset Structure



Fernandina, Florida (population 6,000) had been getting along as best it could with a theatre built 'way back in 1900 to provide its facilities for film shows, when E. C. Beach decided that the townspeople deserved a more commodious playhouse now that World War II was over. Beach's plans originally were for a conventional type structure incorporating many of his own ideas and lots of the better features of the ultra modern movie showhouse. But with several applications for official approval of his building turned down, Beach turned to the Quonset structure and finally got an OK for the enterprise which eventuated as the new, completely modern Ilan Theatre that opened to capacity audience on July 27.



The Ilan, Beach believes, boasts the largest balcony of any Quonset theatre in the country. This section, reserved for colored patrons, provides 190 seats row-spaced 32" back to back. Total seating capacity is 808 seats (613 on the auditorium floor), with an additional five seats in the cry room, which is one of the many up-to-date adjuncts. Other luxury features include: four rest rooms—two equipped with electric hand dryers; powder room; large concession stand, with opening on the street, and equipped with a soft drink dispenser; popcorn machine and ice cream cabinet; stagger system of seat arrangement with rows spaced at 34" back to back and 44" aisles; automatic curtain control; newest type projection equipment, including Super-Simplex projectors and Four Star sound; and a complete air-conditioning system.

The Ilan was built by the Southern Construction Co., Augusta, Ga., from plans sketched by Beach. His color scheme for the auditorium is calculated to emphasize simplicity of design and the cool atmosphere desirable for a theatre located in a Florida town. In the auditorium there is a 6' baseboard, painted with a plastic paint in a coral color; sidewalls are faced, as is the ceiling, with an acoustical material. The walls are painted in pastel green, and the dropped ceiling in a very light shade of the same color. Draperies are of dark green velour with the front curtain of silver. Seat upholstery is of green and coral while the carpets have an over-all pattern traced in grey, gold and red.

The facade of the Ilan is faced with mottled tan porcelain, and features a semi-circular canopy of stainless steel over which there is a projecting attraction board topped by the theatre's title illuminated in neon outline tubing.

PROJECTION COUNCIL

(*Continued from Page E-14*)

made responsible to the Projection Department, which will keep all inventories."

"The Manager should have actual control of inventories but the Projection Supervisor should work with him and advise him."

"Let the projection room personnel handle the matter through their own Manager in each theatre."

"The Supervisor should buy the spares, but as they are used the Manager should be responsible for re-ordering to maintain normal supply."

A somewhat similar difference of opinion appeared on the question of how often the theatre should report in writing to the Projection Supervisor or his department. A large majority favors such reports, only a minority considers them unnecessary. One member of the minority comments:

"I believe regularly scheduled reports are meaningless, since they only invite Managers or Projectionists to make idle conversation. Our theatres report on the condition of their equipment only when necessary."

Another member of the minority adds:

"No reports at all are needed where the Supervisor or his department is in personal contact at all times."

The majority, while they feel otherwise, differ as to whether reports should be submitted weekly, monthly or semi-monthly. The plurality vote is for weekly reports.

Film Condition Reports

However, when the theatre reports at all to the Supervisor of Projection, an overwhelming majority of the Council members feel that the condition in which film is received should be included in those reports. There is only one dissenting voice, that of a Councilor who believes that film condition reports should go through the Manager to the Booking Department and not to the Projection Department.

Opinion also is overwhelming that the Supervisor of Projection or his representative should personally visit and inspect projection rooms and their equipment, not do his work from written reports.

"Nothing can take the place of personal visits. Written reports are necessary only because it is not always possible to make as many visits as would be desirable."

"The Supervisor should get written reports, but also make periodic check visits in person."

"Personal visits on a staggered itinerary. To work from written reports with only occasional visits is akin to armchair engineering, which we strongly disapprove."

"I heartily recommend that wherever possible a Supervisor of Projection visit his theatres. He is in a better position to help with problems if he can see them and hear them. The personal contact with the projectionists pays off too, in my estimation."

"Personal visits should be made; the degree of operation efficiency should determine their frequency."

Only a single member believes that "regular inspections by a Supervisor of Projection are not necessary if proper records are kept." Yet even this member qualifies his statement by adding: "It is good practice to inspect the equipment occasionally if the theatre is visited for that or any other purpose."

A majority of the members participating consider that even where a full Projection Department exists, it is advisable to contract for service with one of the regular service companies (Altec or RCA) rather than for a circuit to attempt to service its own theatres by hiring its own technicians. A minority holds the reverse opinion.

Some comment on this point:

"Service from one of the regular companies is a practical method if arranged and carried out in accordance with plans that best suit the needs of the particular theatres to be serviced. Very little servicing is required except on sound, and it can be reduced in many cases to fewer calls than the average theatre receives under existing service arrangements."

"Whether a circuit should contract for sound service or attempt to service its own theatres is a question of cost and service rendered. In my company, we find it is advantageous to contract with a service company at the present time. Later developments may change the situation."

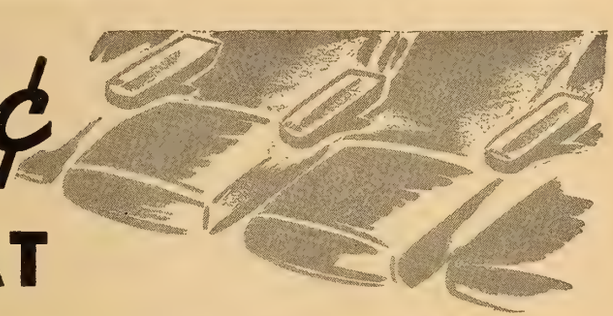
"Our company also contracts for service, but that does not mean that salaried technicians would be any less efficient. Either method, I am certain, would be satisfactory."

"It depends on the number of theatres in the circuit and their distribution. We have four men who service 172 houses."

In the matter of keeping track of the

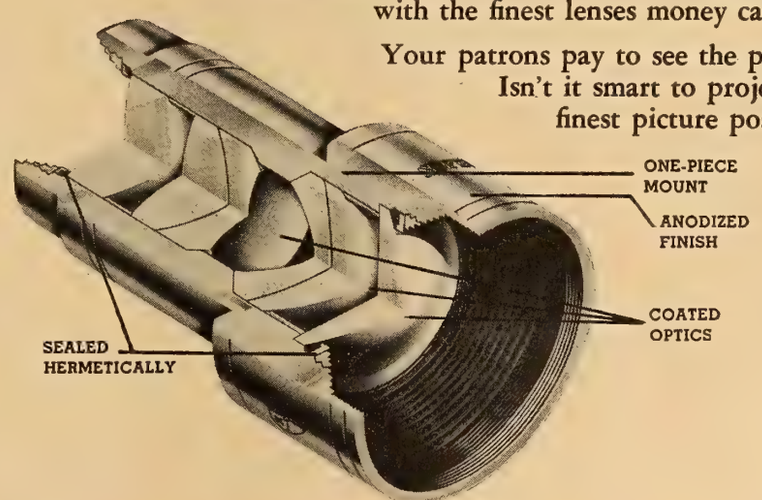
(*Continued on Page E-19*)

32¢ A SEAT



That's all it costs to equip the average theatre with the finest lenses money can buy.

Your patrons pay to see the picture. Isn't it smart to project the finest picture possible?



SUPER-SNAPLITES Give You . . .

- **BRILLIANCE** . . . the fastest lenses made: f/1.9.
- **CONTRAST** . . . . with durable coated optics.
- **SHARPNESS** . . . that only a six-element anastigmat can achieve.
- **VALUE** . . . . . one-piece mount, hermetically sealed to last a lifetime.



Get full details of all Snaplite lenses in Bulletin 204, from your local theatre supply house.

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2 Franklin Avenue
Brooklyn 11, New York

Visit Us At Booth No. 74 TESMA Show—Sept. 28, 29, 30, Jefferson Hotel. St. Louis, Mo.



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STUB ROD CONTROL BOX

Records what happens between box office and door— every minute, every hour, every day!

Pays for itself in very short order!

AUTOMATICKET Control SYSTEMS

Covered by U. S. Pats. and Pats. Pend.

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GENERAL REGISTER CORPORATION

36-20 Thirty-third Street, Long Island City 1, N.Y.

OR THE AUTHORIZED SUPPLY DEALER IN YOUR AREA.



MRS. L. R. ROBERTSON—Owner, Lucas Theatre, Dallas, and Pix Theatre, Fort Worth, Texas—says:

"We never have unexpected repair and replacement headaches with RCA Service. Regular checkups keep equipment performing at its best."

To get the benefits of RCA Service—write: RCA SERVICE COMPANY, INC., Radio Corporation of America, Camden, New Jersey.

"Built to Excel — IDEAL CHAIRS Not Just To Compete"

IDEAL SEATING COMPANY of GRAND RAPIDS

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN has it!

MAINTENANCE Checking Guide

☐ AUG. 16.—Do you personally examine the marquee after change of copy to make sure the new layout is completely accurate and as attractive as possible?

☐ AUG. 17.—Re-check auditorium under operating conditions for any stray light on screen, proscenium, ceiling or walls that may be a distraction to the audience.

☐ AUG. 18.—Time to obtain new style charts showing the latest in winter uniforms for your staff. Avoid delivery delays by placing your order now.

☐ AUG. 19.—Are all advertising banners, pennants, flags and similar accessories always carefully cleaned and stored neatly for ready use in the future.

☐ AUG. 20.—If your theatre is adjacent to a food or produce store do you take extra precautions against rodents, insects and other harmful vermin?

☐ AUG. 21.—Have you arranged for periodic and thorough inspection of the wiring of baseboard outlets and floor plugs, as a precaution against fire?

☐ AUG. 22.—Time to put another drop of oil on every chair hinge and door hinge to make certain of complete quiet while the show is running?

☐ AUG. 23.—Are you having all prints re-wound, checked and repaired before they are run, and carefully following up the projectionists' reports on film condition?

☐ AUG. 24.—Have you prepared tapes and standards for Labor Day week-end crowds; checked your reserve of tickets, towels and other necessary supplies?

☐ AUG. 25.—Time for another careful, thorough examination of all banisters and handrails to make certain they are still securely fastened at every point?

☐ AUG. 26.—Remind new employes that even minor accidents must be reported promptly and in full detail; lack of information can mean losing a lawsuit.

☐ AUG. 27.—Do you have a schedule for keeping lamp bulbs, tubes, reflectors and coves reasonably clean to avoid waste of the light that you pay for?

☐ AUG. 28.—Do your employes conscientiously turn off all unneeded lights? If they habitually waste electricity put up reminder signs or install an inspection system.

☐ AUG. 29.—Watch the cleanliness of phone booths and of the recesses in which they stand. Food or candy waste in those places will breed odors.

☐ AUG. 30.—Re-check your stairway lighting on a regular and very frequent schedule. If a single bulb has burnt out you might be legally liable.

☐ AUG. 31.—Candy, popcorn, and the like, tramped into your carpet, invite invasion by rodents and vermin at this time of year especially. Keep cleaners alert.

☐ SEPT. 1.—Do you have your first aid kits inspected frequently; never allow them to become depleted; keep them ready for emergency at all times?

☐ SEPT. 2.—Examine all mirrors in lobby, lounges and wash rooms. If any are in poor condition, have them re-silvered, replaced or taken out entirely.

☐ SEPT. 3.—The cashier should brush ticket dust away from the ticket machine knives every time the magazine is reloaded. Does she always do it?

☐ SEPT. 4.—Days are growing shorter; night comes earlier. Have you readjusted your outdoor lighting schedule for earlier illumination of facade and marquee?

☐ SEPT. 5.—Time to remove Summer decorations and lighting throughout the entire theatre. Plan Fall lighting, decoration, ornament and drapes in warmer colors.

☐ SEPT. 6.—Don't hesitate to authorize overtime for needed projection or sound repairs. Projection and sound are what they pay for at the boxoffice.

☐ SEPT. 7.—Time to re-examine the upholstery and general condition of all furniture in your foyer and lounge rooms? Delaying needed repairs is false economy.

☐ SEPT. 8.—Is your cleaning crew careful to keep the sidewalk clean at all times, as well as the lobby and the interior of the theatre?

☐ SEPT. 9.—Re-inventory your spare lamp bulbs and tubes. Have you a sufficient supply in warm colors to take care of Fall and Winter replacements?

☐ SEPT. 10.—Autumn flowers and leaves are now at their peak; why not tie in with a florist for fresh cuttings for your foyer or lobby?

☐ SEPT. 11.—Time to close down the cooling plant until next year? Have your maintenance man study manufacturer's instructions carefully, follow them exactly.

☐ SEPT. 12.—Re-inventory spare fuses. Do you have a sufficient supply of every size and type needed, and are they kept where they can be found instantly?

Exclusive STR Service Feature

Tesma To Show Video, Drive-In Equipment

New drive-in equipment, including all-steel drive-in screens, parking lights, speakers and clocks, and large-screen television, will be among the features of the Tesma-Tedpa exhibit to be held at the Jefferson Hotel, St. Louis on September 28th to 30th, Roy Boomer, Tesma's Secretary-Treasurer, has just revealed.

The trade show and convention, sponsored jointly by the Theatre Equipment and Supply Manufacturers Association and the Theatre Equipment Dealers Protective Association, will be the largest of its kind ever held, according to registration figures already chalked up at this time. Theatre owners, managers, architects, projectionists and maintenance engineers are expected to attend in large numbers. There is no regisration or admission fee in their case.

In addition to drive-in and television equipment, other exhibits will include vending equipment, stage lighting facilities, change makers, ticket machines, new theatre carpet designs, projectors, arc lamps, sound systems, vacuum cleaners, theatre chairs, draperies and drapery materials, steel fronts and frames for theatres, marquees, changeable letters, and in fact—Boomer states—everything in theatre equipment and supplies from the street to the screen.

DeVry Now Enlarging Hollywood Facilities

Increased demand for DeVry 35-mm. and 16-mm. motion picture equipment has necessitated expansion of the company's office and warehouse space on the West Coast, and the Hollywood office and warehouse have consequently been moved to 5121 Sunset Boulevard, W. C. DeVry, President, announces.

The new warehouse facilities, in particular, will speed up deliveries, according to the announcement. Joe Norman remains in charge of enlarged Hollywood headquarters.

Price Reduction on Refrigeration Fluid

Kinetic Chemicals, Inc., of Wilmington, Delaware, have announced that reduction of approximately ten per cent in the price of their Freon-22 refrigerant went into effect July 26th. The refrigerant is used in air conditioning systems and other temperature-reducing apparatus. The company adds that the price cut was made possible by increased production, and that prices may be lowered still further in the future if the present trend toward wider use of the material continues.

Zeimer Joins Delta Uniforms

Delta Uniforms, theatre uniform and accessories division of Highway Outfitting Company, Inc., has acquired the services of Howard A. Zeimer in the capacity of Sales and Promotion Manager. Delta specializes in equipment for theatre personnel, including both actual uniforms and such accessories as shirts, caps, insignia, and the like. Mr. Zeimer was formerly, and for the past ten years, Sales Manager for Russell Uniform Company.

Flats Fixed for Free Drive-In Service

"Should you have a flat tire at the Valley Drive-In, you need not be disturbed. A courteous attendant will change the tire free of charge."

So says a brochure handed to patrons of this new theatre, located near Pomona, California, which opened to the public early in 1948.

The brochure adds: "One of the nice things about seeing a show at the Valley Drive-In is that you don't have to 'dress up.' Dad can come in his shirt sleeves and Mom is in style wearing the same house dress she had on when she finished the dishes."

As still another service to its patrons (and source of income to itself) the Valley Drive-In sells gasoline.

PROJECTION COUNCIL

(*Continued from Page E-17*)

competence of projectionists the majority feel that:

"This should be a cooperative affair between the Manager and the Projection Supervisor."

And two Councilors add to this:

"Yes, and with the additional cooperation of the union local."

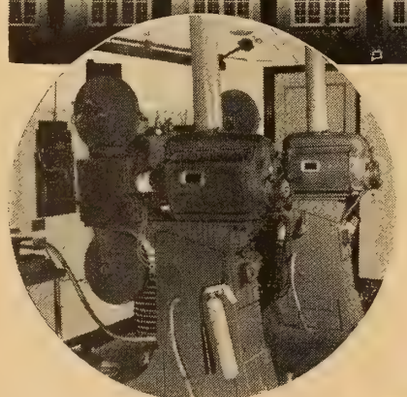
Other comment on this matter included the following:

"In our company a report is received by the Supervisor of Theatre Operation and the Supervisor of Projection on every interruption of projection or sound, no matter how slight. The reason for the break is given on the report, which is filed in the personnel file."



Back of those Inviting Theatre Marquees You'll find DeVry

DEPENDABLE PROJECTORS, AMPLIFIERS, IN-CAR SPEAKERS

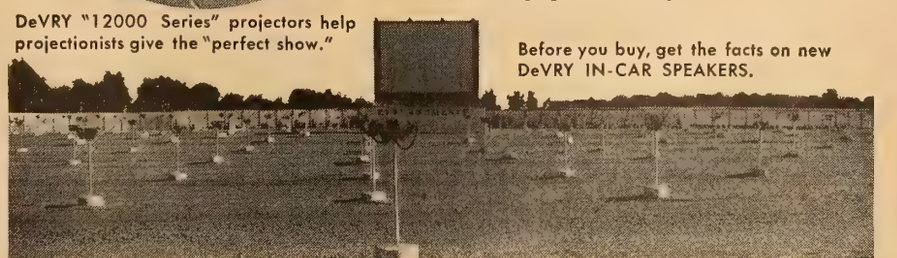


They come back again and again to see Hollywood's finest productions at their projected best — with DeVRY'S.

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SHOWMEN'S TRADE REVIEW
. . . tops for film-booking data . . . only paper giving every week complete listing of films by title and distributor company, new pictures started, title changes.

DENSE PILE CARPETS

(*Continued from Page E-6*)

ture should be added to the theatre air. (This will increase patron comfort as well as carpet life.)

Good vacuuming is as important to the carpet as to cleanliness, because many kinds of dirt particles have microscopic sharp edges that cut into the wool fibres. They should be gotten out of the carpet. It is, as already noted, harder to get them out of worsted fibres than woolen fibres. Worsted piles need more vigorous vacuuming accordingly.

A vacuum cleaner with low suction, such as the common domestic type, is not suited to cleaning carpets that are submitted to the quantity of dirt tracked into a theatre. Additionally, domestic cleaners are uneconomical for theatre use because of their high speed—usually 13,000 to 16,000 rpm—which hastens wear; and because the janitors have to stop too often to clean out the small bags with which these domestic appliances are fitted. Commercial portable vacuum cleaners are more durable because they run at from 7,000 to 12,000 rpm; and they can be operated with fewer interruptions. Most important of all, however, they have much more suction and thus prolong carpet life by doing a far more thorough and effective cleaning job.

Shampooing the Carpet

Shampooing carpet in place presents special problems. Where it cannot be taken up and sent out to be cleaned, such treatment may be necessary, however. One precaution is to use synthetic detergents, which will not leave a scum behind if the water is slightly hard. Soap will leave such a scum. On the other hand, the detergent must be chosen with particular care because some of them will actually have a bleaching effect on the dyes. If these are used, shampooing may hurt the appearance of the carpet more than it helps it. Expert advice should be sought in selecting suitable detergents for this purpose.

Finally, shampooing the carpet in place, although often unavoidable, presents a particular hazard to carpet life in that water may remain in the cotton or jute backing through which the wool pile is woven. Moist cotton or jute are susceptible to mildew; and if they are thus weakened the life of the carpet may be very greatly reduced. Choosing a very dry night for such work, or using the heating system or the air conditioning system to reduce humidity within the theatre as much as possible, will help minimize this danger to carpet life. In addition, the shampoo liquid, and all surplus water possible, should be sucked out of the carpet with a really powerful vacuum cleaner.

Because water in the backing is a serious enemy to carpet life, special precautions should be taken around drinking fountains and soft drink stands. Impervious rubber matting of sufficient area should surround such sources of wetness. And obviously rubber or other matting, or runners, should be used in the lobby to get as much moisture as possible off the shoes of patrons who enter during inclement weather.

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MOTOR-GENERATORS



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I. A. Notes

The International Convention at Cleveland

As this issue of STR reaches its readers the International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators is demonstrating labor union democracy in action at its 39th biennial convention in the Public Auditorium at Cleveland.

Policies are being discussed, and grievances heard, by delegates from 938 local unions representing this industry's employes in every part of the United States and Canada. Before the Convention closes, toward the end of the week, international officers will be elected to serve for the next two years, nominations being made from the floor.

Prior to the Convention opening the Executive Board, composed of International President Richard F. Walsh, Assistant President Thomas J. Shea, Secretary-Treasurer William P. Raoul and nine vice-presidents, representing nine areas of the United States and Canada, met at the Hotel Hollenden in Cleveland. Among other business, the Board heard grievances of individual members and appeals from decisions of local unions and districts. These local decisions are not final, and even the decisions of the Executive Board are not final. Any aggrieved I. A. member has the right to ultimate appeal on the floor of the International Convention.

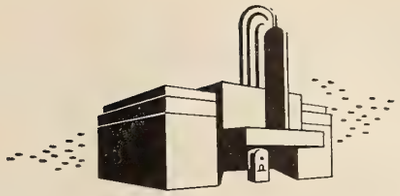
As a further preliminary to the International gathering, 14 District Conventions, by delegates from as many districts located throughout the U. S. and Canada, were held in various rooms of the Hotel Hollenden.

Prominent speakers scheduled to address the delegates include Eric Johnston, Ohio's Governor Thomas J. Herbert, Cleveland's Mayor Thomas A. Burke, and AFL President William Green. Also Tom O'Brien, Member of Parliament and General Secretary of the British National Association of Theatrical and Kine Employes; William Finegan, Secretary of the Cleveland Federation of Labor and Business Agent of Local Union No. 27 of Cleveland; Harland Holmden, First Vice-President of the I. A. and Business Agent of Local No. 160 of Cleveland, and Joseph D. Keenan, head of Labor's League for Political Education.

Following these addresses, the International President is scheduled to report to the assembled delegates on his two years' stewardship, and the Secretary-Treasurer will deliver his detailed statement on finances. Then the delegates will nominate and elect officers to serve for the next two years.

Noiseless Electric Fan

Noiseless operation is the claim made for a new air circulator placed on the market by Max Weber. Absence of the usual fan noise is attributed by the manufacturer to the patented design of the impeller blades. Single- and three-speed models are available. The special mounting permits the fan to be moved through 360° both vertically and horizontally, and fastened in any position relative to its base. External diameter of the guard is 14"; the motor is rated at 52 watts, total weight is 10 pounds.

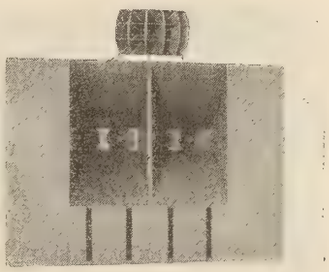


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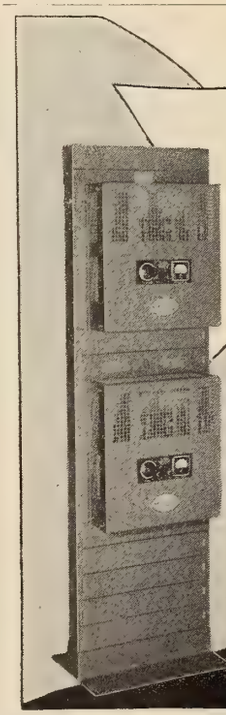
There is a "Voice of the Theatre" speaker system for every size theatre. Ask your supply dealer for information about modernizing your present system with "Voice of the Theatre". "Voice of the Theatre" speaker systems are supplied as standard equipment by most leading theatre sound system manufacturers.



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Two basic sound systems—one for theatres of 1,000 and another for theatres of 2,000 seats—the output of which may, by the addition of power amplifiers, be brought up to serve theatres up to 6,000 seats.

Your choice of any model Altec-Lansing "Voice of the Theatre" or Motiograph loudspeaker equipment.

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ARCHITECTS COUNCIL

(*Continued from Page E-5*)

sent the minority view, which in this case is held by slightly more than one-third of the members participating. Nearly two-thirds do use draperies elsewhere than at the screen opening, for decorative or other purposes. But there is as noted no agreement at all among the majority as to the location, the functions, or details of such use.

Fabric Wall Coverings

An entirely similar situation exists with respect to fabric for wall covering. A majority of more than two-thirds of the Architects endorse this treatment of theatre walls; but as to details differ among themselves.

They differ with respect to what walls should be thus covered:

"Aside from the auditorium, having one of the four walls of a modern room covered from floor to ceiling provides a very pleasant contrast and completes the decoration. Also, framing a large expanse of glass from floor to ceiling provides a pleasant treatment."

"Plastic coverings used in lounges and offices create an air of luxury. They would not be needed in the auditorium."

"We find fabric wall coverings useful in the auditorium — in design, and as acoustical aids, and from the maintenance angle."

"In most cases, the side walls and rear walls of our auditoriums are completely covered with fabric above a cement plaster wainscot of approximately six to seven feet. This not only gives a very decorative treatment, inasmuch as many pleasing designs are available, but has an acoustic value. Behind the cloth on the rear wall we invariably use Kimsul insulation."

The majority further differ among themselves as to the extent of use:

"We like full coverage with wall textiles."

"We prefer scenic patterns in panel surrounds on walls, and also as feature spots."

And they differ as to the method of use:

"Where the shape of the auditorium requires side wall acoustic treatment I prefer to put textile finish over rock wool bats."

"Yes, use fabric to cover soft acoustical material only."

"I favor textiles if they are applied solid on the walls—and if they are fireproof textiles."

"Applied directly to the wall, not as loose materials."

"Glued to the plaster."

Where Not to Use Draperies

On the other hand, as already noted, the majority does not at all approve the use of drapes in the theatre at the heads of aisles or ramps, above the standee rail, or around the exit doors.

With respect to aisles or ramps, the vote is almost unanimous. One member only says he would use drapes at that location "very sparingly." All others voice a flat "No."

With respect to use of drapery or curtains over the standee rail the negative vote exceeds four to one. And even the small minority qualify their position:

"If necessary, but the standee rail should need no blinds if the theatre is properly designed to trap light coming from outdoors." While some members of the majority point out that where the region above the standee rail admits drafts, glass can be used.

In the matter of installing draperies, valances or curtains as ornamental frames for exit doors, the opposition is not quite so strong, although it is still a substantial majority. Among those who do follow some such practice, one comments:

"We do not use draperies to frame the doors, but to curtain them, to eliminate drafts and light."

Another puts draperies only above the exit doors "to eliminate from view the panic bolt hardware, and so on."

But a strong majority remains opposed to any such treatment of exit doors. One member of this majority notes that in his part of the country the practice is "prohibited by most codes, and a good thing."

Where a theatre is being remodeled, and old-fashioned architectural features cannot be removed without great expense, what about hiding them behind decorative draperies? The division of opinion is quite even. The Council as a whole cannot be said to have reached a decision either way. A few members say "it depends" but the large majority are divided 50-50 on a flat "yes" or flat "no."

J. E. Robin Adds Weber Products to Its Own Line

Under terms of an agreement concluded on July 20th between Carl M. Weber, Sr., President of Weber Machine Corporation, and Emil A. Kern, President of J. E. Robin, the Robin organization will act as exclusive U. S. and world-wide distributors for all Weber products and their replacement parts.

Included in the agreement are the Weber Synchro-Dynamic 35-mm. projectors, Synchrofilm soundheads, theatre amplifiers and speakers, and Synchrofilm portable 35-mm. projectors. Weber sound equipment is licensed by Western Electric Company. The Robin organization manufactures the Stedypower line of theatre motor-generators, and the Robin selenium arc rectifiers. Robin and Weber products will be handled locally through independent theatre supply dealers.

Drive-In Operators Sued By Park-In Patent Holders

Park-In Theatres, Inc., of Camden, N. J., have filed suit in United States District Court against the operators of the North 29 Drive-In Theatre, Charlotte, North Carolina, charging infringement of the Camden corporation's drive-in theatre patents. Defendants named in the action are: A.S.F. Theatre Company, George W. Ferguson, Byron Adams and R. C. Saunders. Representatives of the plaintiff state that only one drive-in theatre in Mecklenburg County has been licensed to use the Park-In patents, namely, the Wilkinson Boulevard Drive-In.



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Plenty of Really Fine Equipment to Choose From



*Standard Simplex Mechanism, rebuilt like new from	$195.00
Simplex Double Bearing Movements, brand new	61.20
*Century "C" Mechanisms rebuilt like new	395.00
*Superior "A" Mechanisms, brand new, list $695; our price	475.00
Brenkert BX-40 Mechanisms, like new (used 12 times)	395.00
*Strong 1 Kw. Arclamps & rectifiers, rebuilt like new, per pair	575.00
*Strong Mogul A Arclamps & 6 tube 50 amp. 220 volt, 3 phase rectifiers, rebuilt like new, per pair	695.00
Latest Brenkert Econarc lamps & 30 amp Benwood Linze rectifiers—used sparingly—like new, per pair	395.00

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STEWART R. MARTIN—Treasurer and General Manager, Embassy Newsreel Theatres, New York City, and Newark, N. J.—says:

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"Voice of Theatre Speakers" JOE HORNSTEIN has it!

Efficiency Check List for Projectionists

☐ AUG. 16.—Carefully examine the sound system connection to water pipe or other ground; make sure it is thoroughly tight and entirely free from corrosion.

☐ AUG. 17.—Has your projection room an emergency ventilating system to remove smoke and fumes in case of fire? If not, why not ask for one?

☐ AUG. 18.—Are prints being mutilated by any faults in YOUR projection equipment? If so, are you taking serious steps to remedy the same?

☐ AUG. 19.—Is the arc generator noisy, or does it vibrate so seriously as to annoy patrons? Have it overhauled, or mounted on a better foundation.

☐ AUG. 20.—Do you personally observe quiet in the projection room at all times to avoid annoying patrons seated toward the rear of the house?

☐ AUG. 21.—If you have a spare projector mechanism for emergencies are you careful to keep it in perfect condition for instant use when needed?

☐ AUG. 22.—Time to re-examine all arc lamp switch contacts? If any are burned, replace the contacts or the entire switch as necessary.

☐ AUG. 23.—Time to re-examine all power line switch contacts? Replace any that are burnt; consider advisability of installing heavier switches if burning is serious.

☐ AUG. 24.—How recently have you cleaned out and re-arranged the spare parts cabinets—thrown away accumulated junk and re-inventoried spares on hand?

☐ AUG. 25.—Do you promptly mop up any dripping or leaking oil and take immediate steps to correct the cause of any such condition?

☐ AUG. 26.—Do you keep small price tags among your spare parts ,for tagging wires to avoid mistakes when you must make emergency repairs?

☐ AUG. 27.—Is your soldering iron still in good condition or does it need a new tip? Have you an adequate supply of ROSIN-core solder?

☐ AUG. 28.—Have you checked recently on the condition of changeover mechanisms, rewinders, film splicer, cue marker; made adjustments or ordered replacements as needed?

☐ AUG. 29.—Do you have plenty of spare rags on hand for keeping equipment clean, mopping up oil, etc.? If not, order a new supply.

☐ AUG. 30.—Will you ever have to work in a dim light because a lamp bulb burns out and you have forgotten to order spares in advance?

☐ AUG. 31.—Do you still have an adequate supply of all types of report forms both for regular operation and for any emergency condition?

☐ SEPT. 1.—Do you have flashlights where you can reach them readily in case of power failure? How often do you check their batteries?

☐ SEPT. 2.—If the houselight switches or dimmers are in your charge have you set up a regular schedule for inspecting and servicing them?

☐ SEPT. 3.—Run a constant level test record or reel and walk through every part of the auditorium to make sure speakers have not shifted position.

☐ SEPT. 4.—Are you keeping close watch on the progress of theatre television and its equipment? It might come to your theatre sooner than you expect.

☐ SEPT. 5.—Have recent equipment changes in your projection room overloaded any power lines or switches? If so, report the condition, ask for re-wiring.

☐ SEPT. 6.—Do you project through modern, efficient, coated lenses that prevent waste of light? If not, have you asked to have such lenses supplied?

☐ SEPT. 7.—Make sure you have a sufficient supply of NEW tubes so you won't ever have to rely on partly-used ones in an emergency.

☐ SEPT. 8.—If your P. A. system has its own loudspeakers, re-check P. A. sound distribution to make certain speakers have not shifted their position.

☐ SEPT. 9.—Re-check all carbon feed motors; are their brushes in good condition, commutators clean and unscored; has oil dried up or is lubrication inadequate?

☐ SEPT. 10.—Unless your equipment is immune to loss of optical line-up, do you periodically check alignment of lamphouse optics with center of projector aperture?

☐ SEPT. 11.—Are you compelled to mutilate prints by adding your own home-made cue marks? Don't; ask for a modern, inexpensive cue marking device.

☐ SEPT. 12.—Are you careful to keep lubricating oil cans TIGHTLY closed? Atmospheric moisture contaminates oil, leads to rusting of the parts lubricated.

Exclusive SMPTE Service Feature

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Century Projector Corp. E-20
729 7th Ave., New York 19, N. Y. Sales Manager: L. W. Davee. Domestic Sales: Through independent dealers. Foreign Sales: Through Westrex, Inc., exclusively.

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1111 Armitage Ave., Chicago 14, Ill. Sales Manager: H. B. Engel. Domestic Sales: Through independent supply dealers. Foreign Sales: Through authorized distributors.

F & Y Building Service E-20
328 E. Town St., Columbus 15, O.

Forest Mfg. Corp. E-24
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Gardner, Mass.

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National Theatre Supply E-22
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Novelty Scenic Studios, Inc. E-23
32-34 W. 60th St., New York 23, N. Y President and Sales Manager: A. J. Kessler. Domestic Sales: Direct and through dealers. Foreign Sales: Direct and through dealers.

RCA Service Corp. E-2, E-18, E-20, E-23, E-24
Front and Cooper Sts., Camden, N. J.

J. E. Robin, Inc. E-20
330 W. 42nd St., N. Y. 18, N. Y.

C. F. Simonin's & Sons, Inc. E-16
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While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this August 14, 1948, index.

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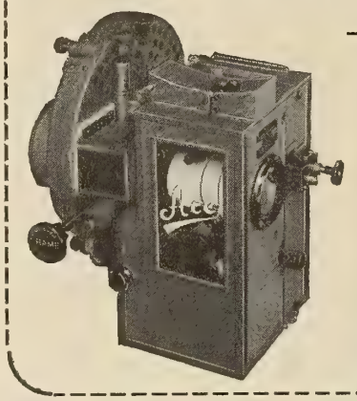
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- ☐ Amplifiers
- ☐ Loudspeakers
- ☐ Sound System
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- ☐ Tubes
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- ☐ Vacuum Cleaners
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- ☐ Disinfectants
- ☐ Uniforms

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Theatre.....

Address.....

City and State.....

EQUIPMENT LITERATURE

August 14, 1948

We make every effort to obtain for you any useful information you desire—without cost or obligation. Merely clip the adjoining column and return it to us with your name, name of theatre and address printed plainly at the bottom. Check the appropriate numbers for desired items of literature described below; for information on other matters listed, check the adjoining squares.

AIR CONDITIONING EQUIPMENT. A large amount of detailed information about air conditioning equipment is contained in a very attractive, two-color, illustrated, 24-page book issued by U. S. Air Conditioning Corp. It describes component items of equipment, tells what questions to ask in selecting an air conditioning system, and illustrates both apparatus and installation of duct-work. A booklet well worth having. (#1)

ARCHITECTURAL MATERIALS. A series of bulletins by the Kawneer Company describe their latest materials for surfacing of fronts, lobbies, box-offices and so on; prefabricated and custom-built frames for doors, windows, poster cases; and ornamental trimming material. Among the material for exterior and interior surfacing is Zourite, a ribbed aluminum paneling with semi-lustrous finish, supplied with edging trim, corner trim, furring channels and anchor and furring clips. All the details are fully illustrated in the booklet devoted to this material, and dimensions are given. Trimming materials both structural and ornamental are described in a second booklet. Some of these trims are designed for use with glass and eliminate projecting metal frames—the edge of the glass seems to "disappear" into walls and ceilings. These trims can be used for combination sash-and-sill, as bulkheads, for the face of a canopy, as shadow box frame, and for an almost infinite variety of other purposes. A third booklet describes and pictures prefabricated and custom-built metal-frame entrances; while a fourth illustrates application of these materials to the design of retail establishments, including the theatre. All four booklets will be sent free upon checking the No. 2 square in the accompanying coupon. (#2)

BOOKLETS. A series of ten small booklets, each of six pages, each printed in two colors, conveys a wealth of information about RCA sound systems, RCA tube rectifiers, the Brenkert 1 kw. arc (now made by RCA), and RCA drive-in sound equipment. The series covers seven different models of RCA theatre sound systems, not counting the booklet devoted to drive-ins. There is also a pamphlet illustrating and describing briefly the RCA deluxe soundhead. All yours for the asking. (#3)

CHAIRS. Griggs Equipment Company has brought out a detailed, four-page, two-color folder describing six different models of theatre chairs, showing how they are constructed, and setting forth in full the different spring-cushion arrangements, upholstery and designs in which they can be supplied. Although this little folder can be read in a few minutes, it contains a wealth of information about theatre chairs that makes it well worth the attention of anyone who contemplates buying chairs at this time. (#4)

FLOOR TILE. A new, synthetic plastic flooring, available in standard-size tiles and in a variety of plain and marbleized colors, is described and illustrated in two multi-color pamphlets issued by U. S. Stoneware Company. The material is supplied in 8½" squares, each 3/16" thick. The top half of the thickness comprises the surface of "Tygon" plastic; the underlying 3/32" consists of a layer of synthetic-impregnated cork. The tile thus constructed is said to be unaffected either in strength or in appearance by days of immersion in water, and to be resistant to acids, alkalis, alcohols and cleaning solutions. It is said to be slip-proof whether wet or dry, easy and silent to walk on and readily cleaned because of a non-porous surface that does not absorb dirt. The surface can be waxed if desired. Installation involves providing any smooth, hard surface, such as concrete, wood, metal or tile, cleaning the surface thoroughly, coating it either with linoleum cement or with a special plastic cement, and laying the tiles in position and pressing down firmly. After one hour's time the tiles thus laid are rolled, and cement that has worked up between the joints is removed with a cloth dipped in gasoline. (#5).

METAL MOULDINGS. The Eighth Edition of Ames Metal Moulding Company's catalog pictures quite literally hundreds of mouldings; some metal-covered wood, some extruded aluminum or stainless steel. They present every type of flat, round, grooved, ribbed, fluted, stepped, angular and curved surface and combination of surfaces imaginable, fitting them to every decorative scheme and every style of architecture. Snap-on devices for easier installation are pictured and described, as are caps, channels, angles and miscellaneous shapes. Accessories such as poster frames, kick-plates, push plates, door saddles, prefinished metal in coils, and nickeled nails and brads are listed, and some of them illustrated. (#6)

PLASTIC structural and ornamental material, Plexiglas, the same that was used for bomber blisters during the war, is now available for theatre applications in a vast variety of forms, including huge clear sheets. Some of the many forms, corrugations and colors in which this highly versatile plastic can now be had, and some of its innumerable potential uses about the theatre, are illustrated and described in an 8-page booklet issued by Rohm & Haas Company. (#7).

PROJECTION LAMP. High intensity projection lamps drawing up to 70 amperes at the arc are described in a folder issued by Strong Electric Corp. Four models are discussed in detail, together with rectifiers for supplying them with current and reflectors for utilizing their light at the maximum efficiency. (#8).

PROJECTION LENSES. The Kollmorgen Super-Snaplight and Snaplite lenses (f/1.9 and f/2.0, respectively) are described in detail in a two-color, six-page brochure issued by Kollmorgen Optical Corporation. These lenses are coated for greater efficiency and hermetically sealed in one-piece mounts. Also illustrated and described is the Kollmorgen Series 1 Snaplite, designed for good projection at low cost. Included in the brochure is a list of fittings for use of any Kollmorgen lens with any of twenty-three models of American-made projectors; and a two-color lens table for determining the focal length necessary for every theatre. (#9).

PROJECTOR MECHANISM. Complete information on installing, operating and maintaining the Century Model CC mechanism is given in a 32-page illustrated booklet. Four line drawings show the details of the projector's innards, and in these drawings component parts are all numbered. Instructions are written accordingly—for example: "Loosen retaining screw Fig. 1, #15"—and are thus absolutely explicit and unmistakable. A useful book, not alone for those who have Century CCs, but for anyone interested in studying the details of a modern projector. (#10)

REFRESHMENT FOUNTAIN SERVICE. Most of the literature listed in this Bureau describes products—the Liquid Carbonic Corporation's booklet entitled "Planning Your Fountain for Maximum Profit" describes a service. The booklet notes that efficient planning of a fountain requires careful consideration of the nature of refreshments to be sold, type of patronage, type of competition, and—in the case of theatres—the peak load, as well as many other factors. The service offered (absolutely free and without obligation, the booklet says) is the expert assistance of a consultant specialist who will plan the fountain completely to meet the needs of every type of operation. (#11).

RUNNER ENDS. Metal runner ends for the protection of every type of rubber, carpet or fabric runners have been brought out in new form by Lorraine Manufacturing Corp. They are rust-proof, and attach to the runner very simply, without riveting or sewing, no mechanical skill at all being needed. An illustrated bulletin describes these new runner ends. (#12).

SOUND EQUIPMENT. In careful buying of sound equipment it is necessary for the purchaser to inform himself as to which component items, of what power and quality, go to make up each of the systems he has under consideration. Motiograph-Mirrophonic sound apparatus is described in a well-printed booklet, which first presents each component unit in detail; then lists different systems and explains fully just which of the previously-described units go into each. Power output and distortion of all systems are stated in figures. Systems are also rated according to the number of seats they are able to serve. (#13).

THEATRE SPEAKERS. The relatively inexpensive Altec Lansing "800" speaker system, designed to bring high quality reproduction to theatres of less than 1,000 seats, is fully explained in a well-written, two-color, four-page leaflet. The system itself, and each of its component parts, are all separately pictured and described. The bulletin offers every bit of information the average theatremen will want concerning this low cost, high quality speaker assembly. (#14).

TICKET MACHINE. A well-illustrated, three-color, four-page folder of General Register Corporation sets forth functional and structural details of that company's hand-operated "Automaticket." Since this device is just as fast as the electrical ticket issuers of earlier design, but costs less and is less expensive to service, its makers expect that in time it may replace electrical machines entirely. The folder is therefore of interest to all who contemplate present or future purchase of ticket-issuing equipment. (#15)

VACUUM CLEANING. Effective cleaning of theatre screens, drapes, ornamental surfaces and stairways, and in-place shampooing of theatre carpets, are illustrated and explained in a four-page folder by National Super Service, Inc. The bulletin describes the best methods of using the Super vacuum cleaner, and the technical details of the cleaner itself. It will prove definitely helpful to any one concerned with the practical problems of theatre housekeeping. (#16)

Hollywood Newsreel

West Coast Offices—6777 Hollywood Blvd., Hollywood 28, Calif.—Ann Lewis, Manager

PRODUCTION PARADE

By Ann Lewis

The Cathy Lewis-Marie Wilson radio show "My Friend Irma" will reach the screen via Hal Wallis Productions. Show, which has consistently ranked among the leaders on the air, is the dream child of Cy Howard, who writes and produces it. Wallis plans to make the screen version next season with a top comedy cast.

* * *

Montgomery Clift, sensational screen newcomer, has just signed with Paramount for a picture a year, the first of which is William Wyler's "The Heiress" now in production. Clift, who became known through his work in the MGM film "The Search," has another picture to his credit, the as-yet-unreleased Howard Hawks' "Red River."

* * *

Donald O'Connor, who is currently on a personal appearance tour in Johannesburg and Capetown, South Africa, and who will return to Hollywood via London, has just had his option renewed by Universal-International for a term deal.

* * *

Producer Paul Short has signed Mark Robson to direct "Bad Boy," the story of the Variety Clubs Ranch in Texas, which will be released by Allied Artists. Tests are being made of Audie Murphy, America's most decorated soldier of World War II, to see if he fits the title role. No other cast or starting date has been announced.

* * *

Having completed the Samuel Goldwyn picture "Enchantment" and turned it over to Academy Award winner Hugo Friedhofer for musical scoring, Director Irving Reis is spending the next month preparing directorial details for "Roseanna McCoy," which he will direct for the producer, with tentative starting date set for September.

* * *

'Impact," Producer Harry Popkin's next for United Artists release, will have Helen Walker in one of the top starring roles. Miss Walker has just been signed to a three-year, two-picture per annum contract. New film has a September starting date, with Arthur Lubin directing the Jay Dratler story.

* * *

The featured role in the Glenn McCarthy Production "The Green Promise," a story of the American farm and the work of the 4-H organization, has been given to 10 year old 4-H Club girl Jeanne La Duke from Mount Vernon, Indiana. It is reported that she was chosen from among thousands of applicants, signed to a long term contract and will be groomed for stardom. Picture is set to start August 23 with William Russell directing and Walter Brennan and Robert Paige set for leading roles.

* * *

Michael Curtiz, who will direct the forthcoming Joan Crawford starrer "Flamingo Road" and then release it under the banner of Michael Curtiz Productions, is out with a technical crew scouting locations for the picture. In the meantime, extensive tests are being made at Warners for the other members of the cast. Film is just one of the many on Producer Jerry Wald's schedule.

* * *

After a two-month, 2,000-mile trip through North Africa in connection with the shooting of background and action scenes for the Cecil B. DeMille picture "Samson and Delilah," Associte Producer Ralph Jester and his ten-man camera crew just returned to Hollywood. African locations, comparable to scenes in the Bible, were selected because of the trouble in the strife-ridden Holy Land. This Technicolor production is expected to get under way in October with Hedy Lamarr and Victor Mature co-starred.

* * *

William Phipps has been signed for one of the leads in "The Man on the Eiffel Tower" which will be produced by Safia Films, a French producing outfit. The Franchot Tone-Irving Allen combination is producing this picture in Paris, with Charles Laughton as one of the stars. No releasing arrangement is announced.

* * *

"The Undesirables," an original story by Lawrence E. Taylor, has been purchased by MGM with Sam Marx supervising the preparation of a script. Story is semi-documentary in treatment, and based to a great extent on material made available by several government agencies.

* * *

At Screen Guild, Lippert Productions announced the acquisition of an original story by Arthur Caesar called "Three Alarm Fire." Picture will be produced by William Stephens for release by SG.

* * *

Lila Leeds has been signed for a featured role in Warner Bros.' "The House Across the Street," which stars Janis Paige, Bruce Bennett and Wayne Morris.

Studio Roundup

Distinguished actress Maria Ouspenskaya was signed to play an important role in William Wyler's Liberty Films production, "The Heiress," at Paramount. Simultaneously, Aaron Copland, one of America's greatest composers, was inked to compose the score for the picture. Paramount's "One Woman" troupe returned from Chicago for the remainder of the picture, which will be shot entirely within the studio.

A comedy routine involving an overcrowded day coach on the way to Grand Canyon was added to "Family Honeymoon," starring Claudette Colbert and Fred MacMurray at Universal-International. Comedian Frank Orth was cast as the train's candy butcher for the routine.

Jane Frazee won the feminine lead opposite Warren Douglas in "Incident," which started last week at Monogram. This is the actress' first free-lance film since her recent contract at Republic. Joyce Compton gets the second feminine lead in the Harry Lewis-Hall Shelton production. Usually one female is enough for a Western, but Jimmy Wakely has two, Christine Larson and Kay Morley, in his currently shooting "Call of the Cactus." Louis Gray produces.

The first company to occupy Stage 4 at Nassour Studios is Jack Wrather's "Strike It Rich" company. Wrather, a millionaire oil man turned producer, last week played an oil mucker in a saloon scene of his current Allied Artists film. His line: "Hear about Tex Morgan? He just struck oil in East Texas." Wrather, who did the scene in one take, donated proceeds to the Screen Actors Guild.

The Danny Kaye starrer, "Happy Times," finally got going at Warner Bros. before the Technicolor cameras. Jerry Wald, one of the town's busiest executives, is producing. Birmingham Veterans' Hospital was the site last week for extensive filming of opening scenes for "Somewhere in the City," Warners' mystery melodrama. Instead of being merely onlookers, patient-veterans themselves became actors, working in scenes with the stars. Filmed for the first time for any feature was the exciting game

Erskine Sees Trend Toward Original Screen Stories



Chester Erskine

"In the near future you will see a trend toward stories written directly for the screen."

So declared Chester Erskine in an exclusive interview with SHOWMEN'S TRADE REVIEW. Erskine, who was responsible for the writing and production of Universal-International's "The Egg and I" and "All My Sons," told STR that the trend is due primarily to the economies made necessary by the industry's present status.

Explained Erskine: "Stories written orginally for the screen cost less and are usually sufficiently organized to require less time for dramatization. In my own small way I recently dropped from my schedule two very expensive books and have substituted an original screen story, 'Take One False Step,' written by Irwin Shaw."

Erskine will both produce and direct the film. He believes that the writer who becomes a producer is in a position to see that his ideas are realized without "unnecessary compromise and on equal footing with the director."

"Motion pictures by and large are a creative effort," he insisted. "Everybody in the studio makes some contribution either to the film's success or failure. However, there has been a tendency to credit the director at the expense of the writer, and this I believe to be an injustice in many cases."—JAY GOLDBERG.

PICTURES STARTED LAST WEEK

COLUMBIA. Jungle Jim—Principals: Johnny Weissmuller, Virginia Grey, Lita Baron. Director, William Berke.

Mr. Soft Touch—Principals: Glenn Ford, Evelyn Keyes, John Ireland. Director, Gordon Douglas.

Lone Wolf & His Lady—Principals: Ron Randell, June Vincent. Director, John Hoffman.

EAGLE LION. Parole—Principals: Turhan Bey, Michael O'Shea, Evelyn Ankers. Director, Alfred Zeisler.

MONOGRAM. Incident — Principals: Warren Douglas, Jane Frazee, Joyce Compton. Director, William Beaudine.

Call of the Cactus—Principals: Jimmy Wakely, "Cannonball" Taylor. Director, Lambert Hillyer.

REPUBLIC. Rose of the Yukon—Principals: Steve Brodie, Myrna Dell, William Wright. Director, George Blair.

SCREEN GUILD. Frontier Phantom—Principals: Lash LaRue, Fuzzy St. John, Nancy Saunders. Director, Ray Taylor.

20th CENTURY-FOX. Canadian Pacific (Cinecolor)—Principals: Randolph Scott, Nancy Olson, Victor Jory, J. Carrol Naish, Jane Wyatt. Director, Edwin L. Marin.

Rose of Cimarron—Principals: George Montgomery, Rod Cameron, Ruth Roman. Director, Lesley Selander.

WARNER BROS. Somewhere in the City—Principals: Viveca Lindfors, Edmond O'Brien, Virginia Mayo. Director, Vincent Sherman.

TITLE CHANGES

"Wings Westward" (Col.) now
RIDIN' THE OLD PINE TRAIL

"Bowery Comeback" (Mono.) now
IRON DUKES

"Tarzan and the Arrow of Death" (RKO) now
TARZAN'S FOUNTAIN OF YOUTH

"Night Beat" (WB) now
HOMICIDE

"Blondie's Mystery" (Col.) now
BLONDIE'S BIG DEAL

"The First Gentlemen" (Col.) now
AFFAIRS OF A ROGUE

played by the paraplegics' water basketball team in the hospital's pool. Arrangements were made with the SAG and the Screen Extras Guild for waivers to enable the studio to compensate the patients-veterans for their stint.

Tarzan became "Jungle Jim" as Johnny Weissmuller started his first of a series for Sam Katzman and Columbia. George Reeves plays the heavy and Virginia Grey and Lita Baron, formerly known as Isabelita, night club dancer, head the feminine side of the cast. Ron Randell became the latest in the title role of "Lone Wolf," perennial Columbia series. He stars, with June Vincent, in "Lone Wolf and His Lady," which just began.

Robert Davis, young Negro actor, was cast for the important part of Sunshine, Skid Row

(*Continued on Page 28*)

11 Directors Busy at Warner Bros. Studios

Eleven directors, as of last week, were busy on as many Warner Bros. pictures before the cameras or in preparation for early starts.

Directors with films shooting in Burbank or on nearby locations included Richard Bare, "The House Across the Street"; Ray Enright, USP's "South of St. Louis"; King Vidor, "The Fountainhead"; Raoul Walsh, "Fighter Squadron"; Bretaigne Windust, "June Bride," and Vincent Sherman, "Somewhere in the City." In addition, Alfred Hitchcock directs "Under Capricorn" overseas for Transatlantic Pictures, to be released by Warners.

Preparing for early production are David Butler, "Two Guys and a Gal"; Henry Koster, "The Happy Times"; LeRoy Prinz, musical sequences for "Two Guys and a Gal," and Michael Curtiz, "Flamingo Road," for Michael Curtiz Productions.

REGIONAL NEWSREEL

(*Continued from Page 26*)

business trip and vacation around Denver. Assistant Manager Teddy Whitaker spent his time off on the Gulf of Mexico.

Eagle Lion Manager Art Jolley attended the premiere of "Northwest Stampede" at Great Falls, Mont., and currently is calling on nearby exhibitors. Alvin C. Knox, a manager for Service Theatre Supply, this city, is attending a company meeting in Los Angeles. Columbia Assistant Manager of Branch Operations Irving Sherman conferred with Manager Bill Seib.

Paramount Western Division Manager Hugh Braly and District Manager Harold Wirthwein have returned to Los Angeles after conferring here with Manager Frank H. Smith. Recent visitors were MGM Exploiteer Bill Prass and 20th Century-Fox Publicist Frank Jenkins. G. Weiser of the G. and W. Amusement Company, under grand jury indictment on a perjury charge arising out of the recent slot-machine case, was arraigned before a district judge.

COLUMBUS

Harry Simons, former assistant manager at the RKO Palace, succeeds Larry Caplane as manager of the RKO Grand here. Caplane goes to Omaha as manager of the RKO Brandeis. Herman Stofle rises from assistant at the local Grand to manager at the Palace. John Durand, recently treasurer at the Palace, becomes assistant manager and treasurer at the Grand.

Park Cushnie, organizer and past president of the Gateway Players Club, will act the role of the professor in the Universal-International film, "Family Honeymoon," under the screen name of Park McGregor. Roger Garrett has resumed his organ program from the University Theatre over WBNT-TV.

Harry Schreiber and family are vacationing on the eastern shore of Maryland. Bernard McGraner, assistant at the Ohio, spent his two weeks off at Lafayette, Ind., Chicago and St. Louis. Leo Kessel and wife have returned to their Lancaster home from a western trip. At Central City, Colo., they attended the opera festival with Fred Oestreicher, Loew publicist in Columbus, who took in Salt Lake City, Yellowstone and Utah parks on his trip.

Academy circuit opened its ninth house, the 1,300-seat all-year-around Old Trail in the West Broad Street shopping and amusement center.

ST. LOUIS

Charles Niles of Anamosa, Iowa, an official and a director of Allied Independent Theatre Owners of Iowa-Nebraska, will be the principal speaker at the first regional meeting of the Mid Central Allied at the Colonial Tavern, Cape Girardeau, Mo., commencing Aug. 18.

Ruby S'Renco, owner of the Art Theatre, contributed $30 to the fund being raised by the Eagles baseball team to help pay the medical expenses of Bobby Harvath, 10-year-old outfielder, who suffered a fractured skull when struck by a bat during practice.

Some patrons of Franchon and Marco's Fox Theatre, had to leave their seats momentarily the evening of Aug. 7, when foul smelling liquid was spilled on the floor by some unidentified person.

Bob Lightfoot, Missouri salesman for Monogram, has a new classy platinum Hudson. Morrie Edgar has been added to the Eagle Lion sales staff.

Arthur Kalbfell has been advised by counsel that the Missouri Supreme Court declined to review a decision upholding the action of St. Louis officials in closing his Robin Theatre, St. Louis, on the grounds that it did not conform to the city building code.

NEW HAVEN

Tim O'Toole, former Columbia branch manager, said good bye to film friends here before departing for Fort Lauderdale, Fla., where he will take up permanent residence.

Committee heads for the Connecticut MPTO golf tournament at Racebrook Country Club, Aug. 24, are as follows: George H. Wilkinson, Jr., chairman; Lou Brown, publicity; Ted Jacocks, treasurer; Herman M. Levy, secretary; Max I. Hoffman, Albert M. Pickus, John Perakos, James Darby, Harry F. Shaw and Samuel Weber, general committee; Carl Goe, chairman; Henry Germaine and Barney Pitkin, distributors committee.

John Hesse, division manager of Warner Brothers Theatres, is vacationing. Harry Rose, manager of Majestic, Bridgeport, back from vacation in Westbrook, reports he gained five pounds and had the best vacation in his life. James Tobin, manager of Warners' theatre in Bridgeport, is vacationing as are Bridgeport managers Matt Saunders of the Poli, and Frank Toth of the Colonial.

Maurice Wolf of MGM, is scheduled to speak before New Haven Lions Club; Norwich Rotary Club; Meriden Kiwanis Club; Bridgeport Exchange Club and Hartford Kiwanis Club.

LOUISVILLE

President Guthrie F. Crowe of the Kentucky Association of Theatre Owners and a veteran of the first world war, has been elected commander of the Kentucky State American Legion. Recently Guthrie was also appointed commissioner of state police by the Governor. John T. Edmunds, Jr., assistant to the KATO president, will make a two-week tour of eastern Kentucky to contact exhibitors in behalf of the organization. The KATO-GRAM, official bulletin of the Kentucky Association of Theatre Owners, says members are advised by the organization's general counsel, Henry J. Stites, to insert a 60-day cancellation clause in any 10-year contracts submitted by the American Society of Composers, Authors and Publishers.

Roy Mattingly, STR correspondent in Louisville and a member of the staff of the Falls City Amusement Company, attended the Chicago convention of the National Association of Visual Education Dealers and visited the various manufacturers of theatre equipment.

Ollie Phipps, operator of Loew's, Evansville, Ind., has been in St. Joseph's Infirmary convalescing from an operation.

CHICAGO

City controller's office reports amusement tax collections totaling $1,030,932.33, which is not up to expectations of a million and a half for the period. Favorable decision in the suit against bowling alleys, being sued by the city over contention of the operators that bowling is not an amusement, may bring the total for the year nearer the expectancy of $3 million for the year.

B & K reported 300,000 paid admissions for 3 weeks at the Chicago Theatre on "The Emperor Waltz" engagement.

(*Continued on Page 37*)

Studio Roundup

(*Continued from Page 27*)

pal of John Derek in Humphrey Bogart's first Santana production for Columbia, "Knock on Any Door." Droll Percy Kilbride went into "Mr. Soft Touch."

Edward L. Alperson put "Rose of Cimarron" before the lenses last week, with George Montgomery, Rod Cameron and Ruth Roman. It will be released by 20th Century-Fox, which started "Mother Is a Freshman" Aug. 12. Van Johnson was borrowed from MGM for the starring role opposite Loretta Young. Barbara Lawrence is featured.

Added to Orbit's "Parole," for Eagle-Lion release, were Evelyn Ankers and Lyle Talbot.

Appearing as Fred Astaire's romantic rival for the affections of Ginger Rogers, popular French actor Jacques Francois made his American film debut this week in MGM's "The Barkleys of Broadway." At the same time, the "Little Women" company at Metro was forced to close down to await recovery of June Allyson, bedded with flu. A bright note was injected, though, when Sir C. Aubrey Smith, with 85 candles flaming on a huge cake, celebrated his 85th birthday on the set. The veteran character actor, who started work in the Mervyn LeRoy production on his birthday, has been in show business since 1892.

That smile of pride on Enterprise publicity director Bill Blowitz' face these days is because his secretary made good. The young lady, Barbara Stone, gained her second screen role in "Best Things in Life Are Free"—and the envy of her fellow-workers by playing a nurse in James Mason's pediatrics office. Between roles, Barbara continues her secretarial chores.

Versatile Ron Ormond started his production, "Frontier Phantom," for Screen Guild release on Aug. 6. The story is also by Ormond, who collaborated with Ira Webb. The western stars Lash LaRue and Fuzzy St. John. Another western starts Aug. 16 when Republic puts Monte Hale to work in "Sundown in Santa Fe." That lot also has "Rose of the Yukon" going, with Steve Brodie, Myrna Dell and William Wright. Shooting continues on the special, "Wake of the Red Witch," while workers finish a $25,000 tank on the back lot for underwater scenes in the sea drama.

ADVANCE DATA
On Forthcoming Product

Black Velvet (U-I) Principals: Ann Blyth, Howard Duff, George Brent. Director, George Sherman. In Southern Utah, a cattleman gets revenge on a gang of horse thieves who killed his wife; an innocent man, brother of gang members, helps wreak vengeance and thereby wins the cattleman's daughter, too.

Words and Music (MGM) Technicolor. Principals: Mickey Rooney, Judy Garland, Gene Kelly, June Allyson, Perry Como, Ann Sothern. Director, Norman Taurog. The story, cinematically embossed, of the life of Rodgers and Hart, a great American song-writing team.

Command Decision (MGM) Principals: Clark Gable, Walter Pidgeon, Van Johnson, Brian Donlevy. Director, Sam Wood. A group of air-minded men help win victory for the Allies by striking a series of crippling blows at the Nazis against almost overwhelming odds.

Sun in the Morning (MGM) Technicolor. Principals: Jeannette MacDonald, Claude Jarman, Jr., Lassie. Director, Richard Thorpe. A drama involving a noted concert singer who becomes bitter at the sudden loss of her 12-year-old son, but is reunited with life by a lad of the same age whom she adopts.

The Three Godfathers (MGM) Technicolor. Principals: John Wayne, Pedro Armendariz, Harry Carey, Jr. Director, John Ford. Three badmen, escaping from a bank robbery in frontier Arizona, are pursued by the law; two of them die, but the third redeems himself by saving a baby whom he finds on the desert. He gets a minimum jail sentence.

Act of Violence (MGM) Principals. Van Heflin, Robert Ryan, Janet Leigh, Mary Astor. Director, Fred Zinneman. A drama about a man's search for revenge on a former fellow-soldier who betrayed him to the Nazis, thereby costing him a leg. The coward manages to redeem himself by saving his former fellow-soldier's life at the cost of his own.

The Bribe (MGM) Principals: Robert Taylor, Ava Gardner, Charles Laughton. Director, Robert Z. Leonard. When a government agent, trying to find evidence to convict swindlers, arrives in a fishing village off the western coast of Central America, he falls in love with a girl in the gang. She turns to him eventually, and he cleans up the crooks.

Family Honeymoon (U-I) Principals: Claudette Colbert, Fred MacMurray. Director, Claude Binyon. A widowed mother of three lively kids marries a professor, and they have to take the youngsters to Grand Canyon on their honeymoon; this prevents their having any privacy, climaxing in a big quarrel. However, love triumphs in the end.

The Return of Wildfire (Screen Guild) Principals: Richard Arlen, Patricia Morison, Mary Beth Hughes. Director, Ray Taylor. The story of a big black stallion, leader of a large herd of wild horses, and how evil men attempt to use him only to be thwarted.

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Feature Booking Guide

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases and re-issues) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listing.

SHOWMEN'S TRADE REVIEW

A

Title — *Company*

Abbott & Costello Meet Frankenstein.U-I
Accused, The .....Para.
Act of Violence.....MGM
Adventures of Casanova.....EL
Adventures of the Cisco Kid.....UA
Adventures of Don Juan.....WB
Adventures of Gallant Bess.....EL
Adventures of Silverado.....Col.
Affairs of a Rogue.....Col.
Albuquerque .....Para.
Alias A Gentleman.....MGM
All My Sons.....U-I
All's Well .....Ind.
Always Together .....WB
An Act of Murder.....U-I
An Ideal Husband.....20th-Fox
An Innocent Affair.....UA
Angel in Exile.....Rep.
Angels' Alley .....Mono.
Angry God, The.....UA
Anna Karenina 20th-Fox
Apartment for Peggy.....20th-Fox
April Showers .....WB
Arch of Triumph.....UA
Are You With It?.....U-I
Arizona Ranger .....RKO
Arkansas Swing, The.....Col.
Arthur Takes Over.....20th-Fox
Assigned to Danger.....EL
Atlantis, The Lost Continent.....U-A

B

Babe Ruth Story, The.....Allied
Bad Sister .....U-I
Baltimore Escapade .....RKO
Barkleys of Broadway.....MGM
Behind Locked Doors.....EL
Berlin Express .....RKO
Best Man Wins.....Col.
Best Things in Life Are Free.....MGM
Best Years of Our Lives.....RKO
Beyond Glory .....Para.
B. F.'s Daughter.....MGM
Big Cat, The.....EL
Big City .....MGM
Big Clock, The.....Para.
Big Punch, The.....WB
Big Sombrero, The.....Col.
Big Town After Dark.....Para.
Big Town Scandal.....Para.
Bill and Coo.....Rep.
Black Bart .....U-I
Black Eagle, Story of a Horse.....Col.
Black Velvet .....U-I
Blanche Fury .....U-I
Blonde Ice .....FC
Blondie's Anniversary .....Col.
Blondie's Big Deal.....Col.
Blondie's Night Out.....Col.
Blondie's Reward .....Col.
Blondie's Secret .....Col.
Blood on the Moon.....RKO
Bodyguard .....RKO
Born to Fight.....EL
Borrowed Trouble .....UA
Boston Blackie's Chinese Venture..Col.
Boy With Green Hair, The.....RKO
Bribe, The .....MGM
Bride Goes Wild, The.....MGM
Broken Journey .....EL
Brothers, The .....U-I
Brothers in the Saddle.....RKO
Bungalow 20th-Fox
Bush Christmas .....U-I

C

Caged Fury .....Para.
Calendar, The .....EL
Call Northside 777.....20th-Fox
Campus Honeymoon .....Rep.
Campus Sleuth .....Mono.
Canadian Pacific 20th-Fox
Canon City .....EL
Captain from Castile.....20th-Fox
Captain Boycott .....U-I
Casbah .....U-I
Cass Timerlane .....MGM
Challenge, The 20th-Fox
Checkered Coat, The.....20th-Fox
Chicken Every Sunday.....20th-Fox
Cleopatra Arms .....WB
Code of Scotland Yard.....Rep.
Connecticut Yankee, A.....Para.
Corridor of Mirrors.....U-I
Counterfeiters, The 20th-Fox
Countess of Monte Cristo .....U-I
Coroner Creek .....Col.
Cover-Up .....UA
Creeper, The 20th-Fox
Criss-Cross .....U-I

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION OR BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) Biographical — *(C) Comedy*
(D) Drama — *(Doc) Documentary*
(G) Gangster — *(M) Musical*
(H) Horror — *(W) Western*
(My) Mystery — *(Wa) War*

(See final page of Guide for Re-Issues)

ALLIED ARTISTS

			Time Mins.	Rel. Date	Refer to
	CURRENT				
5	Hunted, The (D)A	Preston Foster-Belita	85	4/7/48	b2/7/48
7	Panhandle (W)F	R. Cameron-C. Downs	84	2/22/48	b2/14/48
6	Smart Woman (D)A	B. Aherne-C. Bennett-B. Sullivan	93	4/30/48	b3/13/48
4	Song of My Heart (D)F	Frank Sundstrom-Audrey Long	85	1/31/48	b11/8/57
	COMING				
	Babe Ruth Story, The	W. Bendix-C. Trevor-C. Bickford		9/6/48	a6/12/48
8	Dude Goes West, The (C)F	E. Albert-G. Storm-J. Gleason	87	8/15/48	b5/1/48
	Last of the Badmen	B. Sullivan-M. Reynolds-B. Crawford			
	Strike It Rich	R. Cameron-B. Granville			
	When a Man's a Man	G. Madison-R. Calhoun-G. Storm			

ASTOR PICTURES

		Time Mins.	Rel. Date	Refer to
Deadline	Sunset Carson-Pat Starling	64	4/15/48	New Release
Fighting Mustang	Sunset Carson-Pat Starling	62	3/1/48	New Release
Western Terror	Dave "Tex" O'Brien-Buzzy Henry	0	12/20/47	New Release
Westerns (Coming)				
Battling Marshal	Sunset Carson-Pat Starling			
Six-Shooter	Sunset Carson-Pat Starling			
Sunset Carson Rides Again	Sunset Carson-Pat Starling			
Sunset Carson Strikes Back	Sunset Carson-Pat Starling			

COLUMBIA

		Time Mins.	Rel. Date	Refer to
CURRENT				
Adventures in Silverado (W)F	W. Bishop-G. Henry-E. Buchanan	73	3/25/48	b5/8/48
Arkansas Swing, The	H. Hot Shots-G. Henry-S. Hart	63	7/29/48	
Best Man Wins (C)F	E. Buchanan-A. Lee-R. Shayne	73	5/6/48	b5/22/48
Black Arrow, The (D)F	L. Hayward-J. Blair-G. Macready	76	Aug. '48	b7/3/48
Blondie's Anniversary (C)F	P. Singleton-A. Lake-L. Simms	67	12/18/47	b1/3/48
Blondie's Reward (C-D)	P. Singleton-A. Lake-L. Simms	67	6/3/48	a2/21/48
Coroner Creek *C (D)A	R. Scott-M. Chapman-G. Macready	90	July '48	b6/5/48
Devil Ship (D)F	Richard Lane-Louise Campbell	62	12/11/47	b12/20/47
Fuller Brush Man, The (C)F	Red Skelton-Janet Blair	93	June '48	b3/8/48
Glamour Girl (M)F	G. Krupa-V. Grey-M. Duane	68	1/16/48	b1/3/48
I Love Trouble (My)A	F. Tone-J. Blair-J. Carter	94	Jan. '48	b1(10(48
It Had to Be You (C-D)A	Ginger Rogers-Cornel Wilde	98	Dec. '47	b10/25/47
Lady from Shanghai, The (My)A	Rita Hayworth-Orson Welles	87	May '48	b4/17/48
Lost One, The (O)A	Nelly Corradi-Gino Mattera	84		b4/3/48
Lulu Belle (D)	D. Lamour-G. Montgomery-A. Dekker	87	Aug. '48	b6/12/48
Mary Lou (M)F	R. Lowery-J. Barton-G. Farrell	65	1/23/48	b2/28/48
Mating of Millie, The (C)F	G. Ford-E. Keyes-R. Randall	85	Apr. '48	b3/13/48
My Dog Rusty (D)F	T. Donaldson-J. Litel-J. Lloyd	64	4/8/48	b6/12/48
Port Said (D)A	Gloria Henry-William Bishop	68	4/15/48	b5/15/48
Prince of Thieves *C (D)F	J. Hall-P. Morison-A. Jergens	72	Jan. '48	b3/6/48
Relentless *T (D)F	R. Young-M. Chapman-W. Parker	93	2/20/48	b1/17/48
Return of the Whistler (My)F	M. Duane-L. Aubet-R. Lane	61	3/18/48	b4/3/48
Rose of Santa Rosa	Hoosier Hot Shots-E. Noriega	65	12/25/47	
Sign of the Ram, The (D)A	S. Peters-A. Knox-P. Thaxter	84	Mar. '48	b2/7/48
Song of Idaho (M-C)F	Hoosier Hot Shots-Kirby Grant	67	3/30/48	b4/10/48
Strawberry Roan, The *C (W)F	G. Autry-G. Henry-J. Holt	76	Aug. '48	b4/24/48
Swordsman, The *T (D)F	L. Parks-E. Drew-G. Macready	81	1/9/48	b10/11/47
Thunderhoof (D)F	P. Foster-M. Stuart-W. Bishop	76	7/8/48	b7/10/48
To the Ends of the Earth (D)A	D. Powell-S. Hasso-Maylia	109	2/27/48	b1/24/48
Trapped By Boston Blackie (M)	C. Morris-J. Vincent-R. Lane	78	5/13/48	b6/19/48
Woman from Tangiers, The (D)A	A. Jergens-S. Dunne-M. Duane	66	2/12/48	b3/6/48
Wreck of the Hesperus (D)F	Willard Parker-Edgar Buchanan	68	2/5/48	b5/29/48
COMING				
Affairs of a Rogue (D)A	Jean-Pierre Aumont-Joan Hopkins	111		b5/8/48
Big Sombrero, The *C	Gene Autry-Elena Verdugo			a9/20/47
Blondie's Big Deal	P. Singleton-A. Lake-L. Simms			
Black Eagle, The Story of a Horse	W. Bishop-V. Patton-G. Jones		9/16/48	a7/3/48
Blondie's Night Out (C)	P. Singleton-A. Lake-L. Simms			a1/10/48
Blondie's Secret	Singleton-Lake-Kent-Simms			a7/3/48
Boston Blackie's Chinese Venture	C. Morris-R. Lane-G. E. Stone			a7/17/48
Dark Past, The	William Holden-Lee J. Cobb			a7/10/48
Gallant Blade *C (D)	Larry Parks-Marguerite Chapman			a2/21/48
Gentleman From Nowhere	Warner Baxter-Fay Baker	66	9/9/48	a7/3/48
Her Wonderful Life	Janis Carter-Marc Platt			
I Surrender Dear	Gloria Jean-David Street			a5/15/48
Jungle Jim	J. Weissmuller-V. Grey-L. Baron			
Knock On Any Door	H. Bogart-J. Derek-G. Macready-S. Perry			
Ladies of the Chorus	A. Jergens-R. Brooks-M. Monroe			a7/3/48
Law of the Barbary Coast	R. Shayne-A. Jergens-S. Dunne			
Loaded Pistols *C	Gene Autry-Barbara Britton			a7/3/48
Lone Wolf and His Lady	Ron Randell-June Vincent			
Loser Take All	C. Mitchell-J. Nigh-B. Edwards			a6/12/48
Lovers, The	Cornel Wilde-Patricia Knight			
Loves of Carmen *T	R. Hayworth-G. Ford-Luther Adler			a5/1/48
Man from Colorado, The *T (D)	Glenn Ford-Ellen Drew-Wm. Holden			a5/24/47
Manhattan Angel	G. Jean-R. Ford-A. Tyrrell			a6/12/48
Mr. Soft Touch	G. Ford-E. Keyes-J. Ireland			
Racing Luck	Stanley Clements-Gloria Henry			a7/17/48
Return of October, The *T (C)	Glenn Ford-Terry Moore			
Ridin' the Old Pine Trail *C	Gene Autry-Jimmy Lloyd			
Rusty Leads the Way	Donaldson-Doran-Moffett-Litel			a6/5/48
Rusty Saves a Life	T. Donaldson-G. Henry-S. Dunne			a7.10/48
Singin' Spurs	Hoosier Hot Shots-Patricia White		9/23/48	
Slightly French	Lamour-Carter-Parker-Ameche			a5/8/48
Smoky Mountain Melody	Roy Acuff-Smoky Mountain Boys			
Song of India	Sabu-G. Russell-T. Bey			
Triple Threat	Sammy Baugh-Charles Trippi		9/30/48	
Undercover Man	Glenn Ford-Nina Foch			
Untamed Breed, The *C	S. Tufts-B. Britton-G. "G" Hayes		Sept. '48	a6/5/48
Walk a Crooked Mile	Dennis O'Keefe-Louis Hayward		Sept. '48	
Walking Hills, The	R. Scott-E. Raines-W. Bishop			a7/3/48

Westerns (Current)

Blazing Across the Pecos	Charles Starrett-Smiley Burnette	55	7/1/48		
Phantom Valley	Charles Starrett-Smiley Burnette	52	2/19/48		
Six Gun Law (W)	C. Starrett-S. Burnette	54	1/9/48		
West of Sonora	Charles Starrett-Smiley Burnette	55	3/25/48		
Whirlwind Raiders	Charles Starrett-Smiley Burnette	54	5/13/48		

Westerns (Coming)

Challenge of the Range	Charles Starrett-Smiley Burnette				
El Dorado Pass	Charles Starrett-Smiley Burnette				
Quick On The Trigger	Charles Starrett-Smiley Burnette				
Trail to Laredo	C. Starrett-S. Burnette-J. Bannon	54	8/12/48		

EAGLE LION

CURRENT

812 Adventures of Casanova (D)F	DeCordova-Bremer-Bey-Sutton	83	2/7/48	b2/28/48	
821 Assigned to Danger (My)	G. Raymond-N. Nash-R. Bice	66	5/19/48	a4/17/48	
826 Canon City (Doc)A	S. Brady-J. Corey-W. Bissell	82	6/30/48	b6/26/48	
824 Close-Up	Alan Baxter-Virginia Gilmore	76	6/9/48		
820 Cobra Strikes, The (My)F	S. Ryan-R. Fraser-L. Brooks	61	4/24/48	b5/22/48	
817 Enchanted Valley, The *C (D)F	A. Curtis-A. Gwynne-C. Grapewin	77	3/27/48	b4/3/48	
810 Heading for Heaven (C)F	S. Erwin-G. Farrell	71	1/17/48	b12/20/47	
808 Linda Be Good (C)A	E. Knox-J. Hubbard-M. Wilson	66	1/3/48	b11/1/47	
815 Man from Texas (D)F	J. Craig-J. Johnston-L. Bari	71	3/6/48	b4/3/48	
825 Mickey *C (C)F	L. Butler-B. Goodwin-I. Hervey	87	6/23/48	b6/19/48	
819 Noose Hangs High (C)F	Abbott-Costello-Downs-Calleia	77	4/17/48	b4/10/48	
830 Northwest Stampede *C (C)F	J. Leslie-J. Craig-J. Oakie	79	7/28/48	b7/3/48	
828 Oliver Twist (D)F	R. Newton-A. Guinness-K. Walsh	116	7/14/48	b7/3/48	
818 October Man, The (D)A	J. Mills-J. Greenwood-E. Chapman	85	3/20/48	b9/6/47	
813 Open Secret (D)A	J. Ireland-J. Randolph-R. Bohnen	70	5/5/48	b7/17/48	
822 Raw Deal (D)A	D. O'Keefe-C. Trevor-M. Hunt	79	5/26/48	b5/22/48	
816 Ruthless (D)A	Z. Scott-L. Hayward-D. Lynn	102	4/3/48	b4/3/48	
829 Shed No Tears	W. Ford-J. Vincent-R. Scott	70	7/2/48	a5/29/48	
811 Smugglers, The *T (D)A	Michael Redgrave-Jean Kent	85	1/31/48	b4/12/47	
827 Spiritualist, The (D)A	T. Bey-L. Bari-C. O'Donnell	78	7/7/48	b8/7/48	
823 Sword of the Avenger (D)A	R. Del Gado-Sigrid Gurie	72	6/2/48	b5/15/48	
809 T-Men (D)F	Dennis O'Keefe-Mary Meade	91	1/10/48	b12/20/47	
814 Take My Life (D)F	Greta Gynt-Hugh Williams	80	2/28/48	b5/17/47	

COMING

Adventures of Gallant Bess *C (D)	Cameron Mitchell-Audrey Long			a3/20/48	
Behind Locked Doors	L. Bremer-R. Carlson-T. Henry			a7/10/48	
Big Cat, The *T	Lon McCallister-Peggy Ann Garner				
Born to Fight	Scott Brady-Anabel Shaw			a6/5/48	
Broken Journey (D)A	P. Calvert-M. Grahame-F. L. Sullivan	89		b4/24/48	
Calendar, The (C)A	Greta Gynt-John McCallum	79		b6/5/48	
Hollow Triumph	Paul Henreid-Joan Bennett	83		a5/15/48	
It Always Rains on Sundays	G. Withers-J. Warner	92		b11/29/47	
Lady at Midnight	R. Denning-F. Rafferty-J. Searle			a5/29/48	
Let's Live a Little	Hedy Lamarr-Robert Cummings			a6/5/48	
Man Wanted	Anabel Shaw-Robert Lowery				
Million Dollar Weekend	G. Raymond-O. Massen-F. Lederer				
Parole	T. Bey-M. O'Shea-E. Ankers				
Philo Vance's Peril	W. Wright-L. Belasco-R. Ames			b1/25/47	
Red Stallion in the Rockies *C	Red Stallion-Arthur Franz				
Strange Mrs. Crane, The	M. Lord-P. Watkin-J. McGuire				
29 Clues	Scott Brady-Richard Basehart			a7/10/48	
Tulsa *T	S. Hayward-R. Preston-P. Armendariz				

Westerns (Current)

853 Check Your Guns (W)F	E. Dean-R. Ates-N. Gates	55	1/24/48	b11/22/47	
856 Hawk of Powder River, The (W)F	E. Dean-R. Ates-J. Holt	54	4/10/48	b3/27/48	
857 Prairie Outlaws	E. Dean-R. Ates-J. Holt	57	5/12/48		
858 Tioga Kid, The (W)F	E. Dean-R. Ates-J. Holt	54	6/17/48	b3/20/48	
854 Tornado Range (W-S)F	Eddie Dean-Roscoe Ates-J. Holt	56	2/21/48	2/21/48	
855 Westward Trail, The (W)F	E. Dean-R. Ates-P. Planchard	56	3/13/48	b3/13/48	

Westerns (Coming)

Gun Fighter	Lash LaRue-Fuzzy St. John-Mary Scott			a12/18/47	

FILM CLASSICS

CURRENT

Blonde Ice (D)A	Leslie Brooks-Robert Paige	73	May '48	b5/22/48	
Date With Murder, A	John Calvert-Catherine Craig				
Devil's Cargo (M)A	J. Calvert-R. Hudson-R. Karns	61	Apr. '48	b3/20/48	
Discovery (Doc)F	Admiral Byrd-Members of Expedition	74	Jan. '48	b4/24/48	
For You I Die (D)A	C. Downs-P. Langton-M. Auer	76	Jan. '48	b1/3/48	
Furia (D)A	Isa Pola-Rosanno Brazzi	89	Jan. '48	b10/25/47	
Inner Sanctum	Mary Beth Hughes-Charles Russell				
Miraculous Journey *C	R. Calhoun-A. Long-V. Grey	76	Sept. '48		
Money Madness	H. Beaumont-F. Rafferty-H. Warde	73	Apr. '48	b4/3/48	
Sofia *C	Gene Raymond-Sigrid Gurie	83	Sept. '48		
The Argyle Secrets (My)F	W. Gargan-M. Lord-R. Byrd	63	May '48	b4/24/48	
Unknown Island *C	V. Grey-B. MacLane-P. Reed				
Will It Happen Again? (Doc)A	Adolph Hitler-Eva Braun	62	May '48	b5/22/48	
Women in the Night (D)A	Tala Birell-William Henry	90	Jan. '48	b1/17/48	

METRO-GOLDWYN-MAYER

CURRENT

818 Alias a Gentleman (C-D)A	W. Beery-T. Drake-D. Patrick	76	Mar. '48	b2/7/48	
820 B. F.'s Daughter (D)A	B. Stanwyck-Heflin-C. Coburn	108	Apr. '48	b2/21/48	
827 Big City (D)M	M. O'Brien-R. Preston-D. Thomas	103	June '48	b3/27/48	
819 Bride Goes Wild, The (C)F	V. Johnson-J. Allyson-B. Jenkins	97	Mar. '48	b2/28/48	
813 Cass Timberlane (D)A	Spencer Tracy-Lana Turner	119	Jan. '48	b11/8/47	
829 Easter Parade *T(M)F	J. Garland-F. Astaire-P. Lawford	103	July '48	b5/29/48	
831 Date With Judy, A *T (C)F	W. Beery-J. Powell-E. Taylor	113	July '48	b6/19/48	
810 Good News (M-C)F *T	June Allyson-Peter Lawford	95	Dec. '47	b12/6/47	
815 High Wall (D)A	R. Taylor-A. Totter-H. Marshall	99	Feb. '48	b12/20/47	
826 Homecoming (D)A	Gable-Turner-Baxter-Hodiak	113	May '48	b4/10/48	
728 Hucksters, The (C-D)A	C. Gable-D. Kerr-A. Menjou	115	Aug. '47	b6/28/47	
814 If Winter Comes (D)A	W. Pidgeon-D. Kerr-A. Lansbury	97	Jan. '48	b12/27/47	
809 Killer McCoy (D)A	M. Rooney-A. Blyth-B. Donlevy	104	Dec. '47	b10/25/47	
825 Pirate, The *T (M)A	J. Garland-G. Kelly-W. Slezak	102	June '48	b4/3/48	
830 Search, The (D)F	Montgomery Clift-Aline MacMahon	105	Aug. '48	b3/27/48	
708 Show-Off, The (C)F	R. Skelton-Marilyn Maxwell	83	Dec. '47	b8/18/47	
824 State of the Union	S. Tracy-K. Hepburn-V. Johnson	124	Apr. '48	b3/27/48	
821 Summer Holiday *T (C)A	Rooney-De Haven-Huston-Morgan	92	5/20/48	b3/13/48	
816 Tenth Avenue Angel (D)F	M. O'Brien-A. Lansbury-G. Murphy	74	Feb. '48	b1/17/48	
808 This Time for Keeps *T (M-S)	E. Williams-L. Melchior	105	Nov. '47	b10/11/47	
817 Three Daring Daughters *T (M)F	J. MacDonald-J. Iturbi-J. Powell	115	Mar. '48	b2/14/48	

SHOWMEN'S TRADE REVIEW

Title	*Company*
D	
Daisy Kenyon	20th-Fox
Dangerous Years	20th-Fox
Daredevils of the Clouds	Rep.
Dark Past	Col.
Daughter of Darkness	Para.
Date With Judy, A	MGM
Date With Murder, A	FC
Dead Don't Dream, The	UA
Dear Murderer	UI
Decision of Christopher Blake	WB
Deep Waters	20th-Fox
Design for Death	RKO
Devil's Cargo	FC
Disaster	Para.
Discovery	FC
Docks of New Orleans	Mono.
Double Life, A	UI
Dream Girl	Para.
Drums Along the Amazon	Rep.
Dude Goes West, The	Allied
Duel in the Sun	Selznick
Dulcimer Street	U-I
Dynamite	Para.
E	
Easter Parade	MGM
Embraceable You	WB
Emperor Waltz, The	Para.
Enchanted Valley	EL
Enchantment	RKO
End of the River	UI
Escape	20th-Fox
Every Girl Should Be Married	RKO
Eyes of Texas	Rep.
F	
False Paradise	UA
Fame Is the Spur	U-I
Family Honeymoon	U-I
Fan, The	20th-Fox
Far Frontier	Rep.
Feudin', Fussin' and A-Fightin'	U-I
Fighter Squadron	WB
Fighting Back	20th-Fox
Fighting Father Dunne	RKO
Fighting Mad	Mono.
Flaxy Martin	WB
Foreign Affair, A	Para.
For the Love of Mary	U-I
For You I Die	FC
Forever Amber	20th-Fox
Fort Apache	RKO
Fountainhead, The	WB
Four Faces West	UA
French Leave	Mono.
Fuller Brush Man	Col.
Furia	FC
Fury at Furnace Creek	20th-Fox
G	
Gallant Blade	Col.
Gallant Legion, The	Rep.
Gay Amigo	UA
Gay Intruders	20th-Fox
Gay Ranchero, The	Rep.
Gentleman From Nowhere	Col.
Gentleman's Agreement	20th-Fox
Girl From Jones Beach	WB
Girl From Manhattan, The	UA
Give My Regards to Broadway	20th-Fox
Golden Eye, The	Mono.
Good News	MGM
Good Sam	RKO
Good Time Girl	U-I
Great Gatsby, The	Para.
Green Grass of Wyoming	20th-Fox
Guns of Hate	RKO
H	
Half-Past Midnight	20th-Fox
Hamlet	U-I
Harpoon	SGP
Hatter's Castle	Para.
Hazard	Para.
Heading for Heaven	EL
Heart of Virginia	Rep.
Heiress, The	Para.
Henry the Fifth	UA
Her Wonderful Life	Col.
Here Comes Trouble	UA
High Tension	Mono.
High Wall	MGM
Hills of Home	MGM
Holiday Camp	U-I
Hollow Triumph	EL
Homecoming	MGM
Homicide	WB
Homicide for Three	Rep.
House Across the Street	WB
Hucksters, The	MGM
Hungry Hill	U-I
Hunted, The	Allied
I	
I Became a Criminal	WB
Idol of Paris	WB
If Winter Comes	MGM
If You Knew Susie	RKO

Title	Company
I, Jane Doe	Rep.
Incident	Mono.
Indian Agent	RKO
Indian Scout	UA
Inner Sanctum	FC
Inside Story, The	Rep.
Interference	RKO
Intrigue	UA
I Remember Mama	RKO
Iron Curtain	20th-Fox
Iron Dukes	Mono.
Isn't It Romantic?	Para.
I Surrender Dear	Col.
It Always Rains on Sunday	EL
I Walk Alone	Para.
I Wouldn't Be in Your Shoes	Mono.

J

Jiggs & Maggy in Society	Mono.
Jinx Money	Mono.
Joan of Arc	RKO
Joe Palooka in Winner Take All	Mono.
John Loves Mary	WB
Johnny Belinda	WB
Judge Steps Out, The	RKO
Julia Misbehaves	MGM
June Bride	WB
Jungle Goddess	SGP
Jungle Jim	Col.

K

Key Largo	WB
Kidnapped	Mono.
Killer McCoy	MGM
King of the Gamblers	Rep.
Kings of the Olympics (Pt. 1)	UA
Kiss in the Dark	WB
Kissing Bandit	MGM
Knock on Any Door	Col.

L

Ladies of the Chorus	Col.
Lady at Midnight	EL
Lady Surrenders, A	UI
Laff-Time	UA
Larceny	U-I
Last of the Badmen	Allied
Law of the Barbary Coast	Col.
Le Silence est D'Or	RKO
Let's Live a Little	EL
Letter From an Unknown Woman	U-I
Let's Live Again	20th-Fox
Life With Father	WB
Lightnin' in the Forest	Rep.
Linda Be Good	EL
Little Women	MGM
Loaded Pistols	Col.
Lone Wolf & His Lady	Col.
Long Denial, The	RKO
Look for the Silver Lining	WB
Loser Take All	Col.
Lovers, The	Col.
Loves of Carmen	Col.
Luck of the Irish, The	20th-Fox
Luckiest Girl in the World	MGM
Lucky Stiff	UA
Lulu Belle	Col.
Luxury Liner	MGM

M

Macbeth	Rep.
Madonna of the Desert	Rep.
Mad Wednesday	UA
Magic Bow	U-I
Man About the House	20th-Fox
Main Street Kid	Rep.
Man-Eaters of Kumaon	U-I
Man of Evil	UA
Man From Colorado, The	Col.
Man From Texas	EL
Manhattan Angel	Col.
Man Wanted	EL
Mark of the Lash	SGP
Mary Lou	Col.
Mating of Millie	Col.
Meet Me at Dawn	20th-Fox
Melody Time	RKO
Mexican Hayride	U-I
Michael O'Halloran	Mono.
Mickey	EL
Million Dollar Weekend	EL
Mine Own Executioner	20th-Fox
Miracle of the Bells	RKO
Miracle in Harlem	SG
Miraculous Journey	FC
Miss Mink of 1949	20th-Fox
Mr. Blandings Builds His Dream House	SRO
Mr. Joseph Young of Africa	RKO
Mr. Peabody and the Mermaid	U-I
Mr. Reckless	Para.
Mr. Soft Touch	Col.
Money Madness	FC
Moonrise	Rep.
Mozart Story, The	SGP
Music Man	Mono.
My Blonde Heaven	UA
My Brother Jonathan	Mono.
My Dear Secretary	UA
My Dream Is Yours	WB
My Own True Love	Para.
Mystery in Mexico	RKO
My Girl Tisa	WB
My Wild Irish Rose	WB

COMING

	Act of Violence	Van Heflin-Robert Ryan			
	Barkleys of Broadway *T	F. Astaire-G. Rogers-O. Levant-B. Burke			
	Best Things in Life Are Free	James Mason-Barbara Bel Geddes			
	Bribe, The	Taylor-Gardner-Laughton-Hodiak			
	Command Decision	Gable-Hodiak-Johnson-Pidgeon			
	Hills of Home *T	Lassie-E. Gwenn-J. Leigh	97		a11/15/47
	Julia Misbehaves	G. Garson-W. Pidgeon-C. Romero	99	Oct. '48	a5/29/48
	Kissing Bandit, The *T	F. Sinatra-K. Grayson			a8/23/47
	Little Women *T	Allyson-O'Brien-Taylor-Lawford			
	Luxury Liner *T	G. Brent-F. Gifford-J. Powell	98	Sept. '48	a11/15/48
	No Minor Vices	Dana Andrews-Lilli Palmer			
	Numbers Racket, The	John Garfield-Thomas Gomez		Oct. '48	
828	On An Island With You *T (M)F	E. Williams-P. Lawford	107		b5/1/48
	Piccadilly Incident (D)A	Anna Neagle-Michael Wilding	88		b8/31/47
	Secret Land, The (Doc)	U. S. Navy	71	Oct. '48	
	Southern Yankee, A (C)F	R. Skelton-B. Donlevy-A. Dahl	90	Sept. 48	b8/7/48
	Sun in the Morning *T	J. MacDonald-C. Jarman, Jr.-Lassie			
	Take Me Out to the Ball Game *T	F. Sinatra-E. Williams-G. Kelly			
	Three Godfathers *T	J. Wayne-P. Armendariz-H. Carey, Jr.			
	Three Musketeers *T	Turner-Kelly-Heflin-Allyson			a5/22/48
	Words and Music *T	J. Garland-M. Rooney-T. Drake			

MONOGRAM

CURRENT

4708	Angels' Alley (D)F	L. Gorcey-H. Hall-B. Benedict	67	3/21/48	b1/31/48
4713	Campus Sleuth (My)F	F. Stewart-J. Preisser-B. Sherwood	57	4/18/48	b6/5/48
626	Chinese Ring, The (My)F	R. Winters-W. Douglas-V. Sen Young	68	12/6/47	b12/27/47
4712	Docks of New Orleans (My)F	Roland Winters-Victor Sen Young	64	4/4/48	b5/15/48
4709	Fighting Mad (D)F	L. Errol-J. Kirkwood-E. Knox	75	2/7/48	b2/21/48
4714	French Leave (C-D)F	Jackie Cooper-Jackie Coogan	64	4/25/48	b5/8/48
4720	Golden Eye, The	R. Winters-M. Moreland	69	8/22/48	a8/7/48
4716	I Wouldn't Be in Your Shoes (My)A	Don Castle-Elyse Knox	70	5/23/48	b5/8/48
4704	Jiggs & Maggie in Society (C)F	Joe Yule-Renie Riano	67	1/10/48	b2/14/48
4717	Jinx Money (My)F	Gorcey-Hall-Caldwell-McKay	68	6/27/48	b5/22/48
4719	Joe Palooka in Winner Take All	Joe Kirkwood, Jr.-Elyse Knox			a6/19/48
4707	Perilous Waters (D)A	D. Castle-A. Long	64	2/14/48	a12/13/47
4705	Rocky (D)F	Roddy McDowall-"Rags"-E. Barrier	76	3/7/48	b5/8/48
4710	Rose of the Rio Grande	Movita-John Carroll	60	3/14/48	
4718	Shanghai Chest, The	R. Winter-D. Best-J. Alvin	65	7/11/48	
4801	16 Fathoms Deep (D)F	L. Chaney-A. Lake-T. Chandler		7/25/48	b6/12/48
627	Smart Politics (M-C)F	F. Stewart-J. Preisser-F. Darro	68	1/3/48	b3/6/48
4715	Stage Struck (D)A	Audrey Long-Kane Richmond	71	6/13/48	b5/15/48

COMING

	High Tension	Gorcey-Hall-Dell-Parrish			a7/10/48
	Incident	W. Douglas-J. Frazee-J. Compton			
	Iron Dukes	L. Gorcey-H. Hall-F. Darro			
	Kidnapped	R. McDowall-S. England-D. O'Herlihy			a8/7/48
4719	Michael O'Halloran (D)F	Scotty Beckett-Allene Roberts	79	8/8/48	b6/19/48
4721	Music Man	Phil Brito-Freddie Stewart			a7/17/48
	My Brother Jonathan (D)A	M. Denison-D. Gray	105	Oct. '48	b3/13/48
	Smugglers' Cove	L. Gorcey-H. Hall-G. Dell			a6/5/48
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	Nov. '48	b3/29/48

Westerns (Current)

4757	Back Trail	Johnny Mack Brown-Raymond Hatton	54	7/18/48	
4762	Cowboy Cavalier	J. Wakely-C. Taylor		7/4/48	
4755	Crossed Trails	Johnny Mack Brown-Raymond Hatton	53	4/11/48	
4756	Frontier Agent	Johnny Mack Brown-Raymond Hatton	56	5/16/48	
	Gallant Texan	Jimmy Wakely-"Cannonball" Taylor			
674	Gun Talk (W)F	J. M. Brown-R. Hatton-C. McIntyre	57	12/20/47	b1/3/48
4761	Oklahoma Blues	J. Wakely-C. Taylor-V. Belmont	56	3/28/48	
4751	Overland Trail	J. Mack Brown-R. Hatton-V. Belmont	58	1/31/48	
4765	Partners in the Sunset	J. Wakely-Cannonball Taylor	53	5/6/48	
4766	Range Renegades	J. Wakely-C. Taylor-C. Larson	54	6/6/48	
686	Song of the Drifter	J. Wakely-C. Taylor-M. Coles	53	1/17/48	
4752	Triggerman	Johnny Mack Brown-Raymond Hatton	56	6/20/48	

Westerns (Coming)

	Call of the Cactus	J. Wakely-C. Taylor			
4753	Fighting Ranger	Johnny Mack Brown-Raymond Hatton		8/15/48	
	Sheriff From Medicine Bow	Johnny Mack Brown-Raymond Hatton			
	Silver Trails	Wakely-Taylor-Larson			
	Rangers Ride	Wakely-"Cannonball" Taylor-Belmont			

PARAMOUNT

CURRENT

4709	Albuquerque *C (WD)F	R. Scott-B. Britton-G. Hayes	89	2/20/48	b1/24/48
4713	Big Clock, The (M-D)A	R. Milland-C. Laughton-M. O'Sullivan	95	4/9/48	b2/21/48
4706	Big Town After Dark (D)A	Philip Reed-Hillary Brooke	69	12/12/47	b11/22/47
4722	Big Town Scandal (D)F	Philip Reed-Hillary Brooks	61	7/30/48	
4711	Caged Fury (D)F	Richard Denning-Sheila Ryan	61	3/5/48	b2/14/48
4721	Dream Girl (C)F	B. Hutton-M. Carey-P. Knowles	85	7/23/48	b5/8/48
4720	Emperor Waltz, The *T (C)F	Bing Crosby-Joan Fontaine	103	7/2/48	b5/8/48
4718	Hatter's Castle (D)A	R. Newton-J. Mason-D. Kerr	105	6/18/48	b4/17/48
4716	Hazard (C)F	P. Goddard-M. Carey-F. Clark	100	5/28/48	b3/20/48
4708	I Walk Alone (D)F	B. Lancaster-L. Scott-K. Douglas	96	1/16/48	b12/20/47
4712	Mr. Reckless (D)F	W. Eythe-B. Britton-W. Catlett	66	3/26/48	b2/28/48
4707	Road to Rio (C)F	B. Crosby-B. Hope-D. Lamour	101	12/25/47	b11/22/47
4710	Saigon (D)A	A. Ladd-V. Lake-D. Dick	94	3/12/48	b2/7/48
4714	Sainted Sisters, The (C-D)A	V. Lake-J. Caulfield-B. Fitzgerald	89	4/30/48	b3/13/48
4717	Shaggy *C (D)F	B. Joyce-G. Nokes-R. Shayne	71	6/11/48	b4/17/48
4723	So Evil My Love (D)A	R. Milland-A. Todd-G. Fitzgerald	109	8/6/48	b3/13/48
4715	Speed to Spare (D)F	R. Arlen-J. Rogers-R. Travis	57	5/14/48	b3/13/48
4725	Unconquered *T (D)F	Gary Cooper-Paulette Goddard	146	4/2/48	b9/27/47
4719	Waterfront at Midnight (D)A	W. Gargan-M. B. Hughes-R. Travis	63	6/25/48	b5/8/48

COMING

	Accused, The	L. Young-R. Cummings-W. Corey			a6/19/48
4726	Beyond Glory (D)F	A. Ladd-D. Reed-G. Macready	82	9/3/48	b6/19/48
	Connecticut Yankee, A *T (MC)	B. Crosby-R. Fleming			a1/31/48
	Daughter of Darkness (D)A	Anne Crawford-Maxwell Reed	91		b2/28/48
4806	Disaster	R. Denning-T. Marshall-D. O'Flynn	60	12/3/48	a6/19/48
	Dynamite	William Gargan-Leslie Brooks			a6/12/48
4724	Foreign Affair, A (C)A	J. Arthur-M. Dietrich-J. Lund	116	8/20/48	b6/19/48
	Great Gatsby, The	A. Ladd-B. Field-B. Sullivan			a6/12/48
	Heiress, The	De Havilland-Richardson-Clift-Hopkins			
4802	Isn't It Romantic?	Lake-DeWolfe-Knowles-Freeman	87	10/8/48	a5/29/48
	My Own True Love (D)	Phyllis Calvert-M. Douglas			a8/16/47
4803	Night Has a Thousand Eyes, The (D)A	Robinson-Russell-Lund	81	10/22/48	b7/17/48
	Now and Forever	C. Rains-M. Carey-W. Hendrix			a5/15/48
	One Woman	A. Ladd-D. Reed-J. Havoc-B. Kroeger			
4807	Paleface, The *T	Bob Hope-Jane Russell	83	11/2/48	a3/6/48
	Strange Temptation	R. Milland-T. Mitchell-A. Totter			a7/10/48
	Special Agent	W. Eythe-L. Elliott-C. Mathews			a6/26/48
4804	Sealed Verdict (D)	Ray Milland-Florence Marly	83	11/5/48	a3/6/48

	Sorrowful Jones	Bob Hope-Lucille Ball				a7/10/48
4801	Sorry, Wrong Number	B. Stanwyck-B. Lancaster-A. Richards.	89		9/24/48	a5/15/48
	Streets of Laredo	Holden-Carey-Bendix-Freeman				
4805	Tatlock Millions	Hendrix-Lund-Fitzgerald-Woolley			11/19/48	a6/19/48
	Whispering Smith *T	A. Ladd-R. Preston-B. Marshall				a6/14/47

RKO RADIO

CURRENT

						Trade Shown
814	Arizona Ranger, The (D)F	T. Holt-J. Holt-N. Leslie	63		May '48	b4/3/48
951	Best Years of Our Lives	F. March-M. Loy-D. Andrews	172		Dec. '47	b11/23/46
815	Berlin Express (D)R	Oberon-Ryan-Korvin-Lukas	86		June '48	b4/10/48
871	Design for Death (Doc)F	Japanese Cast	48		Jan. '48	b2/7/48
816	Fighting Father Dunne (D)F	Pat O'Brien-Darryl Hickman	93		June '48	b5/15/48
870	Fort Apache (D)A	J. Wayne-H. Fonda-S. Temple	127		Mar. '48	b3/13/48
819	Guns of Hate (W)F	Tim Holt-Nan Leslie	61		June '48	b5/22/48
811	If You Knew Susie (C)F	E. Cantor-J. Davis-A. Joslyn	90		Jan. '48	b2/7/48
868	I Remember Mama (C-D)F	I. Dunne-B. Bel Geddes-O. Homolka	134		Mar. '48	b3/13/48
893	Melody Time *T (M)F	R. Rogers-D. Day-Andrews Sisters	75		7/1/48	b5/22/48
869	Miracle of the Bells (D)	F. MacMurray-Valli-F. Sinatra	120		Mar. '48	b3/6/48
867	Pearl, The (D)A	Pedro Armendariz-Maria Elena Marques	78		Feb. '48	b2/14/48
821	Race Street (D)A	G. Raft-W. Bendix-M. Maxwell	79		July '48	b5/15/48
817	Return of the Badmen (W)A	Randolph Scott-Anne Jeffreys	90		July '48	b5/15/48
813	Tarzan and the Mermaids (D)F	Weissmuller-Joyce-Christian	67		May '48	b4/3/48
866	Tycoon *T (D)F	John Wayne-Laraine Day	128		Dec. '47	b12/6/47
872	Velvet Touch, The (D)	Russell-Genn-Trevor-Greenstreet	97		Aug. '48	a2/14/48
812	Western Heritage (W)F	Tim Holt-Nan Leslie	61		Jan. '48	b1/31/48

COMING

	Baltimore Escapade	R. Young-S. Temple-J. Agar				
	Blood on the Moon	Mitchum-Bel Geddes-Preston-Brennan				a6/12/48
	Bodyguard	Lawrence Tierney-Priscilla Lane				a7/3/48
	Boy With Green Hair *T	O'Brien-Ryan-Hale-Stockwell				a6/12/48
	Brothers in the Saddle	T. Holt-R. Martin-R. Powers				
	Enchantment	David Niven-Teresa Wright			Nov. '48	a7/3/48
	Every Girl Should Be Married	C. Grant-F. Tone-D. Lynn				
962	Good Sam (C)	Gary Cooper-Ann Sheridan			Sept. '48	b7/31/48
	Gun Runners	Tim Holt-Richard Martin-Martha Hyer				
	Indian Agent	T. Holt-R. Martin-N. Leslie				a7/5/47
	Interference	Mature-Ball-Tufts-Scott				
	Joan of Arc *T (D)	I. Bergman-J. Ferrer-J. Emery				a1/3/48
	Judge Steps Out, The (D)	A. Knox-A. Southern-G. Tobias				a7/5/47
864	Le Silence est D'Or (C)A	Maurice Chevalier-M. Derrien	89			b10/25/47
	Long Denial, The	M. O'Hara-M. Douglas-B. Williams				a6/5/48
	Mr. Joseph Young of Africa	Johnson-Armstrong-Toomey-Moore				
822	Mystery in Mexico (My)F	W. Lundigan-J. White-R. Cortez	65			b6/26/48
	Outlaw Valley	Tim Holt-Richard Martin				
	Rachel and the Stranger (D)F	L. Young-W. Holden-R. Mitchum	92		Nov. '48	b8/7/48
	Roughshod (D)	R. Sterling-C. Jarman-G. Grahame				a9/6/47
	Set-Up, The	Robert Ryan				
	Song Is Born, A *T (M)	D. Kaye-V. Mayo-B. Goodman			Oct. '48	a3/20/48
	Station West (D)	D. Powell-J. Greer-A. Moorehead			Nov. '48	a12/13/47
	Tarzan's Fountain of Youth	L. Barker-E. Ankers-B. Joyce				
820	Twisted Road, The (D)A	C. O'Donnell-F. Granger-H. DaSilva	95		Nov. '48	b6/26/48
	Variety Time (Vaudeville)F	Kennedy-Errol-Carle	59			b8/7/48
	Weep No More	Cotten-Valli-Paar-Byington				a7/3/48
	Window, The	B. Hale-B. Driscoll-A. Kennedy				a5/15/48

REPUBLIC

CURRENT

728	Bill and Coo *U (N)F	George Burton's Birds	61		3/28/48	b12/27/47
703	Campus Honeymoon (MC)F	Wilde Twins-R. Crane-A. Mara	61		2/1/48	b1/31/48
	Daredevils of the Clouds	Robert Livingston-Mae Clarke	60		8/10/48	a7/17/48
732	Eyes of Texas *U	Rogers-Roberts-Sons of Pioneers	70		7/15/48	a7/10/48
715	Gallant Legion, The (W)F	W. Elliott-J. Schildkraut-A. Booth	88		7/25/48	b5/29/48
644	Gay Ranchero *U (W)F	R. Rogers-T. Guizar-J. Frazee	72		1/10/48	b1/31/48
707	Heart of Virginia (D)F	Janet Martin-Robert Lowery	60		4/25/48	b5/8/48
710	I, Jane Doe (D)F	R. Hussey-J. Carroll-V. Ralston	85		5/25/48	b5/15/48
705	Inside Story, The (C-D)F	M. Hunt-W. Lundigan-C. Winninger	87		3/14/48	b3/27/48
709	King of the Gamblers (D A	Janet Martin-William Wright	60		5/10/48	b6/5/48
706	Lightin' in the Forest (D)F	L. Roberts-D. Barry-W. Douglas	58		3/25/48	b4/24/48
704	Madonna of the Desert (D)F	L. Roberts-D. Castle-D. Barry	60		2/23/48	b3/13/48
701	Main Street Kid, The (C)F	A. Pearce-J. Martin-A. Mowbray	64		1/1/48	b1/17/48
708	Old Los Angeles (W)	W. Elliott-J. Carroll-C. McLeod	88		4/25/48	a1/17/48
711	Secret Service Investigator (D)F	Lynn Roberts-Lloyd Bridges	60		5/31/48	b6/5/48
702	Slippy McGee (D)A	D. Barry-D. Evans-T. Brown	65		1/15/48	b1/24/48
712	Train to Alcatraz (D)A	D. Barry-J. Martin-W. Phipps	60		6/28/48	b7/17/48
731	Under California Stars *U (W)F	R. Rogers-J. Frazee-A. Devine	70		5/1/48	b5/15/48

COMING

	Angel in Exile	Carroll-Mara-Gomez-Bedoya			9/3/48	a7/17/48
713	Code of Scotland Yard	Oscar Homolka-Derek Farr	60		8/30/48	
	Drums Along the Amazon	Brent-Ralston-Aherne-Bennett				
	Far Frontier	R. Rogers-F. Willing-G. Davis				
	Homicide for Three	W. Douglas-A. Young-F. Withers				a7/17/48
	Macbeth (D)	O. Welles-J. Nolan-R. McDowell				a8/23/48
714	Moonrise	D. Clark-G. Russell-E. Barrymore	90		10/1/48	a5/8/48
	Nighttime in Nevada *U	R. Rogers-A. Mara-A. Devine			8/29/48	a7/10/48
717	Out of the Storm	Jimmy Lydon-Lois Collier			8/25/48	
	Plunderers, The *U	R. Cameron-I. Massey-A. Booth				
	Red Pony, The *T (D)	M. Loy-R. Mitchum-L. Calhern				a10/25/47
	Rose of the Yukon	S. Brodie-M. Dell-W. Wright				
	Sons of Adventure	Russel Hayden-Lynne Roberts			8/27/48	
	Wake of the Red Witch	John Wayne-Gail Russell				

Westerns Current)

752	Bandits of Dark Canyon (W)F	Allan Lane-Bob Steele	59		12/15/47	b12/13/47
754	Bold Frontiersman, The (W)F	Allan Lane-Black Jack	60		4/15/48	b5/8/48
654	California Firebrand *U (W)F	Monte Hale-Adrian Booth	63		4/1/48	b5/8/48
755	Carson City Raiders (W)F	A. Lane-E. Waller-B. Jons	60		5/13/48	b5/29/48
756	Marshall of Amarillo	Allan "Rocky" Lane-Eddy Waller	60		7/25/48	
753	Oklahoma Badlands (W)F	A. "Rocky" Lane-Black Jack	59		2/22/48	b4/24/48
656	Timber Trail *U (W)F	M. Hale-L. Roberts-J. Burke	67		6/15/48	b7/10/48
652	Under Colorado Skies *U	Monte Hale-Adrian Booth	65		12/15/47	b12/27/47

Westerns (Coming)

	Denver Kid, The	A. Lane-E. Waller-C. Gallagher				
	Desperadoes of Dodge City	A. Lane-E. Waller-M. Coles				
	Grand Canyon Trail *U	R. Rogers-A. Devine-F. Willing				
	Son of God's Country	Monte Hale				

SCREEN GUILD PRODUCTIONS

	Frontier Phantom	Lash LaRue-Fuzzy St. John				
4804	Harpoon	J. Bromfield-A. Louis	81		8/27/48	
4802	Jungle Goddess	G. Reeves-W. McKay-Armida	61		8/13/48	
	Mark of the Lash	L. LaRue-A. St. John-P. Stewart				
X-3	Miracle in Harlem	Stepin Fetchit	71		6/11/48	

SHOWMEN'S TRADE REVIEW

Title — *Company*

N

Naked City ..... U-I
Nicholas Nickelby ..... U-I
Night Has a Thousand Eyes ..... Para.
Night Unto Night ..... WB
Night Wind 20th-Fox
Nighttime in Nevada ..... Rep.
No Minor Vices ..... MGM
Noose Hangs High ..... EL
Northwest Stampede ..... EL
Now and Forever ..... Para.
Numbers Racket, The ..... MGM

O

October, Man, The ..... EL
O'Flynn, The ..... U-I
Oh Say Can You Sing ..... Univ.
Old Los Angeles ..... Rep.
Oliver Twist ..... EL
On an Island With You ..... MGM
On Our Merry Way ..... UA
One Last Fling ..... WB
One Night With You ..... UI
One Sunday Afternoon ..... WB
One Touch of Venus ..... U-I
Open Secret ..... EL
One Woman ..... Para.
Out of the Storm ..... Rep.
Outlaw Valley ..... RKO
Outpost in Morocco ..... UA

P

Paleface ..... Para.
Panhandle ..... Allied
Paradine Case ..... Selznick
Parole ..... E-L
Pearl, The ..... RKO
Perilous Waters ..... Mono.
Philo Vance's Peril ..... EL
Piccadilly Incident ..... MGM
Pirate, The ..... MGM
Pirates of Monterey ..... U-I
Pitfall ..... UA
Plunderers, The ..... Rep.
Port Said ..... Col.
Portrait of Jennie ..... SRO
Prairie, The ..... SG

R

Race Street ..... RKO
Rachel and the Stranger ..... RKO
Racing Luck ..... Col.
Raw Deal ..... EL
Red Pony, The ..... Rep.
Red River ..... UA
Red Stallion in the Rockies ..... EL
Reign of Terror 20th-Fox
Relentless ..... Col.
Return of the Badmen ..... RKO
Return of October ..... Col.
Return of Wildfire ..... SGP
Ridin' the Old Pine Trail ..... Col.
River Lady ..... U-I
Road House 20th-Fox
Road to Rio ..... Para.
Road to the Big House ..... SG
Rocky ..... Mono.
Rogues' Regiment ..... U-I
Romance on the High Seas ..... WB
Rope ..... WB
Rose of Cimarron 20th-Fox
Rose of the Rio Grande ..... Mono.
Rose of the Yukon ..... Rep.
Roses Are Red 20th-Fox
Roughshod ..... RKO
Rusty Leads the Way ..... Col.
Rusty Saves a Life ..... Col.
Ruthless ..... EL

S

Saigon ..... Para.
Sainted Sisters ..... Para.
Sand 20th-Fox
Saxon Charm, The ..... U-I
Scudda Hoo, Scudda Hay 20th-Fox
Sealed Verdict ..... Para.
Search, The ..... MGM
Secret Beyond the Door, The ..... U-I
Secret Land, The ..... MGM
Secret Service Investigator ..... Rep.
Senator Was Indiscreet ..... U-I
Set-Up, The ..... RKO
Shaggy ..... Para.
Shanghai Chest, The ..... Mono.
Shed No Tears ..... EL
Show-Off ..... MGM
Silent Conflict ..... UA
Silver River ..... WB
Singin' Spurs ..... Col.
Sinister Journey ..... UA
Sitting Pretty 20th-Fox
Sixteen Fathoms Deep ..... Mono.
Sleep, My Love ..... UA
Slightly French ..... Col.
Slippy McGee ..... Rep.
Smart Girls Don't Talk ..... WB
Smart Politics ..... Mono.
Smart Woman ..... Allied
Smugglers, The ..... EL
Smugglers Cove ..... Mono.

Title	Company
Snake Pit, The	20th-Fox
Snowbound	U-I
So Evil My Love	Para.
Sofia	FC
Somewhere in the City	WB
Song Is Born, A	RKO
Song of India	Col.
Song of My Heart	Allied
Sons of Adventure	Rep.
Sorry, Wrong Number	Para.
Sorrowful Jones	Para.
So This Is New York	UA
South of St. Louis	WB
Southern Yankee, A	MGM
Special Agent	Para.
Speed to Spare	Para.
Spiritualist, The	EL
Stage Struck	Mono.
State of the Union	MGM
Station West	RKO
Strange Gamble	UA
Strawberry Roan	Col.
Strange Mrs. Crane, The	EL
Strange Temptation	Para.
Street With No Name	20th-Fox
Streets of Laredo	Para.
Strike It Rich	AA
Summer Holiday	MGM
Sword of the Avenger	EL
Swordsman	Col.
T	
Take Me Out to the Ball Game	MGM
Take My Life	EL
Tap Roots	U-I
Tarzan and the Mermaids	RKO
Tarzan's Fountain of Youth	RKO
Tatlock Millions, The	Para.
Temptation Harbour	Mono.
Tenth Avenue Angel	MGM
Texas, Brooklyn & Heaven	UA
That Lady in Ermine	20th-Fox
That Wonderful Urge	20th-Fox
The Argyle Secrets	FC
Thirteen Lead Soldiers	20th-Fox
This Was a Woman	20th-Fox
Three Daring Daughters, The	MGM
Three Godfathers	MGM
Three Musketeers	MGM
Three Wives	20th-Fox
Time of Your Life	UA
T-Men	EL
To the Ends of the Earth	Col.
To the Victor	WB
Trail of the Mounties	SG
Train to Alcatraz	Rep.
Treasure of Sierra Madre	WB
Triple Threat	Col.
Trouble Preferred	20th-Fox
29 Clues	EL
Tucson	20th-Fox
Tulsa	EL
Twisted Road, The	RKO
Two Guys from Texas	WB
Tycoon	RKO
U	
Unafraid, The	U-I
Unconquered	Para.
Under California Stars	Rep.
Under Capricorn	WB
Undercover Man	Col.
Unfaithfully Yours	20th-Fox
Unknown Island	FC
Untamed Breed, The	Col.
Up in Central Park	U-I
V	
Variety Time	RKO
Velvet Touch, The	RKO
Vendetta	UA
Vicious Circle, The	UA
Voice of the Turtle	WB
W	
Wake of the Red Witch	Rep.
Walking Hills	Col.
Wallflower	WB
Walls of Jericho	20th-Fox
Walk a Crooked Mile	Col.
Waterfront at Midnight	Para.
Weep No More	RKO
West of Tomorrow	20th-Fox
Western Heritage	RKO
When My Baby Smiles at Me	20th-Fox
When a Man's a Man	Allied
Where the North Begins	SG
While I Live	20th-Fox
Whiplash	WB
Whispering Smith	Para.
Who Killed 'Doc' Robbin?	UA
Will It Happen Again?	FC
Window, The	RKO
Winner's Circle, The	20th-Fox
Winter Meeting	WB
Woman from Tangiers	Col.
Woman in White	WB
Women in the Night	FC
Woman's Vengeance	UI
Words and Music	MGM
Wreck of the Hesperus	Col.
Y	
Years Between	U-I
Yellow Sky	20th-Fox
You Gotta Stay Happy	U-I
You Were Meant for Me	20th-Fox
Younger Brothers, The	WB

4805	Mozart Story, The	H. Holt-W. Markus	99	9/17/48		
	Outlaw Country	Lash LaRue-Fuzzy St. John-P. Stewart				
4705	Prairie, The (D)	L. Aubert-A. Baxter	76	5/21/48		a12/27/47
4801	Return of Wildfire	R. Arlen-P. Morison-M. B. Hughes	81	8/6/48		
4706	Road to the Big House, The (D)A	J. Shelton-A. Doran-G. Williams	72	12/27/47		b11/1/47
4708	Trail of the Mounties	R. Hayden-Jennifer Holt	42	2/21/48		
4707	Where the North Begins (D)F	R. Hayden-J. Holt-T. Coffin	40	12/13/48		b4/17/48

SELZNICK RELEASING ORGANIZATION

CURRENT

	Mr. Blandings Builds His Dream House (C)F	C. Grant-M. Loy-M. Douglas	94			b3/17/48
	Paradine Case, The (D)A	G. Peck-A. Todd-C. Laughton-Valli	132	Jan. '48		b1/3/48

COMING

	Portrait of Jennie (D)	J. Jones-J. Cotten-E. Barrymore				a11/1/47

20TH-FOX

CURRENT 1947-'48

809	An Ideal Husband *T (C-D)A	P. Goddard-M. Wilding-D. Wynyard	96	Mar. '48		b11/29/47
820	Anna Karenina (D)A	V. Leigh-R. Richardson-K. Moore	110	May '48		b2/28/48
817	Arthur Takes Over (C)F	Lois Collier-Richard Crane	63	May '48		b4/10/48
805	Call Northside 777 (D)A	J. Stewart-R. Conte-L. J. Cobb	111	Feb. '48		b1/24/48
801	Captain from Castile (D)F *T	T. Power-J. Peters-C. Romero	140	Jan. '48		b11/29/47
807	Challenge, The (D)F	T. Conway-J. Vincent-R. Stapley	68	Mar. '48		b2/28/48
825	Checkered Coat, The	T. Conway-N. Nash-H. Hatfield	67	July '48		
819	Counterfeiters, The (My)A	John Sutton-Doris Merrick	74	June '48		b6/5/48
731	Daisy Kenyon (D)A	J. Crawford-D. Andrews-H. Fonda	98	Dec. '47		b11/29/47
804	Dangerous Years (D)F	William Halop-Ann E. Todd	61	Feb. '48		b12/20/47
821	Deep Waters (D)F	D. Andrews-J. Peters-C. Romero	85	July '48		b7/3/48
828	Fighting Back (D)F	P. Langton-J. Rogers-G. Gray	68	Aug. '48		b8/7/48
815	Fury at Furnace Creek (W)	V. Mature-C. Gray	88	May '48		b4/10/48
806	Gentleman's Agreement (D)F	G. Peck-D. McGuire-J. Garfield	118	Mar. '48		b11/15/47
827	Give My Regards to Broadway *T (C)F	D. Dailey-C. Winninger-N. Guild	89	June '48		b5/22/48
818	Green Grass of Wyoming *T (D)F	P. Cummins-C. Coburn-R. Arthur	89	June '48		b4/24/48
808	Half Past Midnight (D)F	K. Taylor-P. Knudsen-J. Sawyer	69	Mar. '48		b3/6/48
816	Iron Curtain, The (D)A	D. Andrews-G. Tierney-J. Havoc	87	May '48		b5/8/48
813	Let's Live Again (D)F	J. Emery-J. Millican-T. Holmes	68	Apr. '48		b3/6/48
812	Meet Me at Dawn (C)A	W. Eythe-S. Holloway-B. Campbell	89	Apr. '48		b3/20/48
824	Mine Own Executioner (D)A	B. Meredith-K. Moore-D. Gray	102	July '48		b12/6/47
734	Roses Are Red (My)A	Don Castle-Peggy Knudsen	67	Dec. '47		b11/8/47
823	Street With No Name, The (Doc)A	M. Stevens-R. Widmark-L. Nolan	91	July '48		b6/26/48
811	Scudda Hoo, Scudda Hay *T (D)F	J. Haver-L. McCallister-W. Brennan	95	Apr. '48		b3/6/48
810	Sitting Pretty (C)A	R. Young-M. O'Hara-C. Webb	84	Apr. '48		b2/28/48
836	That Lady in Ermine *T (M)A	B. Grable-D. Fairbanks, Jr.	89	Aug. '48		b7/17/48
814	Thirteen Lead Soldiers (My)F	Tom Conway-Maria Palmer	66	Apr. '48		b6/5/48
802	You Were Meant for Me (MC-D)F	J. Crain-D. Dailey-O. Levant	91	Feb. '48		b1/24/48
826	Walls of Jericho, The (D)A	Wilde-Darnell-Baxter-Douglas	111	Aug. '48		b7/10/48
829	Winner's Circle, The (Doc)F	Johnny Longden-Morgan Farley	75	Aug. '48		b6/19/48

COMING

	Apartment for Peggy *T	J. Crain-W. Holden-E. Gwenn				a5/1/48
	Bungalow	Tom Conway-Margaret Hamilton				
	Canadian Pacific *C	R. Scott-N. Olson-V. Jory				
	Chicken Every Sunday	D. Dailey-A. Young-C. Holm				a7/17/48
839	Creeper, The	J. Baragrey-O. Stevens-E. Clannell		Sept. '48		
822	Escape (D)A	Rex Harrison-Peggy Cummins	78	Sept. '48		b5/29/48
838	Forever Amber *T (D)A	Linda Darnell-Cornel Wilde	139	Sept. '48		b10/16/47
840	Gay Intruders, The (C)A	John Emery-Tamara Geva	68	Sept. 48		b6/19/48
	Law And Martin Rome, The	Victor Mature-Richard Conte				a5/8/48
837	Luck of the Irish, The	T. Power-A. Baxter-C. Kellaway	99	Sept. '48		a5/15/48
	Man About the House, A	M. Johnson-D. Gray-K. Moore	94			b6/28/47
	Miss Mink of 1949	Jimmy Lydon-Lois Collier-Richard Lane				
	Night Wind	C. Russell-V. Christine-G. Gray-Flame				a6/5/48
	Road House	Lupino-Wilde-Holm-Widmark				a6/5/48
	Rose of Cimarron	G. Montgomery-R. Cameron-R. Roman				
	Sand *T	M. Stevens-C. Gray-C. Grapewin				a7/17/48
	Snake Pit, The (D)	O. deHavilland-L. Genn-M. Stevens				a10/11/47
	That Wonderful Urge	T. Power-G. Tierney-R. Gardiner				a6/19/48
	This Was a Woman (D)A	Sonia Dresdel-Barbara White				a1/24/48
	Three Wives	Darnell-Crane-Lynn-Sothern				a7/17/48
	Trouble Preferred	C. Russell-P. Knudsen-L. Roberts				a6/19/48
	Tucson	J. Lydon-P. Edwards-C. Russell				a7/17/48
	Unfaithfully Yours	R. Harrison-L. Darnell-R. Vallee	108			a5/29/48
	West of Tomorrow	C. Miller-A. Franz-R. Jaeckel				
	When My Baby Smiles at Me *T	Grable-Dailey-Oakie-Havoc				a5/29/48
	While I Live (D)A	T. Walls-C. Evans-C. Raye	85			b10/18/47
	Yellow Sky *T	G. Peck-A. Baxter-R. Widmark				a7/17/48

UNITED ARTISTS

CURRENT

	Arch of Triumph (D)A Sp	I. Bergman-C. Boyer-C. Laughton	120	Mar. '48		b2/21/48
	Four Faces West (D)F	J. McCrea-F. Dee-C. Bickford	90	5/15/48		b5/15/48
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134			b4/27/46
	Here Comes Trouble *C (C)F	B. Tracey-J. Sawyer-E. Parnell	50	4/9/48		b4/17/48
	Intrigue (D)A	G. Raft-J. Havoc-H. Carter	88	Dec. '47		b12/27/47
	Laff-Time	W. Tracy-P. Morgan-E. Janssen	110	4/9/48		
	Kings of the Olympics (Pt. 1) (Doc.) F	Bill Slater—Narrator	65	Apr. '48		b1/24/48
	Man of Evil (D)A	J. Mason-P. Calvert-A. Stephens	90	Jan. '48		b2/7/48
	On Our Merry Way	B. Meredith-P. Goddard-F. MacMurry	107	Feb. '48		b2/7/48
	Silent Conflict (W)F	W. Boyd-A. Clyde-R. Brooks	61	Apr. '48		b4/17/48
	Sleep, My Love (D)A	C. Colbert-D. Ameche-R. Cummings	97	Jan. '48		b1/17/48
	So This Is New York (C)F	H. Morgan-R. Vallee-H. Herbert	80	May '48		b5/15/48
	Time of Your Life (D)A	J. Cagney-Wm. Bendix-J. Cagney	109	5/27/48		b5/29/48
	Who Killed 'Doc' Robbin? *C (C)F	V. Grey-D. Castle-G. Zucco	51	Apr. '48		b5/8/48

COMING

	Adventures of the Cisco Kid	Duncan Renaldo-Leo Carillo				
	Angry God, The	Alicia Parla-Casimiro Ortega				
	An Innocent Affair	Fred MacMurray-Madeleine Carroll				
	Atlantis, The Lost Continent	Maria Montez-Jean Pierre-Aumont				
	Borrowed Trouble	William Boyd-Andy Clyde				
	Cover-Up	William Bendix-Dennis O'Keefe				
	Dead Don't Dream, The (W)	W. Boyd-A. Clyde				
	False Paradise	Wm. Boyd-Andy Clyde				
	Gay Amigo	D.Renaldo-L.Carrillo-Armida-J.Sawyer				
	Girl from Manhattan, The	Montgomery-Lamour-Laughton				
	Indian Scout	George Montgomery-Ellen Drew				
	Lucky Stiff	D. Lamour-B. Donlevy-C. Trevor				
	Mad Wednesday (D)F	H. Lloyd-R. Washburn-J. Conlin	89			b2/22/47
	My Blonde Heaven	Marx Bros.-Massey-Vera Ellen-Hutton				
	My Dear Secretary	L. Day-K. Douglas-K. Wynn				
	Outpost in Morocco	George Raft-Akim Tamiroff				
	Pitfall (D)A	D. Powell-L. Scott-J. Wyatt				b8/7/48

	Red River (WD)F	J. Wayne-M. Clift-W. Brennan	125	8/26/48	b7/17/48
	Sinister Journey	Wm. Boyd-Andy Clyde			
	Strange Gamble (W)	W. Boyd-A. Clyde-R. Brooks			a12/13/47
	Texas, Brooklyn, and Heaven (CD)A	G. Madison-D. Lynn-J. Dunn	76	8/11/48	b7/17/48
	Vendetta (D)	Hillary Brooke-Faith Domergue			a5/10/47
	Vicious Circle (D)A	Conrad Nagel	77	7/24/48	b5/29/48

UNIVERSAL-INTERNATIONAL

CURRENT

664	Abbott & Costello Meet Frankenstein (C)F	Abbott-Costello-Chaney-Lugosi	83	July '48	b7/3/48
657	All My Sons (D)A	Edward G. Robinson-Burt Lancaster	94	May '48	b2/21/48
656	Are You With It? (M)F	D. O'Connor-O. San Juan-M. Stewart	90	May '48	b3/13/48
663	Bad Sister	M. Lockwood-I. Hunter	91	July '48	b12/6/47
653	Black Bart *T (W-D)A	Y. DeCarlo-D. Duryea-J. Lynn	80	Apr. '48	b1/31/48
629	Black Narcissus *T (D)F	Deborah Kerr-David Farrar	91	Dec. '47	b5/3/47
652	Captain Boycott (D)F	Stewart Granger-Kathleen Ryan	93	Jan. '48	b9/6/47
655	Casbah (D)A	Y. DeCarlo-T. Martin-P. Lorre	94	Apr. '48	b3/6/48
658	Dear Murderer (D)A	E. Portman-G. Gynt-D. Price	94	May '48	b6/7/48
650	Double Life, A (D)A	R. Colman-S. Hasso-E. O'Brien	104	Mar. '48	b1/3/48
	End of the River, The (D)A	Sabu-Bibi Ferreira	80	June '48	b11/29/47
665	Feudin', Fussin' and A-Fightin'	D. O'Connor-M. Main-P. Kilbride	78	July '48	
679	Holiday Camp	M. Lockwood-P. Roc-D. Price	96	Mar. '48	b8/23/47
	Larceny (D)A	J. Payne-J. Caulfield-D. Duryea	89	Aug. '48	b8/7/48
659	Letter from an Unknown Woman (D)A	Joan Fontaine-Louis Jourdan	90	June '48	b4/10/48
666	Man-Eater of Kumaon (D)F	Sabu-W. Corey-J. Page	80	July '48	b6/19/48
	Mr. Peabody and the Mermaid (C)A	W. Powell-A. Blyth-I. Hervey	89	Aug. '48	b7/10/48
651	Naked City, The (D)A	B. Fitzgerald-H. Duff-D. Hart	96	Mar. '48	b1/24/48
	One Touch of Venus	R. Walker-A. Gardner-D. Haymes		Aug. '48	a5/29/48
632	Pirates of Monterey *T (D)F	M. Montez-R. Cameron-P. Reed	77	Dec. '47	b11/15/47
661	River Lady *T (D)A	Y. DeCarlo-D. Duryea	78	June '48	b5/8/48
627	Secret Beyond the Door (D)A	J. Bennett-M. Redgrave-A. Revere	98½	Feb. '48	b1/10/48
633	Senator Was Indiscreet, The (C)A	W. Powell-E. Raines	83	Jan. '48	b12/13/47
	Tap Roots *T (D)F	V. Heflin-S. Hayward-B. Karloff	109	Aug. '48	b6/26/48
662	Up in Central Park (C)F	D. Durbin-D. Haymes-V. Price	87	June '48	b5/29/48
634	Woman's Vengeance, A (D)A	Charles Boyer-Ann Blyth	96	Feb. '48	b12/20/47

COMING

	An Act of Murder	F. March-E. O'Brien-F. Eldridge		Sept. '48	
	Black Velvet	A. Blyth-G. Brent-H. Duff			
	Blanche Fury (D)A *T	V. Hobson-S. Granger	95		b3/20/48
677	Brothers, The (D)A	Patricia Roc-Will Fyffe	98		b5/24/47
635	Bush Christmas (D)F	C. Rafferty-J. Fernside	76	Dec. '48	b11/29/47
	Corridor of Mirrors (D)A	E. Portman-E. Romney	105		b3/27/48
	Countess of Monte Cristo	S. Henie-O. San Juan-F. Trenkler			a6/19/48
	Criss-Cross	B. Lancaster-Y. DeCarlo-D. Duryea			
	Dulcimer Street (D)A	R. Attenborough-A. Sim-F. Compton	112		b8/7/48
	Fame Is the Spur (D)A	M. Redgrave-R. Johns	112		b10/4/47
	Family Honeymoon	C. Colbert-F. MacMurray-H. McDaniel			
	For the Love of Mary	Durbin-O'Brien-Taylor-Lynn		Sept. '48	
	Good Time Girl (D)A	Jean Kent-Dennis Price	92		b5/28/48
	Hamlet (D)F	Laurence Olivier-Jean Simmons	150		b5/15/48
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109		b1/18/47
	Lady Surrenders, A (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/48
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/48
	Mexican Hayride	Abbott & Costello			7/17/47
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105		b3/22/47
	O'Flynn, The	D. Fairbanks-H. Carter-R. Greene			
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	One Night With You (C)F	Nino Martini-Patricia Roc	92		b5/1/48
	Rogues' Regiment	D. Powell-M. Toren-V. Price			a6/26/48
	Saxon Charm, The	R. Montgomery-S. Hayward-J. Payne		Sept. '48	
	Snowbound	R. Newton-D. Price	86		
	Unafraid, The	J. Fontaine-B. Lancaster-R. Newton			a6/19/48
	Years Between, The (D)A	M. Redgrave-V. Hobson-F. Robson	87		b9/13/47
	You Gotta Stay Happy	J. Fontaine-J. Stewart-E. Albert			a8/7/48

WARNER BROS.

CURRENT

713	Always Together (C)F	R. Hutton-J. Reynolds	78	1/10/48	b12/20/47
719	April Showers (C)F	J. Carson-A. Sothern-R. Alda	95	3/27/48	b3/13/48
727	Big Punch, The (D)A	W. Morris-L. Maxwell-G. MacRae	80	6/26/48	b5/29/48
717	I Became a Criminal (D)A	Sally Gray-Trevor Howard	78	3/6/48	b7/12/47
731	Key Largo (D)A	H. Bogart-E. G. Robinson-L. Bacall	101	7/31/48	b7/10/48
715	My Girl Tisa (C-D)F	L. Palmer-S. Wanamaker-A. Tamiron	95	2/7/48	b1/24/48
711	My Wild Irish Rose *T (MC-D)F	D. Morgan-A. King-A. Hale	101	12/27/47	b12/13/47
728	Romance on the High Seas *T (M)F	J. Carson-J. Paige-D. DeFore	99	7/3/48	b6/12/48
725	Silver River (W)A	Errol Flynn-Ann Sheridan	107	5/29/48	b5/8/48
720	To the Victor (D)A	D. Morgan-V. Lindfors-V. Francen	101	4/10/48	b4/3/48
714	Treasure of Sierra Madre (D)A	H. Bogart-W. Huston-T. Holt	127	1/24/48	b1/10/48
716	Voice of the Turtle (C)A	R. Reagan-E. Parker-E. Arden	103	2/21/48	b12/27/47
726	Wallflower (C)F	J. Reynolds-R. Hutton-J. Paige	77	6/12/48	b5/22/48
721	Winter Meeting (D)A	B. Davis-J. Davis-J. Paige	100	4/24/48	b4/10/48
724	Woman in White, The (My)A	A. Smith-E. Parker-S. Greenstreet	109	5/15/48	b4/24/48

COMING

	Adventures of Don Juan *T (H-R)	Errol Flynn-Viveca Lindfors			a2/7/48
	Cleopatra Arms	David Niven-Jane Wyman			a6/26/48
	Decision of Christopher Blake, The (D)	A. Smith-R. Douglas			a10/11/47
732	Embraceable You	Dane Clark-Geraldine Brooks	80	8/21/48	
	Fighter Squadron *T	Edmond O'Brien-Robert Stack			
	Flaxy Martin	Z. Scott-V. Mayo-D. Kennedy			a7/3/48
	Fountainhead, The	Gary Cooper-Patricia Neal-Kent Smith			
	Girl from Jones Beach	R. Reagan-V. Mayo-D. Clark			
	Homicide	R. Douglas-H. Westcott-R. Alda			
	House Across the Street	J. Paige-B. Bennett-J. Holden			
	Idol of Paris (D)A	Michael Rennie-Beryl Baxter	105		b2/28/48
	John Loves Mary	Reagan-Carson-Neal-Morris			a5/1/48
	Johnny Belinda (D)	L. Ayres-J. Wyman-C. Bickford			a2/28/48
	June Bride	B. Davis-R. Montgomery-B. Lyon			a7/10/48
	Kiss in the Dark	Jane Wyman-David Niven			
702	Life With Father (C)F	W. Powell-I. Dunne-E. Taylor	118	8/14/48	b8/16/47
	Look for the Silver Lining *T	J. Haver-R. Bolger-G. MacRae			a7/3/48
	My Dream Is Yours *T	Carson-Day-Bowman-Arden			a6/26/48
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors			a5/10/47
	One Last Fling	A. Smith-Z. Scott-J. Backus			a5/22/48
	One Sunday Afternoon *T	Dennis Morgan-Janis Paige			a5/22/48
	Rope *T	Stewart-Chandler-Hardwicke			a6/26/48
	Smart Girls Don't Talk	V. Mayo-B. Bennett-R. Hutton			a5/15/48
	Somewhere in the City	V. Lindfors-E. O'Brien-V. Mayo			
	South of St. Louis *T	J. McCrea-A. Smith-Z. Scott			
801	Two Guys From Texas *T (C)F	J. Carson-D. Morgan-D. Malone	86	9/4/48	b8/7/48
	Under Capricorn *T	Ingrid Bergman-J. Cotten-M. Wilding			
	Whiplash (D)	D. Clarke-A. Smith-S. Z. Sakall			a11/1/47
	Younger Brothers, The *T	W. Morris-J. Paige-B. Bennett			

MISCELLANEOUS FEATURES

Listing of features of foreign and U. S. origin not distributed by major outlets. Titles are followed, in parentheses, by name of country of origin and U. S. national distributor; names of stars, running time, and date of issue in which review appeared, in that order.

A FRIEND WILL COME TONIGHT (Lopert) Michel Simon, Madeleine Sononge. 92. b7/17/48.

ALL'S WELL (U. S.-Independent) D. Lamour-C. Laughton

BLIND DESIRE (France-Discina Int'l) Jean-Louis Barbault-Edwige Feuillere. 88. b6/12/48.

CRIME AND PUNISHMENT (Sweden-Film Rights Int'l.) H. Faustman-G. Wallgren. 107. b3/20/48

DAMNED, THE (France-Discina). H. Vidal-F. Marley. 105. b5/1/48

DAY OF WRATH (Denmark-Schaefer). L. Movin-T. Roose. 100. b5/1/48

DIE FLEDERMAUS (Germany-Artkino) M. Harrell-J. Heesters. 96. b3/30/48

FANNY (France-Siritsky) Raimu-P. Fresnay. 124. b2/21/48

FARREBIQUE (France - Siritsky) Non-pro. cast. 90. b3/6/48

FIGHT NEVER ENDS, THE (U. S.-W. Alexander) Joe Louis-Mills Bros. 70. b2/28/48

FIRST OPERA FILM FESTIVAL (Italy-Classic). T. Gobbi-P. Malcarini. 95. b5/29/48

FRIC-FRAC (France-Oxford). Fernandel-Arletty. 90. b6/5/48

IDIOT, THE (France-European Copyrights) G. Phillippe-E. Feuillere. 92. b2/14/48

ILLEGALS, THE (U. S.-Mayer-Burstyn) T. Torres-Y. Mikalowitch. 75. b7/10/48

JANS MONSON IN AMERICA (Sweden-Scandia). E. Persson-S. Olin. 103. b4/17/48

JENNY LAMOUR (France-Vog Films) L. Jourdan-S. Renant. 102. b2/14/48

LAUGH, PAGLIACCI (Italy-Continental) A. Valli-B. Gigli. 83. b3/13/48

LOST HAPPINESS (Italy-Saturnia) L. Cortese-D. Sassoli. 75. b3/6/48

MARIUS (France-Siritzky Int'l). Raimu-P. Fresnay. 128. b5/15/48

NAIS (France-Siritzky-Int'l). Fernandel-J. Pagnol. 105. b6/19/48

PAISAN (Italy-Mayer-Bur.) C. Sazio-R. Von Loon. 118. b2/28/48

PASSIONNELLE (France-Distinguished) O. Joyeaux-Alerme. 82. b2/21/48

PORTRAIT OF INNOCENCE (France-Siritzky-Int'l) Louis Carletti-Gilbert Gil. 90. b6/12/48.

ROOM UPSTAIRS, THE (France-Lopert). M. Dietrich-J. Gabin. 90. b6/5/48

ROSSINI (Italy-Best) N. Besozzi-P. Barbara. 95. b2/14/48

SHOWTIME (England-English Films). A. Todd-R. Greene. 91. b6/5/48

STORY OF LIFE, THE (U. S.-Crusades) J. Crehan-W. McKay. 67. b7/10/48

THEY ARE NOT ANGELS (France-Siritzky-Int'l). P. Blanchard-R. Bussieres. 130. b5/29/48

VOYAGE SURPRISE (France-Duke Inter'l) J. Henri-Duval. 80. b3/13/48

BRITISH PRODUCT

(U. S. Distribution Not Set)

AGAINST THE WIND (Rank). R. Beatty-S. Signoret. 96. b3/13/48
BEWARE OF PITY (Rank). L. Palmer-A. Lieven. 105. b11/1/47
BRIGHTON ROCK (Pathe). R. Attenborough-H. Baddeley. 92. b1/3/48
EASY MONEY (Rank). G. Gynt-D. Price. 94. b3/6/48
GHOSTS OF BERKELEY SQUARE, THE (Pathe). R. Morley-F. Aylmer. 90. b11/1/47
HOLIDAY CAMP (Rank). F. Robson-D. Price. 97. b8/16/47
LOVES OF JOANNA GODDEN, THE (Rank). G. Withers-J. Macallum. 85. b6/21/47
MARK OF CAIN, THE (Rank). E. Portman-S. Gray. 88. b1/17/48
MASTER OF BANKDAM (Rank). A. Crawford-D. Price. 105. b9/6/47
MRS. FITZHERBERT (Pathe). P. Graves-J. Howard. 99. b2/14/48
VICE VERSA (Rank). R. Livesey-K. Walsh. 111. b3/6/48
WHEN THE BOUGH BREAKS (Rank). P. Roc-R. John. 81. b12/27/47
WOMAN IN THE HALL (Rank). U. Jeans-J. Simmons. 90. b11/15/47

NEWSREEL SYNOPSES

(Released Wednesday, Aug. 11)

MOVIETONE (Vol. 31, No. 63)—Dramatic hearings in Washington on Red spies in the U. S.; Strike at Dayton, O., Univis plant; Lumber mill storage dock destroyed in $1,000,000 fire; President Truman goes home; U. S. athletic stars shine in London's Olympic games.

NEWS OF THE DAY (Vol. 19, No. 297)—Communism in the U. S. exposed by former Red; Victories galore for U. S. stars at the Olympics.

PARAMOUNT (No. 100) — Teen-age "statesmen," boys' forum, sees government at work; America dominates the Olympics.

UNIVERSAL (Vol. 21, No. 167)—Official pictures of the Olympic games—Yanks gain in track and swimming.

WARNER PATHE (Vol. 19, No. 102)—U. S. Olympic teams smash to victory; Youth Forum meets nation's leaders; Birthday fashions for the young set.

ALL AMERICAN (Vol. 6, No. 303)—Children attend theatre party at Loew's Victoria Theatre, N. Y.; Heat wave crowds beaches and pools; "Sons of Harmony" quartette gives street concert; Iota Phi Lambda holds annual conference; Councilman Davis speaks after release on bond following Communist round-up; Olympic games get under way.

TELENEWS (Vol. 1, No. 32)—Jungle troops in Malaya hunt rebels; Jews and Arabs in Palestine mingle in peace; Dutch authorities' struggle with Indonesian republicans; Australia's rule over Papuan territory; Part of Mexico City devastated by floods; Congress probe seeks proof of Red espionage; Europe's D.P.s find haven in the United States; Congress adjourns; Intrepid lensmen invade New Jersey nudist camp; Sports: Russian sports festival in Moscow—Daredevil riders defy death in motorcycle sidecar race at Innsbruck—Glider pilots in unusual acrobatics in motorless sailplanes in Texas.

(Released Saturday, August 14)

MOVIETONE (Vol. 31, No. 64)—Red spy hearings reveal Russia got A-bomb material; England releases first pictures of its atomic plant; Hollywood stars aid U.N. charity show in Paris; High-wire walker celebrates his 82nd birthday; Americans in clean sweep of Olympic events in London.

NEWS OF THE DAY (Vol. 19, No. 298)—Latest film thrills from the Olympics; Ballet school for toddlers; U. S. giant bombers called back to duty; Movie stars' night in Paris.

PARAMOUNT (No. 101) — Greek army advances—regulars close in on rebels; St. Laurent to succeed MacKenzie King as Canadian premier; New Olympic films—sports report from London.

UNIVERSAL (Vol. 21, No. 168)—B-29 superforts make ready for action; Puerto Rico has housing boom; Beauty reaches new heights in tall-girl contest; 14th Olympiad official track, field and swim meet pictures—Yanks forge ahead crushing opposition.

WARNER PATHE (Vol. 19, No. 103)—B-29's detickling; Danube conference; "Two Guys From Texas"; One fingerman; Housing; Olympics.

RE-ISSUES (Nationally Released)

			Time Mins.	Rel. Date	Orig Rel. Date
ASTOR PICTURES					
	Aces Wild	Harry Carey	63	4/30/48	1937
	Frontiers of '49	"Wild Bill" Elliott			1939
	In Early Arizona	"Wild Bill" Elliott			1938
	Jimmy Steps Out	J. Stewart-P. Goddard	89	3/25/48	1941
	Law Comes to Texas, The	"Wild Bill" Elliott			1939
	Lone Star Pioneers	"Wild Bill" Elliott			1939
	Man From Tumbleweeds, The	"Wild Bill" Elliott			1940
	Pecos Kid	Fred Kohler, Jr.	59	4/25/48	1935
	Pioneers of the Frontier	"Wild Bill" Elliott			1940
	Return of Daniel Boone, The	"Wild Bill" Elliott			1941
	Toll of the Desert	F. Kohler, Jr.-B. Mack	55	6/1/48	1937
	Wagon Trail	Harry Carey	58	5/30/48	1935
EAGLE LION					
848	Seven Sinners	M. Dietrich-J. Wayne	86	3/27/48	1936
849	Sutter's Gold	Edward Arnold	93	3/27/48	1936
FILM CLASSICS					
	Border Wolves	Bob Baker	56	8/15/48	1938
	Bury Me Not on Lone Prairie	Johnny M. Brown	60	3/15/48	1941
	Challenge, The	J. Gardner-M. Clare	78	5/20/48	1939
	Courage of the West	Bob Baker	58	3/15/48	1937
	Deep in the Heart of Texas	J. M. Brown-Ritter	61	7/15/48	1942
	Drums *T	Sabu-R. Massey		7/20/48	1938
	Eagle Squadron	R. Stack-D. Barrymore	109	6/11/48	1942
	Four Feathers *T	J. Duprez-R. Richardson		7/20/48	1939
	Gun Justice	Ken Maynard	61	9/15/48	1934
	Gung-Ho	R. Scott-R. Mitchum	87	6/11/48	1943
	Honor of the Range	Ken Maynard	63	4/15/48	
	Jungle Woman	E. Anchors-J. C. Naish		3/25/48	1944
	Last Stand	Bob Baker	57	9/15/48	1938
	Man Who Reclaimed Head	C. Rains-J. Bennett		7/1/48	1935
	Pony Post	Johnny M. Brown	60	8/15/48	1940
	Singing Outlaw	Bob Baker	57	4/15/48	
	South of Tahiti	M. Montez-B. Donlevy	75	3/1/48	1941
	Tower of London	B. Karloff-B. Rathbone		7/1/48	1939
	Wheels of Destiny	Ken Maynard	65	7/15/48	1934
METRO-GOLDWYN-MAYER					
823	Tarzan's New Adventure	J. Weismuller-M. O'Sullivan	70	Apr. '48	1942
822	Tarzan's Secret Treasure	J. Weismuller-M. O'Sullivan	81	Apr. '48	1941
MONOGRAM					
4711	Sign of the Wolf	M. Whalen-G. Bradley	69	5/2/48	1941
PARAMOUNT					
R7-3508	Crusades, The	L. Young-H. Wilcoxon	126	June '48	1935
REALART PICTURES					
5013	Argentine Nights	Ritz Bros.-Andrew Sisters	73	Mar. '48	1940
1290	Captive Wild Woman	J. Carradine-Aquanetta	60	Apr. '48	1942
1250	Corvette K-225	R. Scott-B. Fitzgerald	98	May '48	1943
1210	Drums of the Congo	S. Erwin-O. Munson	61	Apr. '48	1941
6046	Hellzapoppin	Olsen-Johnson	84	Mar. '48	1941
917	Little Tough Guy	Little Tough Guys	83	Mar. '48	1938
929	Little Tough Guys in Society	Little Tough Guys	73	Mar. '48	1938
796	Magnificent Brute	J. McLaglen-B. Barnes	78	Apr. '48	1936
361	Sea Spoilers	J. Wayne-N. Grey	63	Apr. '48	1936
871	Wings Over Honolulu	R. Milland-W. Barrie	78	May '48	1937
RKO RADIO					
892	Bambi *T	Disney Feature Cartoon	70		1942
882	Border G-Man (W)	G. O'Brien-L. Day	60		1938
818	Bring 'Em Back Alive	Frank Buck			1932
881	Gun Law (W)	G. O'Brien-R. Oehman	60		1933
884	Lawless Valley (W)	G. O'Brien			1938
883	Painted Desert (W)	G. O'Brien-L. Day	60		1938
886	Timber Stampede (W)	G. O'Brien-M. Reynolds			1939
885	Trouble in Sundown (W)	G. O'Brien-W. Bond			1939
SCREEN GUILD PRODUCTIONS					
S-7	Duke of West Point	L. Hayward-J. Fontaine	108	9/24/48	1938
S-5	Flirting With Fate	J. E. Brown-B. Roberts	72	9/10/48	1938
HC23	Hidden Gold	W. Boyd-R. Hayden	62	9/3/48	1940
S-4	King of the Turf	A. Menjou-D. Costello	89	7/16/48	1939
HC20	Law of the Pampas	W. Boyd-R. Hayden	79	6/3/48	1939
S-8	Miss Annie Rooney	S. Temple-W. Gargan	88	9/24/48	1942
HC19	Range War	W. Boyd-R. Hayden	69	5/7/48	1939
HC18	Renegade Trail (W)	W. Boyd-G. Hayes	60	4/10/48	1939
S-3	Runaway Daughter	B. Stanwyck-R. Young	71	7/23/48	
HC21	Santa Fe Marshal	W. Boyd-R. Hayden	70	7/2/48	1940
HC22	Showdown, The	W. Boyd-R. Hayden	66	7/30/48	1940
HC17	Silver on the Sage (W)	W. Boyd-G. Hayes	71	3/6/48	1939
HC24	Stagecoach War	W. Boyd-R. Hayden	64	10/8/48	1940
S-6	That's My Boy	J. Durante-R. Tauber	81	9/10/48	
20TH CENTURY-FOX					
830	Belle Starr	R. Scott-G. Tierney	87	June '48	1941
834	Blood and Sand	T. Power-L. Darnell	125	Aug. '48	1941
831	Frontier Marshal	R. Scott-N. Kelly	71	June '48	1939
835	I Wake Up Screaming	B. Grable-V. Mature	82	Aug. '48	1941
832	Rose of Washington Square	T. Power-A. Faye	86	July '48	1939
833	Slave Ship	W. Baxter-W. Beery	92	July '48	1937
WARNER BROS.					
718	Adventures of Robin Hood	E. Flynn-O. DeHavilland	102	3/13/48	1938
730	Flowing Gold	J. Garfield-P. O'Brien	82	7/17/48	1940
729	God's Country and the Woman	G. Brent-B. Roberts	71	7/17/48	1936
723	The Fighting 69th	J. Cagney-P. O'Brien	78	5/8/48	1938
722	Valley of the Giants	W. Morris-C. Trevor	79	5/8/48	1940

1947-48 SHORT SUBJECT BOOKING GUIDE

Releases (grouped in series of which they are a part) listed under name of distributor. Reading from left to right are: distributor's release number; title of subject; running time in minutes; release date; date of issue of SHOWMEN'S TRADE REVIEW in which data concerning the subject appeared.

ASTOR PICTURES

Rel. No.	Title	Rel. Date	Data
	Jimmy Fidler's Personality Parade (20)	12/20	.....
	Boss Comes to Dinner (10)	4/1	.....
	Makers of Destiny #1 (17½)	5/1	6/5

COLUMBIA

SPECIAL MUSICAL FEATURETTE

9451	A Voice Is Born (20½)	1/15	.....

THREE STOOGES COMEDIES

9401	Brideless Groom (16½)	9/11	.....
9402	Sing a Song of Six Pants (17)	10/30	12/20
9403	All Gummed Up (18)	12/11	12/20
9404	Shivering Sherlocks (17)	1/8	6/5
9405	Pardon My Clutch (15)	2/26	6/19
9406	Squareheads of the Round Table (18)	3/4	6/5
9407	Fiddlers Three (17)	5/6	6/5
9408	The Hot Scots (17)	7/8	7/31

ASSORTED & ALL-STAR COMEDIES

9431	Rolling Down to Reno (16½)	9/4	.....
9432	Hectic Honeymoon (17)	9/18	.....
9421	Wedding Belle (17)	10/9	1/17
9422	Should Husbands Marry? (17)	11/13	12/20
9423	Silly Billy (18)	1/29	6/19
9424	Two Nuts in a Rut (18)	2/19	6/12
9425	Tall, Dark and Gruesome (16)	4/15	6/5
9426	Crabbin' in the Cabin (18)	5/13	6/19
9427	Pardon My Lamb Chop ( )	6/10	7/10
9433	Wife to Spare (16)	11/20	12/20
9434	Wedlock Deadlock (16)	12/18	2/14
9435	Radio Romeo (17½)	12/25	.....
9436	Man or Mouse (18)	1/15	6/19
9437	Eight Ball Andy (17½)	3/11	6/19
9438	Jitter Bughouse (17)	4/29	6/12
9439	The Sheepish Wolf (17½)	5/27	6/19
9440	Flat Feat (17½)	6/24	7/31

COLOR RHAPSODIES

9501	Swiss Tease (6)	9/11	.....
9502	Boston Beany (6)	12/4	12/20
9503	Flora (7)	3/18	6/19

COLOR PHANTASIES

9701	Kitty Caddy (6)	11/6	12/20
9702	Topsy Turkey (6½)	2/5	.....
9703	Short Snorts on Sports (6½)	6/3	7/10

COLOR FAVORITES (Re-Issues)

9601	Dreams on Ice (6½)	10/30	.....
9602	Novelty Shop (6½)	11/20	.....
9603	Dr. Bluebird (8)	12/18	.....
9604	In My Gondola (7½)	1/22	.....
9605	Animal Cracker Circus (7)	2/19	.....
9606	Bon Bon Parade (8½)	4/8	.....
9607	House That Jack Built (7)	5/6	.....
9608	The Untrained Seal (7½)	7/15	.....

THRILLS OF MUSIC

9951	Boyd Raeburn & Orch. (11)	9/18	.....
9952	Claude Thornhill & Orch. (11)	10/30	.....
9953	Lecuona Cuban Boys (10½)	11/13	12/20
9954	Skitch Henderson Orch. (10)	12/11	2/14
9955	Charlie Barnet & Orch. (10½)	1/15	6/5
9956	Ted Weems & Orchestra (10½)	3/25	6/5
9957	Gene Krupa Orch. (10)	6/10	7/10
9958	Tony Pastor Orch. (10)	7/22	.....

SCREEN SNAPSHOTS

9851	Hollywood Cowboys (9½)	9/4	.....
9852	Laguna, U. S. A. (9½)	10/9	12/20
9853	Out of This World Series (9)	11/27	12/20
9854	Off the Air (10)	12/18	12/20
9855	Hawaii in Hollywood (10)	1/22	6/5
9856	Photoplay's Gold Medal Awards (9½)	3/18	.....
9857	Smiles and Styles (10)	4/1	6/5
9858	Hollywood Honors Hersholt (8)	5/6	6/12
9859	Hollywood Party (9)	6/10	7/10
9860	Hollywood Friars Honor George Jessel (9½)	7/8	7/31

WORLD OF SPORTS

9801	Cinderella Cagers (9½)	9/25	.....
9802	Ski Demons (9)	10/23	12/20
9803	Bowling Kings (10)	11/13	12/20
9804	Navy Crew Champions (10)	12/25	2/14
9805	Rodeo Thrills and Spills (9½)	1/29	6/5
9806	Net Marvels (9)	3/11	6/19
9807	Champions in the Making (8½)	5/23	6/19
9808	No Holds Barred (9)	6/17	7/10
9809	Aqua Zanies (9)	7/15	7/31

FILM NOVELTIES

9901	Aren't We All? (10½)	11/27	.....

COMMUNITY SINGS

9651	No. 1—Linda (10)	9/4	.....
9652	No. 2—April Showers (9)	10/2	.....
9653	No. 3—Peg O' My Heart (9)	11/6	12/20
9654	No. 4—When You Were Sweet 16 (9½)	12/4	12/20
9655	Feudin' and A-Fightin' (10½)	1/8	6/19
9656	Civilization ( )	2/12	6/5
9657	I'm Looking Over a Four-Leaf Clover (9½)	4/29	6/5
9658	Manana (9)	6/3	6/19
9659	California Here I Come (9)	8/12	.....

SERIALS (15 Chapters)

9120	The Sea Hound	9/4	.....
9140	Brick Bradford	12/18	1/17
9160	Tex Granger	4/1	.....
9180	Superman (Sp.)	7/15	.....

METRO-GOLDWYN-MAYER

MGM TECHNICOLOR CARTOONS

W-931	Slap Happy Lion (7)	9/20	.....
W-932	The Invisible Mouse (7)	9/27	11/22
W-933	King Size Canary ( )	12/6	2/14
W-934	The Bear and the Bean (7)	1/31	4/3
W-935	What Price Fleadom? (6)	3/20	.....
W-936	Make Mine Freedom (10)	4/24	6/12
W-937	Kitty Foiled (8)	5/1	6/12
W-938	Little 'Tinker (8)	5/15	7/24
W-939	The Bear and the Hare (7)	6/26	7/24
W-940	The Truce Hurts (7)	7/17	.....
W-941	Half-Pint Pygmy (7)	8/7	.....

TRAVELTALKS

T-911	Visiting Virginia (9)	11/29	11/22
T-912	Cradle of a Nation (9)	12/13	3/6
T-913	Cape Breton Island (9)	5/8	7/24
T-914	Chicago, the Beautiful (10)	7/17	.....

THE PASSING PARADE

K-971	Miracle in a Corn Field (8)	12/20	3/6
K-972	It Can't Be Done (10)	1/10	4/3
K-973	Goodbye Miss Turlock (10)	1/24	4/3
K-974	My Old Town (9)	2/7	4/3
K-975	Souvenirs of Death (10)	6/19	7/24

GOLD MEDAL CARTOONS (Reissues)

W-921	Goldilocks and the Three Bears (11)	11/22	.....
W-922	The Fishing Bear (8)	12/20	.....
W-923	The Milky Way (8)	2/14	.....
W-924	The Midnight Snack (9)	3/27	.....
W-925	Puss 'N' Toots (7)	4/24	.....
W-926	The Bowling Alley Cat (8)	6/12	.....

PETE SMITH SPECIALTIES

S-951	Football Thrills No. 10 (8)	9/6	.....
S-952	Surfboard Rhythm (8)	10/18	11/22
S-953	What D'Ya Know? (9)	11/18	11/22
S-954	Have You Ever Wondered? (9)		.....
S-955	Bowling Tricks (10)	1/10	4/3
S-956	I Love My Mother-in-Law But (8)	2/7	5/1
S-957	Now You See It (Tech.) (9)	3/30	.....
S-958	You Can't Win (9)	5/29	6/12
S-959	Just Suppose (9)	7/17	.....

MUSICAL MERRY-GO-ROUND

M-981	Freddy Martin, Keenan Wynn (10)	2/14	6/5
M-982	Tex Beneke (10)	2/13	6/5
M-983	Ray Noble, Buddy Clark (11)	6/26	7/24
M-984	Les Brown, V. O'Brien (10)	7/17	.....

TWO REEL SPECIALS

A-901	Drunk Driving (21)	3/27	.....
A-902	Going to Blazes (21)	4/24	6/12

PARAMOUNT

PACEMAKERS

K7-1	It Could Happen to You (11)	10/3	.....
K7-2	Babies, They're Wonderful (11)	11/14	11/22
K7-3	Bundle From Brazil (11)	1/2	1/17
K7-4	Musical Miracle (11)	3/12	.....
K7-5	A Model Is Born (7)	5/28	6/26
K7-6	Neighbor to the North (13)	7/22	7/24

POPULAR SCIENCE

J7-1	Radar Fisherman (10)	10/17	11/22
J7-2	Desert Destroyers (11)	12/16	12/20
J7-3	Streamlined Luxury (10)	2/20	3/6
J7-4	Fog Fighters (10)	4/2	6/5
J7-5	The Big Eye (10)	5/21	6/12
J7-6	Flying Wing ( )	8/6	.....

SPORTLIGHTS

R7-1	Riding the Waves (10)	10/3	11/22
R7-2	Running the Hounds (11)	10/31	11/22
R7-3	Five Fathoms of Fun (10)	11/28	1/17
R7-4	Stop, Look and Guess 'Em (10)	12/5	1/17
R7-5	All American Swing Stars (10)	1/16	4/3
R7-6	Double Barrelled Sport (10)	2/20	4/3
R7-7	Big Game Angling (10)	3/26	6/5
R7-8	Riding Habits (10)	4/30	6/5
R7-9	Big League Glory (10)	6/11	7/10
R7-10	Her Favorite Pools ( )	7/30	8/7

UNUSUAL OCCUPATIONS

L7-1	Hula Magic (11)	11/7	11/22
L7-2	Bagpipe Lassies (11)	1/2	3/6
L7-3	Modern Pioneers (11)	2/13	6/5
L7-4	Nimrod Artist (10)	4/16	6/5
L7-5	Feather Finery (10)	5/14	6/26
L7-6	Aerial Hot Rods ( )	8/13	.....

SPEAKING OF ANIMALS

Y7-1	Dog Crazy (11)	10/3	.....
Y7-2	Ain't Nature Grand (10)	11/14	11/22
Y7-3	Monkey Shines (9)	12/12	/1/17
Y7-4	Home Sweet Home (10)	2/6	3/6
Y7-5	'Tain't So and 'Tain't True (10)	4/16	6/5
Y7-6	As Headliners (10)	6/18	7/3

NOVELTOONS

Technicolor

P7-1	Santa's Surprise (9)	12/5	1/17
P7-2	Cat O'Nine Ails (8)	1/9	1/17
P7-3	Flip Flap (8)	2/23	6/5
P7-4	We're in the Honey (8)	3/19	6/5
P7-5	The Bored Cuckoo (8)	4/9	6/5
P7-6	There's Good Boo's Tonite (9)	4/23	6/5
P7-7	Land of the Lost (7)	5/7	6/12
P7-8	Butterscotch and Soda (7)	6/4	6/26

LITTLE LULU

D6-6	Dog Show-Off (7)	1/30	5/1

POPEYE

E7-1	All's Fair at the Fair (8)	12/19	12/20
E7-2	Olive Oyl for President (7)	1/30	1/17
E7-3	Wigwam Whoopee (8)	2/27	6/5
E7-4	Pre-Hysterical Man (9)	3/26	6/5
E7-5	Popeye Meets Hercules (7)	6/18	.....
E7-6	A Wolf in Sheik's Clothing ( )	7/30	8/7
E7-7	Spinach Vs. Hamburgers ( )	8/27	.....
E7-8	Snow Place Like Home	9/3	.....

SCREEN SONG

X7-1	The Circus Comes to Clown (7)	12/26	1/17
X7-2	Base Brawl (7)	1/23	4/3
X7-3	Little Brown Jug (8)	2/20	4/3
X7-4	The Golden State (8)	3/12	6/5
X7-5	Winter Draws On (7)	3/19	6/5
X7-6	Sing or Swim (7)	6/4	6/26
X7-7	Camptown Races (8)	7/16	8/7

MUSICAL PARADES

FF7-1	Samba-Mania (18)	2/27	4/3
FF7-2	Footlight Rhythm (19)	4/9	6/5
FF7-3	Gypsy Holiday (19)	6/25	7/3
FF7-4	Tropical Masquerade ( )	8/6	.....
FF7-5	Big Sister Blues ( )	10/1	.....

RKO RADIO

FLICKER FLASHBACKS

84201	No. 1 (10)	10/24	12/20
84202	No. 2 (9)	12/5	1/17
84203	No. 3 (9)	1/16	4/3
84204	No. 4 (9)	2/27	6/5
84205	No. 5 (8)	4/9	6/5
84206	No. 6 (9)	5/21	6/26
84207	No. 7 (9)	7/2	.....

THIS IS AMERICA

83101	Border Without Bayonets (16)	11/14	12/20
83102	Switzerland Today (18)	12/12	1/17
83103	Children's Village (19)	1/9	3/6
83104	Operation White Tower (18)	2/6	3/6
83105	Photo Frenzy (16)	3/5	5/1
83106	Funny Business (18)	4/2	6/5
83107	Democracy's Diary (16)	4/30	6/19
83108	Crime Lab (17)	5/28	6/26
83109	Letter to a Rebel (16)	6/25	7/3
83110	Sports Golden Age (17)	7/23	8/7

SPORTSCOPES

84301	Ski Holiday (8)	9/19	.....
84302	Golf Doctor (8)	10/17	.....
84303	Quail Pointers (8)	11/14	12/20
84304	Pin Games (8)	12/12	1/17
84305	Racing Day (8)	1/9	3/6
84306	Sports Coverage (8)	2/6	3/6
84307	Teen Age Tars (9)	3/5	5/1
84308	Doggone Clever (8)	4/2	6/19
84309	Big Mouth Bass (8)	4/30	6/19
84310	Muscles and the Lady (9)	5/28	6/26
84311	Ladies in Wading (8)	6/25	7/31
84312	Athletic Varieties (8)	7/23	.....

MUSICAL JAMBOREES (Revivals)

84401	Enric Madriguera & Orch. (8)	9/5	.....
84402	Tommy Tucker Time (8)	10/3	.....
84403	Johnny Long & Orch. (8)	10/31	.....
84404	Duke Ellington (9)	11/28	.....
84405	Jerry Wald &Orch. (9)	12/26	.....
84406	Ray McKinley & Orch. (8)	1/23	.....
84407	Dick Stabile & Orch. (8)	2/20	.....

LEON ERROL

83701	Bet Your Life (14)	1/16	4/3
83702	Don't Fool Your Wife (18)	3/5	6/5
83703	Secretary Trouble (17)	4/9	6/5

EDGAR KENNEDY

83401	Mind Over Mouse (17)	11/21	1/17
83402	Brother Knows Best (17)	1/2	4/3
83403	No More Relatives (18)	2/6	5/1
83404	How to Clean House (18)	5/14	6/26
83405	Dig That Gold (17)	6/25	7/31
83406	Home Canning (16)	8/6	.....

RAY WHITLEY REVIVALS

83501	Molly Cures a Cowboy (19)	9/5	.....
83502	Musical Bandit (16)	10/10	.....
83503	Corralling a School Marm (14)	11/14	.....
83504	Prairie Spooners (13)	12/19	.....

SPECIAL

83601	20 Years of Academy Awards (19)	4/2	6/5
83801	Basketball Headliners of 1948 (18)	4/23	6/19
842	Louis-Walcott Fight Picture (19)	6/26	.....

WALT DISNEY CARTOONS

Reissues

84701	Hawaiian Holiday (8)	10/17	.....
84702	Clock Cleaners (8)	12/12	2/14
84703	Little Hiawatha (9)	2/20	.....
84704	Alpine Climbers (10)	4/2	.....
84705	Woodland Cafe (7)	4/14	6/19
84706	Three Little Pigs ( )		.....
94101	Pluto's Purchase (7)	7/9	.....

REPUBLIC

SERIALS

791	G-Men Never Forget (12 Chapters)	1/31	.....
792	Dangers of the Canadian Mounted (12 Chapters)	4/24	.....
793	Dick Tracy Returns (15 Chapters)	7/17	.....

CARTOON

Trucolor

761	It's A Grand Old Nag (8)	12/20	12/20

20th CENTURY-FOX

MOVIETONE ADVENTURES

8201	Horizons of Tomorrow (8)	9/12	12/20
8202	The 3 R's Go Modern (9)	11/7	.....
8203	Sky Thrills (9)	3/	5/1
8204	Majesty of Yellowstone (9)	7/	6/19
8251	Holiday in South Africa (8)	8/22	.....
8252	Home of the Danes (8)	10/17	.....
8253	Jungle Closeups (8)	12/12	5/1
8254	Copenhagen Pageantry (T) (8)	1/	5/1
8255	Scenic Sweden (T) (8)	6/	6/19
8256	Riddle of Rhodesia (T) (8)	7/	.....
8257	Bermuda (T) (8)	8/	.....
8258	Desert Lights (T) ( )	8/	.....

SPORTS REVIEW

8301	Gridiron Greatness (9)	8/1	.....
8302	Olympic Class (10)	2/	5/1
8303	Everglades Adventure (9)		5/1
8351	Vacation Magic (8)	9/26	.....
8352	Aqua Capers (T) (8)	1/	5/1
8353	Playtime in Scandinavia (T) (8)	4/	6/5

TERRYTOONS

Technicolor

8501	One Note Tony (7)	2/	.....
8502	Talking Magpies in Flying South (7)	8/15	.....
8503	Mighty Mouse in a Date for Dinner (7)	8/29	.....
8504	Talking Magpies in Fishing by the Sea (7)	9/19	1/17
8505	Mighty Mouse in the First Snow (7)	10/10	1/17
8506	Talking Magpies in the Super Salesman (7)	10/24	1/17
8507	Mighty Mouse in a Fight to the Finish (7)	11/14	1/17
8508	The Wolf's Pardon (7)	12/5	1/17
8509	Mighty Mouse in Swiss Cheese Family Robinson (7)	12/19	5/1
8510	Talking Magpies in Hitch Hikers (7)	12/12	6/5
8511	Mighty Mouse in Lazy Little Beavers (7)	12/26	6/5
8512	Felix the Fox (7)	1/	6/5
8513	The Talking Magpies in Taming the Cat (7)	1/	6/5
8514	Mighty Mouse and the Magician (7)	3/	6/19
8515	Gady Goose and the Chipper Chipmunk (7)	3/	.....
8516	Hounding the Hares (7)	4/	6/19
8517	Mighty Mouse in the Feudin' Hillbillies (7)	4/	6/19
8518	Mystery in the Moonlight (7)	5/	6/19
8519	Seeing Ghosts (7)	6/	6/19
8520	The Talking Magpies in a Sleepless Night (7)	6/	.....

84404 Duke Ellington 9
Rel 11/28/47
84405 Jerry Wald & Orchestra.. 9
Rel 12/26/47
84406 Ray McKinley & Orch..... 8
Rel 1/23/48
84407 Dick Stabile & Orchestra.. 8
Rel 2/20/48

LEON ERROL

83701 Bet Your Life.....14
Rel 1/16/48 STR 4/3/48
83702 Don't Fool Your Wife....18
Rel 3/5/48 STR 6/5/48
83703 Secretary Trouble.....17
Rel 4/9/48 STR 6/5/48

EDGAR KENNEDY

83401 Mind Over Mouse.....17
Rel 11/21/47 STR 1/17/48
83402 Brother Knows Best.....17
Rel 1/2/48 STR 4/3/48
83403 No More Relatives.....18
Rel 2/6/48 STR 5/1/48
83404 How to Clean House.....18
Rel 5/14/48 STR 6/26/48
83405 Dig That Gold.....17
Rel 6/25/48

RAY WHITLEY REVIVALS

83501 Molly Cures a Cowboy....19
Rel 9/5/47
83502 Musical Bandit 16
Rel 10/10/47
83503 Corralling a School Marm.14
Rel 11/14/47
83504 Prairie Spooners 13
Rel 12/19/47

SPECIAL

83601 20 Years of Academy Awards 19
Rel 4/2/48 STR 6/5/48
83801 Basketball Headliners of 1948 18
Rel 4/23/48 STR 6/19/48
842 Louis-Walcott Fight Picture 19
Rel 6/26/48

WALT DISNEY CARTOONS

Reissues

84701 Hawaiian Holiday 8
Rel 10/17/47
84702 Clock Cleaners 8
Rel 12/12/47 STR 2/14/48
84703 Little Hiawatha 9
Rel 2/20/48
84704 Alpine Climbers 10
Rel 4/2/48
84705 Woodland Cafe 7
Rel 5/14/48 STR 6/19/48
84706 Three Little Pigs .....
Rel.....

REPUBLIC

SERIALS

791 G-Men Never Forget (12 Chapters) .....
Rel 1/31/48
792 Dangers of the Canadian Mounted .....
(12 Chapters)
Rel 4/24/48
793 Dick Tracy Returns.....
(15 Chapters)
Rel 7/17/48

CARTOON

Trucolor

761 It's A Grand Old Nag....8.4
Rel 12/20/47 STR 12/20/47

20th CENTURY-FOX

MOVIETONE ADVENTURES

8201 Horizons of Tomorrow.... 8
Rel 9/12/47 STR 12/20/47
8202 The 3 R's Go Modern.... 9
Rel 11/7/47
8203 Sky Thrills 9
Rel Mar. '48 STR 5/1/48
8204 Majesty of Yellowstone... 9
Rel July '48 STR 6/19/48 .. ...
8251 Holiday in South Africa.. 8
Rel 8/22/47
8252 Home of the Danes..... 8
Rel 10/17/47
8253 Jungle Closeups 8
Rel 12/12/47 STR 5/1/48
8254 Copenhagen Pageantry (T) 8
Rel Jan. '48 STR 5/1/48
8255 Scenic Sweden (T)..... 8
Rel June '48 STR 6/19/48
8256 Riddle of Rhodesia (T)... 8
Rel July '48
8257 Bermuda (T) 8
Rel Aug. '48
8258 Desert Lights (T).....
Rel Aug. '48

SPORTS REVIEW

8301 Gridiron Greatness 9
Rel 8/1/47
8302 Olympic Class 10
Rel Feb. '48 STR 5/1/48
8303 Everglades Adventure 9
Rel ..... STR 5/1/48
8351 Vacation Magic 8
Rel 9/26/47
8352 Aqua Capers (T)..... 8
Rel Jan. '48 STR 5/1/48
8353 Playtime in Scandinavia (T) 8
Rel Apr. '48 STR 6/5/48

TERRYTOONS

Technicolor

8501 One Note Tony..... 7
Rel Feb. '48
8502 Talking Magpies in Flying South 7
Rel 8/15/47
8503 Mighty Mouse in a Date for Dinner 7
Rel 8/29/47
8504 Talking Magpies in Fishing by the Sea 7
Rel 9/19/47 STR 1/17/48
8505 Mighty Mouse in the First Snow 7
Rel 10/10/47 STR 1/17/48
8506 Talking Magpies in the Super Salesman 7
Rel 10/24/47 STR 1/17/48
8507 Mighty Mouse in a Fight to the Finish 7
Rel 11/14/47 STR 1/17/48
8508 The Wolf's Pardon.....
Rel 12/5/47 STR 1/17/48
8509 Mighty Mouse in Swiss Cheese Family Robinson 7
Rel 12/19/47 STR 5/1/48
8510 Talking Magpies in Hitch Hikers 7
Rel 12/12/47 STR 6/5/48
8511 Mighty Mouse in Lazy Little Beavers 7
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9 Life With Junior.....
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10 Battle for Greece.....
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3305 Woody Herman & His Orch. 15
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Technicolor

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Cinecolor

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3714 What Makes Daffy Duck..
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3716 A Hick, A Slick, and a Chick .....
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4702 Bone Sweet Bone..... 7
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4704 Up-Standing Sitter 7
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4707 Dough Ray Me-Ow..... 7
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MERRIE MELODIES

Technicolor

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3713 What's Brewing, Bruin?.. 7
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3715 Daffy Duck Slept Here.... 7
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3717 I Taw a Putty Tat..... 7
Rel 4/3/48 STR 6/19/48
3718 Hop, Look and Listen..... 7
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4701 Nothing But the Tooth... 7
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4703 The Shell-Shocked Egg... 7
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L. T. BUGS BUNNY SPECIAL

Technicolor

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3722 A Feather in His Hare.... 7
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3723 Rabbit Punch 7
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3724 Buccaneer Bunny 7
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3725 Bugs Bunny Rides Again. 7
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3726 Haredevil Hare 7
Rel 7/24/48

M. M. BUGS BUNNY SPECIAL

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4803 Dad Minds the Baby.....10
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4804 What's Hatchin? 10
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4805 Rhythm of a Big City....10
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4806 Living with Lions.....10
Rel 6/5/48



All over America...



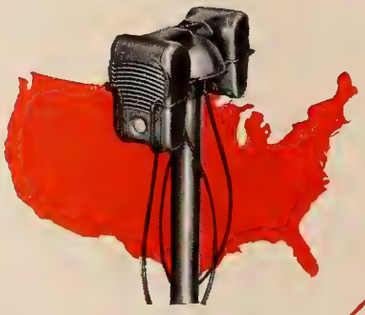
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use Simplex projection

and sound systems

than any other make!







Simplex

T.M. REG. U. S. PAT. OFF.

THE FIRST NAME IN
DRIVE-IN PROJECTION AND SOUND

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SHOWMEN'S TRADE REVIEW

The Service Paper of The Motion Picture Industry

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CHARLES E. "CHICK" LEWIS
Editor and Publisher

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AUGUST 21, 1948
Vol. 49 No. 8

HAVE A

CLARK GABLE
LANA TURNER
Anne Baxter, John Hodiak
in "HOMECOMING"
Ray Collins, Gladys Cooper,
Cameron Mitchell.

★ ★ ★

SPENCER TRACY
KATHARINE HEPBURN
VAN JOHNSON
Angela Lansbury
Adolphe Menjou, Lewis Stone
in FRANK CAPRA's
"STATE OF THE UNION."

★ ★ ★

"SUMMER HOLIDAY"
(*Technicolor*).
MICKEY ROONEY
GLORIA DeHAVEN
Walter Huston, Frank Morgan
Butch Jenkins, Marilyn Maxwell
Agnes Moorehead, Selena Royle.

★ ★ ★

"BIG CITY"
Starring Margaret O'Brien
Robert Preston, Danny Thomas
George Murphy, Karin Booth
Edward Arnold, Butch Jenkins
Betty Garrett, Lotte Lehmann.

★ ★ ★

JUDY GARLAND, GENE KELLY in
"THE PIRATE" (*Technicolor*).
Walter Slezak, Gladys Cooper
Reginald Owen.

★ ★ ★

ESTHER WILLIAMS, PETER LAWFORD
RICARDO MONTALBAN
JIMMY DURANTE, CYD CHARISSE
XAVIER CUGAT in "ON AN ISLAND
WITH YOU" (*Technicolor*).

★ ★ ★

"A DATE WITH JUDY"
(*Technicolor*)
Starring WALLACE BERRY
JANE POWELL, ELIZABETH TAYLOR
CARMEN MIRANDA, XAVIER CUGAT
ROBERT STACK.

★ ★ ★

GREER GARSON
WALTER PIDGEON in
"JULIA MISBEHAVES"
PETER LAWFORD, ELIZABETH TAYLOR
CESAR ROMERO, Lucile Watson
Nigel Bruce, Mary Boland
Reginald Owen.

★ ★ ★

MONTGOMERY CLIFT
ALINE MacMAHON
JARMILA NOVOTNA
in "THE SEARCH"

★ ★ ★

"LUXURY LINER"
(*Technicolor*). Starring
GEORGE BRENT, JANE POWELL
LAURITZ MELCHIOR, FRANCES GIFFORD
MARINA KOCHETZ, XAVIER CUGAT.

★ ☆ ★

RED SKELTON, BRIAN DONLEVY
in "A SOUTHERN YANKEE"
Arlene Dahl, George Coulouris
Lloyd Gough, John Ireland
Minor Watson.

★ ★ ★

"NO MINOR VICES"
DANA ANDREWS, LILLI PALMER
LOUIS JOURDAN

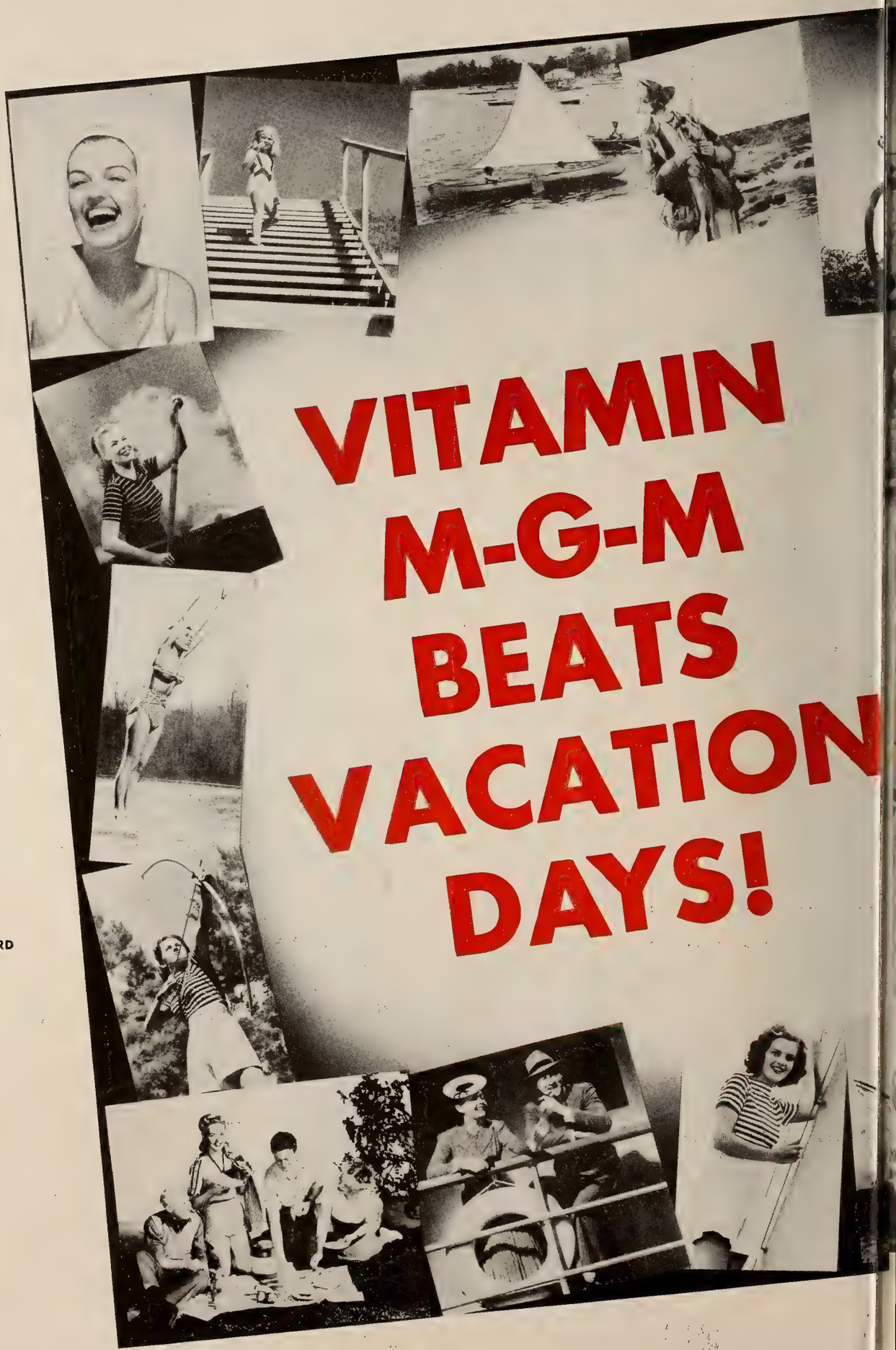
☆ ★ ★

"THE THREE MUSKETEERS"
(*Technicolor*).
LANA TURNER, GENE KELLY
JUNE ALLYSON, VAN HEFLIN
ANGELA LANSBURY
Frank Morgan, Vincent Price
Keenan Wynn, John Sutton
Gig Young.

☆ ★ ★

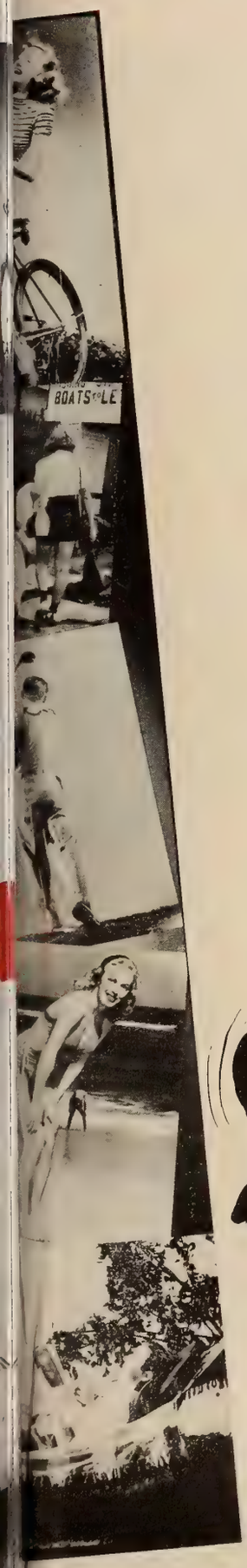
"HILLS OF HOME" (*Technicolor*).
starring EDMUND GWENN
DONALD CRISP, TOM DRAKE
JANET LEIGH and LASSIE.

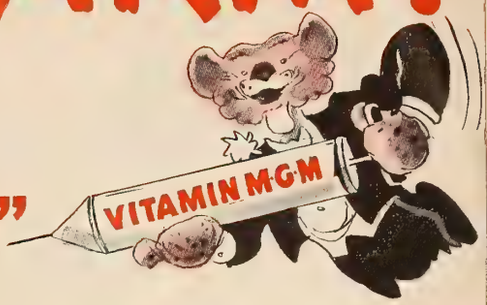
IRVING BERLIN's
"EASTER PARADE"
(*Technicolor*). Starring
JUDY GARLAND, FRED ASTAIRE
PETER LAWFORD, ANN MILLER.



VITAMIN M-G-M BEATS VACATION DAYS!

SHOT-IN-THE-ARM!



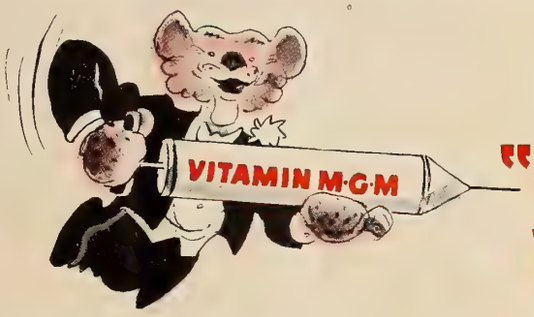


New Music Hall Record!

"A DATE WITH JUDY"

(Technicolor)

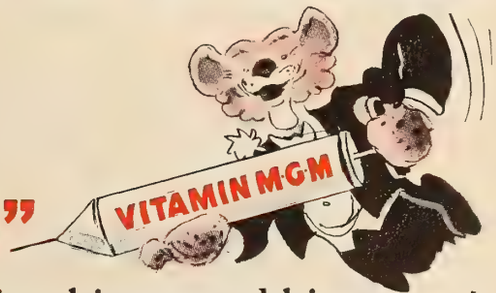
Biggest M-G-M first week in Radio City Music Hall history! Every new "play-date with Judy" terrific!



For Happy Box-Offices!

"ON AN ISLAND WITH YOU"

Just what the fans want in romance and music! Swell biz from Coast to Coast!



IRVING BERLIN's (Technicolor)

"EASTER PARADE"

Hold overs! Extended runs! It's getting bigger and bigger as its fame and its song hits sweep the nation!



Read the Reviews on

"A SOUTHERN YANKEE"

Here's a typical review from M. P. Daily:

"Red Skelton raises the roof. If you thought he was a boon to tired theatre-goers in 'Fuller Brush Man' you'll be as pleased as the preview crowd was, unanimously, to discover that you ain't seen nothin' yet. It's the fastest, funniest comedy of this or any recent year!"

Ain't it the dog-gone truth!

M-G-M GREAT IN '48!



GEORGE RAFT
WILLIAM BENDIX
MARILYN MAXWELL

DORE SCHARY In Charge of Production

Produced by NAT HOLT · Directed by EDWIN L. MARIN · Screen Play by MARTIN RACK


RAFT AT HIS ROUGHEST TANGLES WITH A DAME AT HER DEADLIEST!
RACE STREET
BROADWAY ENGAGEMENT AT BRANDT'S MAYFAIR THEATRE!
RKO RADIO PICTURES



FBI TEAMS UP WITH SCOTLAND YARD TO AVENGE THE MURDER OF A G-MAN!





COLUMBIA PICTURES presents

WALK A CROOKED MILE

starring **Louis HAYWARD · Dennis O'KEEFE**

with **LOUISE ALLBRITTON**

CARL ESMOND

An EDWARD SMALL Production

Screenplay by George Bruce • Directed by GORDON DOUGLAS • Produced by GRANT WHYTOCK

True-to-life...
on-the-spot...
heart-in-mou
realism!

YOUTH MONTH
SALUTING YOUNG AME

EDITORIAL PAGE

Value of Color

It is now generally conceded that the use of color in feature productions definitely increases box-office returns.

Perhaps the best proof of this is the unusually large number of completed pictures and those in the production and planning stages that will be photographed in color.

A glance through dozens of newspapers from all over the country indicates that exhibitors are emphasizing the color photography of these pictures in their advertising to a greater extent than ever in the past.

Further proof of the earning potential of color pictures is the very fact that while practically all studios are trying to bring down production costs, more and more pictures are being set for color, which increases the production and print costs by a considerable percentage over black and white.

With Hollywood going all-out for color, exhibitors can do no less than shout about this valuable asset in all exploitation for pictures in chromatic photography. No one knows how many extra patrons you pick up this way, but the number must be pretty high to judge by comparison figures of color as against black and white.

▲ ▲ ▲

Public Likes and Dislikes

There will always be a wide variety of story material used in making motion pictures. But all too often there develops a cycle predicated on nothing more than the fact that some company happened along with an unusually successful treatment of a particular theme.

Many times that theme is not what the average movie audience likes but it was well done and the results at box-offices were far above average.

Immediately something like this happens and a lot of producers start running a race to see who can come out quickest with pictures of the same kind. This is called a "cycle." Then the public is swamped with a whole flock of stuff pretty much along the same lines, some good, some fair and some downright awful.

Through his cycle business the appeal of any theme can soon satiate the appetites of fans and as the cycle peters out, the box-office does ditto.

Quoting from the letter from a good friend we pass this along: "People want to be entertained. They want to laugh; they want to relax. The movie house is no fit place to hear about the problems everyone lives through."

There may be some pro and con arguments about this boiled-down reaction from just one man. But it does represent the feelings of a good movie fan. A man who likes to go to the theatre to be entertained.

The same gentleman also asks: "How about some shorts—short of moronic? How about some newsreels of news, and not propaganda for or against anything?"

You know—he could be so right.

▲ ▲ ▲

Smart and Thrifty

If Hollywood is buying more original stories than in the recent past it could be, as some commentators say, that economy is the aim. But from where we stand this policy is smart as well as thrifty. Look back over the big pictures of the past and note how many were based on original stories. A few samples: Top picture of STR's Leaders of the Motion Picture Industry, 1947, was "The Jolson Story" (an original); "Bells of St. Mary's," an original, was top in 1946; so too were "Thirty Seconds Over Tokyo" and "Going My Way," Leaders' toppers in 1945 and 1944—and those were the years when Hollywood was bidding to the skies for books and plays.

▲ ▲ ▲

Will Rogers Hospital

The sales managers' committee has been doing a great job in helping to keep open the doors of this great institution at Saranac Lake and, thus, make available to industry people the benefits of proper tubercular treatment.

It has been suggested that the Variety Clubs International take over this entire project in cooperation with the industry and to make it the first responsibility of the International body.

So much interest has been created that the subject has been given a special place on the agenda of the forthcoming Mid-Year Conference of the Clubs to be held in Washington, D. C., in September.

At that meeting the sales managers group will pledge the support of their respective companies if the Clubs will take over the Sanitarium and see that it is operated for the benefit of our industry.

It is a project well worthy of the Variety Clubs because the Clubs are so much a part of the Motion Picture Industry. The Heart of Showbusiness is large enough to encompass so worthy an idea and we sincerely hope the representatives of the Tents will seriously consider the merits of this proposal.

—CHICK LEWIS

WHAT'S NEWS
In the Film Industry This Week

Exhibition

Fifty, even 40, per cent deals will become increasingly difficult for distributors if the resistance point crystallizes nationally as Louisiana independents this week declare it has in that area. The slogan "you can't live with such product deals," appears to be gaining headway as a business axiom of these exhibitors in negotiations for films, and they aver there is a growing disposition to regard the "super" as all that may be claimed for it from the standpoint of producer-distributor thinking, but that doesn't mean the theatreman can get anywhere showing such attractions under present operating costs. There are, admittedly, many strong pictures coming up for release, and if the box-office reaction to these is an upswing in attendance the complexion of things may change. But as of the present mood, as exhibitors come out of the summer season experience with gross vs. costs of operation, it will take a lot of persuasive salesmanship by distributors to get the kind of prices some of these super efforts (many of them turned out during the pre-economy era at the studios) would seem to justify in accordance with conditions during and immediately following World War II.

The upshot of the exhibitors', ITO, suit against ASCAP appears to have given ideas to others paying for music performance rights. From Des Moines comes word that the Midwestern Ballroom Operators Association members are watching closely the Judge Leibell decision regarding ASCAP fee collections. The ballroom men, it seems, maintain their situation is similar to the movies, as musicians pay ASCAP's fee for arrangements and the operators also are paying a license fee for performance rights.

After years of location in the Philadelphia area, Allied National Caravan's center of gravity — geographically speaking — moves westward, to Indianapolis, according to word this week from the Hoosier city. For the report is that the National Caravan headquarters will be in that midwest citadel of Allied Theatre Owners of Indiana. The move, according to report, will take place before the end of the year.

Production

If some of the reports of negotiations between producers and ASCAP covering music recording fees, with performance rights tied in, can be accepted as straws in the wind, it's going to cost a film maker plenty to cover the music factor. Exhibitors watching the developments closely are wondering what the tab will be under such arrangements, and, more importantly, who's going to pick it up.

Irrespective of the rights to perform, it also appears that the studios are going to pay more for the actual playing of the tunes they use on sound tracks, because Jimmy Petrillo and his AFM are huddling with studio representatives right now, and things will have changed a lot if Petrillo doesn't ask for, and get, more—either more pay per man, more men on the payroll, or more in some other form.

Britain's Kinematograph Employes Association Secretary Tom O'Brien who came over here to address the IATSE convention in Cleveland as a featured speaker and also as an ambassador on the mission of improving relations between British and the U. S. film industries, tackles the task of soothing the ruffled feelings of Hollywood producers by urging cooperation in "identical problems with different names" through advocacy of an international council whose members will be drawn from all industry levels. At least that is the suggestion developed in an engaging address which received a hearing as good humored as was his own manner and delivery in Cleveland Wednesday.

Garbo's back and Walter Wanger gets her for the first picture the glamorous Swede will have made in some seven years. The Garbo-Wanger pact, signed in Hollywood this week, calls for a picture to be made in Europe with Eugene Frenke associated in the enterprise.

There has been a decline in story buys by the Hollywood studios during the past year, according to the Screen Writers Guild. Figures released this week by the SWG show that the drop is between 20 and 25 per cent. Interesting added intelligence of the report is that more than half of the properties bought during the period were originals—this being a definite increase over previous recent years of high-priced buys of novels and plays.

Distribution

Legal departments of the distribution companies are still busy little bees—what with the monopoly suits popping hither and yon and battling still going on over the major elements involved in the Jackson Park case, to say nothing of what impends in the retrial of the government's New York anti-trust suit before the three-judge Statutory Court. Latest on the Jackson Park case is the filing by Attorney Myles Seely of answers denying the theatre's demand for an additional $100,000 damages covering the period October 1946-October 1947.

There are some indications that the distributors may step up the number of releases next season over the current September to August output. However, it is too early for recognition of any appreciable trend in this direction.

Company publicity departments continue to crow over breaks for stars and pictures. This week the 20th-Fox boys have just occasion for their elation. That cover and 3-page *Time* magazine flash on Betty Grable is the reason.

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WB Ask Dismissal

Pointing out that there has not yet been a final judgment in the Paramount case, Warner Brothers this week moved for dismissal of the Kogod-Burka suit to force it out of the jointly-owned MacArthur Theatre in Washington, D. C. The suit was based on the Supreme Court opinion that joint ownership, where an independent would otherwise own the theatre, is illegal. The final determination is yet to be made by the New York court, Warners' Stanley Company said in its reply brief this week.

Wise on Griffith Case; Wright on N. Y. Suit

George Wise, attorney with the anti-trust division of the Department of Justice since 1938, has been named to handle further proceedings in the government's anti-trust suit against the various Griffith chains in Texas and Oklahoma. Appointment of Wise to this task will make it possible for Attorney Robert L. Wright, specialist on the film industry for the division, to concentrate on his preparation for the fall hearing in New York on the Paramount case.

Appointment of Federal District Judge Alfred C. Coxe as the third member of the statutory court, filling the vacancy due to the death of Judge John Bright, was taken as indication that the anti-trust suit of the government against the majors would follow the scheduled date in October for resumption of the case which was referred back to that jurisdiction under the Supreme Court opinion.

MPAA, 7 Majors to Ask Dismissal of SWG Case

Seven motion picture companies and the Motion Picture Association of America have served notice on the U. S. District Court, Southern District of New York, of their intention to ask the Court on Sept. 14 for an order dismissing the Screen Writers Guild case which was filed several months ago seeking to enjoin the companies from adhering to their announced policy not to hire known Communists.

The motion was filed by Rosenman, Goldmark, Colin and Kaye for the Motion Picture Association of America, Paramount, Loew's, RKO, Warner Bros., Twentieth Century-Fox and Universal, and by Schwartz and Frohlich for Columbia.

Paris Theatre Opening Set for September 13

The Paris, the first Pathe Cinema theatre in the United States and the first new film theatre to be built in New York City since the war, will have its opening Monday evening, Sept. 13, with "Symphonie Pastorale," an adaptation of an Andre Gide story, starring Michele Morgan and Pierre Blanchar. Theatre seating 571 persons, occupies three stories of a modern air-conditioned office building and is the first theatre constructed here under the new code which permits a building structure above an auditorium of more than 299 seats.

Agree on Clearance Suit

Seven of the eight major distributors named as defendants in the two-year old anti-trust suit brought by the Harford Theatre Company in Baltimore have agreed to settle, it was learned last week. Only hold-out is United Artists.

Johnston and Mulvey Fly To London on U. K. Quota

Following Tuesday's all-day session of the Motion Picture Export Association executives and company foreign managers at the offices of 20th Century-Fox President Spyros P. Skouras, it was announced that Eric Johnston, MPEA president, and James A. Mulvey, president of the Society of Independent Motion Picture Producers, accompanied by Johnston's aide, Joyce O'Hara, would fly to London on Friday this week to discuss the British 45 per cent quota. Whether the conferences will be with government officials or with leaders of the British film industry was not stated.

No announcement of the nature of the discussions on the British quota were given out. Johnston and O'Hara are expected to remain abroad for visits to several of the western European countries, but Mulvey, it was indicated, will return to the United States. The two men will talk with representatives of the American industry in London and are expected to reach some conclusion on how American films can best be handled in the United Kingdom under the 45 per cent quota. Upon their return they will submit their recommendation to leading industry heads here who will then come to some decision upon policy. Johnston and Mulvey negotiated the Anglo-American film agreement last March.

Approved

The board discussed the proposed film agreement between France and the American government. Indications, it was disclosed, are that the agreement was approved with certain unstated modifications. These modifications have been sent to the State Department for transmittal to the French government.

Film executives who attended the MPEA meeting were: Nicholas M. Schenck, Barney Balaban, Joseph McConnville, Arthur W. Kelly, Joseph Vogel, Arthur Loew, James A. Mulvey, Spyros P. Skouras, Jack Cohn, Maj. Albert Warner, John J. O'Connor, Wolfe Cohen, Theodore Black, George Weltner, Murray Silverstone and G. E. Youngman. President Eric Johnston presided.

Skouras St. Louis Deal Seen Near Closing Stage

The deal by which Charles P. Skouras, president of National Theatres and Fox West Coast, and George P. Skouras, president of the Skouras Theatres Corporation, New York City, would come into complete ownership of the Missouri Theatre Building Corporation, the Ambassador Building Corporation, the Ambassador Investment Company common stock and through the last named 52 per cent of the stock of the St. Louis Amusement Company—all in St. Louis—is expected to be cleared up around Sept. 10. The St. Louis Amusement Company owns eight and leases 20 film theatres in St. Louis.

Related problems to be cleared up are the Fanchon and Marco leases on the Ambassador, Missouri and Grand Central theatres and their management contract with the St. Louis Amusement Company. These leases and management contracts have been extended from time to time since their original expiration dates, the latest set date being Sept. 7.

It is understood that Harry C. Arthur, Jr., agreed separately to sell his options and holdings in the Missouri Theatre Building Corporation and the Ambassador Building Corporation to the Skourases at their cost to him.

Says Caravan Will Move

Allied's national Caravan will move its headquarters to Indianapolis, according to Bill Carroll, executive secretary of Allied Theatre Owners of Indiana. The change from the Philadelphia territory to the center of activities of ATOI will take place before the end of the year, according to the report in Indianapolis this week.

Two Baltimore Circuits Sued on Fraud Charges

Six major motion picture companies have filed suit against two Baltimore theatre circuit operators in Federal Court there for damages, both real and tentative, arising from alleged fraudulent representations of the number of persons attending four Baltimore theatres.

The six suits are against Morton H. Rosen and Morris R. Oletsky and their theatres, the Windsor Theatre Company, the Monroe Theatre Corporation, the Victory Theatre Corp. and the Fremont Amusement Corp. Plaintiffs are RKO Radio, 20th Century-Fox, Columbia, Warner Bros., Universal-International and United Artists.

Each suit claims that between July 1, 1939 and August 13 last, the producers licensed the defendants to show their films, charging them rates based on the defendants' statements of gross admission receipts. Each suit also alleges that "many of such statements of gross admission receipts made . . . were fraudulently and intentionally false and incorrect."

The plaintiffs admit that they do not know what the correct attendance figures were, but ask the court to determine damages and to impose punitive damages.

The film companies are represented by R. Dorsey Watkins of Baltimore and by Sargoy and Stein of New York City.

'Outlaw' Suit Alleges 'Red River' Lifts Scene

Suit has been filed in Dallas, Texas, by Howard Hughes against United Artists and Interstate Theatre Company, alleging that the climactic scene in Hughes' production of "The Outlaw" is used in Howard Hawks' production of "Red River," released through United Artists, and asking for an injunction against use of the scene.

Hearing on the suit is set for Aug. 20, and the law firm of O'Brien, Driscoll, Raftery and Lawler, counsel for United Artists, has sent one of its attorneys to Dallas to appear at the hearing.

Scene objected to is said to be the "shooting" scene at the end of "The Outlaw." "Red River" is booked for showing at Interstate's Majestic in Dallas on Aug. 26.

Releasing Talks Continue

Discussions continue, it is reported, between Howard Hughes and President Grad Sears of United Artists concerning the releasing contract under which Hughes was to deliver three features for UA distribution. Since his assumption of control of RKO, Hughes is said to be anxious to have that company take over distribution of "The Outlaw," "Vendetta" and "Mad Wednesday." The first has as many or more potential dates ahead of it as those already played under UA distribution, and the other two are completed, ready for release.

La. Indies Say: 'No More 70% Deals'

Selznick Target of Attack On Rentals for Specials

Stiffening exhibitor resistance to alleged inequitable percentage demands crystallized in New Orleans this week with Selznick Releasing's "Duel in the Sun" one of the chief targets of criticism voiced by Allied Theatre Owners of the Gulf States and by individual independents in that area.

The Allied unit leveled its attack at allegedly "unequal terms," struck at high rentals and the effect of advanced admissions policies at the box-office, in statements predicting that there will be strong resistance to such terms in the future.

Under a heading "Fair Trade Practices in the New Orleans Territory," the Allied unit had this to say:

"Why is it necessary (to say nothing of the unfairness) to have such variation in the sales policy of this company's product, particular reference made to the latest experience with the release of 'Duel in the Sun.' Sales policy on this subject has been reported as follows:

"1. 50%—A Time; 2. 40%—A Time; 3. 50 and 40%—B Time; 4. Flat Rental. . . .

"Latest reports on the sales policy set up by this company on 'Mr. Blandings Builds His Dream House'—40% A Time, and 'The Paradine Case' 50% A Time. . . ."

Boom Then Bust

Exhibitor Abe Berenson, who operates the Tower and Hollywood in Gretna, across the Mississippi from New Orleans, declares that the reason some pictures can get the rentals demanded is because too many exhibitors do not actually know what it costs them to operate or how to estimate the business an individual picture actually draws. Berenson played "Duel" on first run and says he did business on the picture but contends there was a recession following the engagement and says he feels this should be charged against the picture. Under this reasoning he claims the gross credited to the picture scales downward considerably. Further he claims that many exhibitors, provided they had an efficient cost control system, would know they cannot afford to pay high percentage demands for these "specials."

Exhibitor Milton Guedry, operator of a small chain in the Louisiana area, who played "Duel" first run intimates that he won't pay those kind of terms again, adding: "I think a lot of people around here feel as I do and will not pay those terms on future pictures."

Criticism leveled at "Duel" on the ground that there was adverse reaction to its content was countered by an exhibitor who said that one protest he received had come from a person who had not been in his theatre during the past six months.

Those claiming that distributors would find growing resistance to high percentage demands said that exhibitors in the Louisiana territory were critical of Goldwyn's alleged claims for 70% for "Best Years of Our Lives." Exhibitor Nick Lamatia, who operates in Bogalusa, La., was reported as having refused to play 'Lives" "because he won't give anybody 70 percent."

To Televise 'Hopalongs'

Hopalong Cassidy has joined the trek to television. Station KTLA in Hollywood, Paramount's television outlet, has reportedly bought 35 Hoppie features from Atlas Television Productions, Los Angeles.

The Eyes of Texas Are U



RECORD TURNOUT GREETED DALLAS, SAN ANTONIO, HOUSTON, OKLAHOMA CITY PREMIERES! Here's the San Antonio broadcast showing Governor Chester and stars.
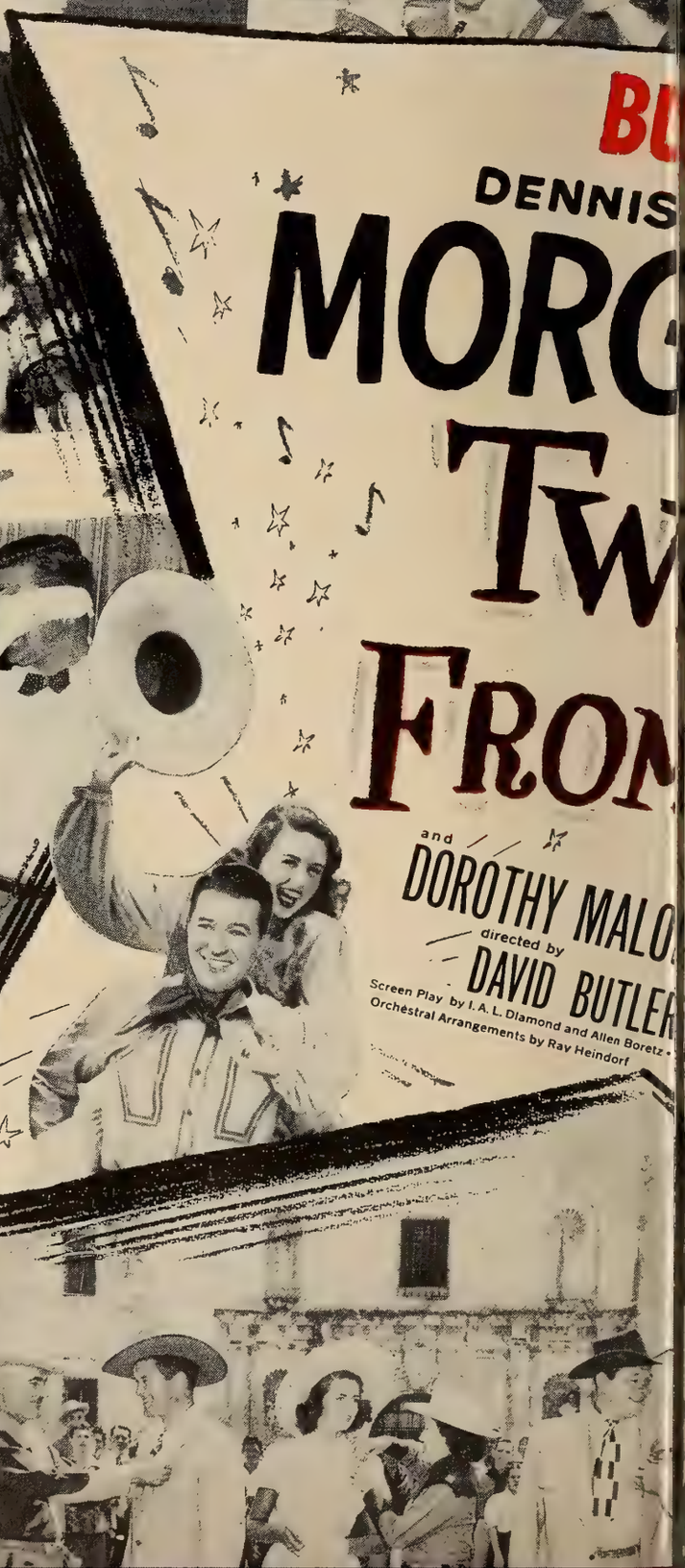


"BRANDING" CEREMONIES make "permanent Dallas citizens" of stars, with Major James Temple officiating, Interstate Circuit's Bob O'Donnell assisting.



THEY BECOME INDIAN CHIEFS in tribal festivities, with wide Oklahoma City broadcast.





pon You... AND THE U.S. TOO!!!

"ADMIRALS" IN THE TEXAS NAVY.

WARNERS' WIDE-OPEN TEXAS PREMIERES T EVERY RECORD WIDE!

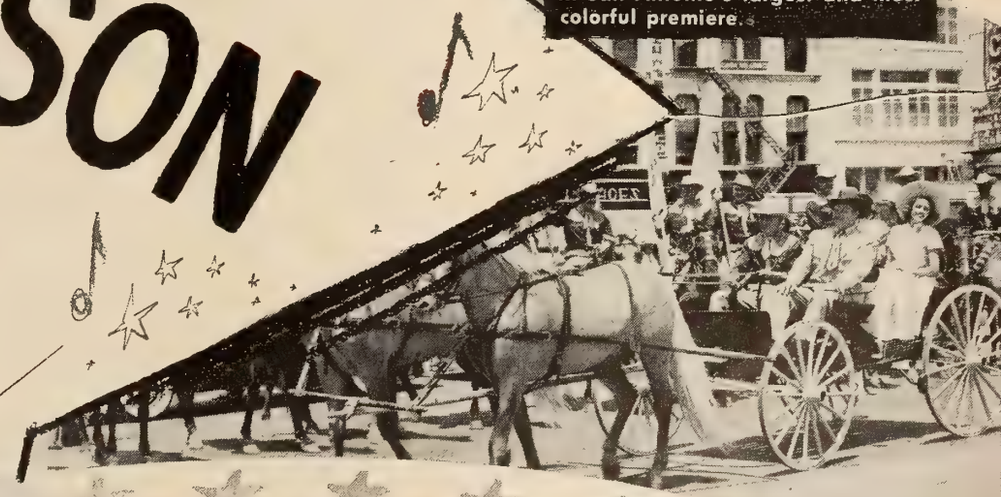


TEXAS-STYLE RADIO GIVEAWAY. 15,060 acres o potential oil land given to Dallas-bor Dorothy Malone for her rise to fame in "Tw Guys from Texas."

AN JACK CARSON

O GUYS TEXAS

STARS PASS IN 2-MILE-LONG REVIEW in San Antonio's largest and most colorful premiere.



PENNY EDWARDS

roduced by

LEX GOTTLIEB

by a Play by Robert Sloane and Louis Pelletier

ule Styne Lyrics by Sammy Cahn



ALA SOONER PREMIERE OF WARNER BROS. TE

"TWO GUYS FROM TEXAS

AND DENNIS MORGAN - JACK CARSON - DOROTHY

IN COLOR BY TECHNICOLOR



THE ALAMO. Presentation of eriff badges prior to San An-

More Social Security, Pensions Urged by Walsh

Increased social security, lowering of the retirement age from 65 to 60 years and pensions highlighted the address of President Richard F. Walsh of the International Association of Theatrical Stage Employes at its 39th biennial convention at the Public Hall in Cleveland. The session opened Tuesday with John Fitzgerald as temporary, and Harland Holmden as permanent, chairman. The 35-page President's report stressed the friendly attitude of the industry press on IATSE affairs, reported the formation of 29 new locals since the last convention, new total being 940, emphasized the need to combat anti-labor legislation, and stated that television was labor's chief problem at the present time.

President William Green of the American Federation of Labor attacked the record of the 80th Congress, alleging it failed to meet human needs, and called the Taft-Hartley labor bill "vicious." He asserted that labor would never rest until the act was repealed, and asked members to work for its repeal by defeating at the November elections members of Congress who had voted for it. H advocated a minimum wage of from 75 cents to $1 instead of the present 40-cent minimum.

Ernest Schwartz, president of the Cleveland Motion Picture Exhibitors Association, stressed the harmonious relations between theatre management and labor in Cleveland.

Walsh announced the following committee chairmen: Harland Holmden, resolutions; William P. Covert, the President's report; Floyd Billingsley, the special committee; Michael Kennedy, audit finance; James J. Brenner, finance.

Selznick Statement on Agnew's Resignation

Following on the announcement of Neil Agnew's resignation as president of the Selznick Releasing Organization, David O. Selznick released a statement to the effect that it had long been understood that Agnew would resign upon completing the organization of SRO to move to France and retire from the industry here. Selznick's statement adds:

"We all have the highest respect and the gratest affection for Mr. Agnew and hope for the industry's sake that his retirement from it will not be for too long.

"There are no immediate plans for the replacement of Mr. Agnew as the president of the Company, and the office will remain open. Mr. Agnew has so set up the SRO organization that his leaving . . . will in no way effect its operation or efficiency, and it will continue to function under the same sales executives as heretofore.

"Milton Kramer, chairman of the board, has been gradually assuming many of the executive functions of Mr. Agnew."

SAG Votes Closed Shop

Balloting on the closed shop by the Screen Actors Guild in Hollywood in the mail referendum conducted by National Labor Relations board resulted in 3,828 votes in favor of the continuation of a union shop to 29 votes against. Contract arrangements in effect since 1937 will therefore be continued, making it obligatory upon any person who obtains a film acting job to join SAG within 30 days after his first day of work. The Taft-Hartley law required submission of the referendum.

B'klyn Strand Sold

Warner Bros. and S. H. Fabian this week announced the sale of the Brooklyn Strand Theatre by Warners to Fabian Theatres, which also operates the Fox in Brooklyn. Fabian will commence operation of the Strand on Sept. 1. The 2900-seat Brooklyn Strand was built by Moe Mark, and was the first de-luxe theatre in the downtown area of that borough.

U-I Plans 24 Features For 1948-49 Production

Twenty-four features, six of them in Technicolor, were announced for production last week by Universal-International during the 1948-49 season. Leo Spitz and William Goetz. U-I's production heads, met at the Universal City studios with home office executives and outlined the program in detail.

The Technicolor productions are "Bloomer Girl," "Adventures of Sam Bass," "Bagdad," "Tomahawk," "Sierra," and "Streets of Cairo." Included in the black-and-white subjects will be "Harvey," (from the stage play of that name), "Night Watch," "Amboy Dukes," "Come Be My Love," "Paradise Lost—1948," "Air Crash," "Life of Riley," "The Gay Goddess," "Illegal Entry," "The Fatal Step," "It Gives Me Great Pleasure," "Ma and Pa Kettle," "Arctic Manhunt," "The Western Story," "Shoplifter," "Salem Frigate," and "Homicide Squad."

Great Heart Award Given to Chas. Skouras

The Great Heart Award of the Variety Club of Southern California was presented on Tuesday night of this week to Charles P. Skouras, president of National Theatres, by Robert O'Donnell, chief barker of Variety Clubs International, before 900 industry, civic and business leaders at a banquet in the Cocoanut Grove of the Ambassador Hotel, Los Angeles.



Charles Skouras

Skouras, O'Donnell declared, exemplifies the great American system, adding that his rise from a young immigrant Greek to one of our highly successful business leaders and outstanding citizen was in the American tradition.

Salesmen-Exhibs. Sued

Two Washington film salesmen, who also own theatres, this week asked dismissal of a $150,000 treble damage suit filed against them in June by the Center Theatre, Centreville, Md. Charge was that they used their influence with the companies to get films sooner than the Center. Attorneys for the salesmen said nothing charged in the Center complaint violates the anti-trust laws.

Eagle Lion to Release 14

Eagle Lion announced this week that it will release 14 films including 6 re-issues, between now and the first of November, including the Technicolor "The Olympic Games of 1948."

Variety Clubs Discuss Rogers Memorial Plan

High on the agenda of the annual mid-year conference of Variety Clubs International in Washington, D. C., on Sept. 16-19 will be the recommendation that the organization take over the operation of the Will Rogers Memorial Hospital at Saranac Lake, N. Y. If the recommendation should be approved the name of the hospital would be changed to Variety Club Sanitarium, and Variety Clubs International would underwrite a percentage of its operating costs along with the support of the motion picture companies, the circuits and the individual Tents of the nation.

Harris Proposal on Agenda

The recommendation of John H. Harris for the erection of a statue to Father Flanagan in Boystown, Neb., will also come up for discussion.

On Thursday night, Sept. 16 a dinner party will be tendered to International Chief Barker Robert J. O'Donnell and Mrs. O'Donnell with all officers, delegates and special guests invited. All of official Washington and the diplomatic corps will be invited to attend the Humanitarian Award Dinner Saturday night at the Hotel Statler when the 1947 award will be presented to Secretary of State Marshall.

The Washington committee for the conference is headed by Carter Barron and Nate Golden.

Cleveland Trade Backs Aid for Rogers Hospital

Cleveland industryites, 200 strong, representing all branch offices and theatre groups, backed the Will Rogers Memorial Hospital drive enthusiastically at Monday's luncheon meeting t the headquarters of the Cleveland Motion Picture Exhibitors Association. They pledged their support to raise the $75,000 quota through the sale of charity tickets, with prizes valued at $20,000 to be awarded at a gala performance on Dec. 22.

General Chairman I. J. Schmertz and Co-Chairman Nat Wolfe and Associated Circuit Head Meyer Fine urged active cooperation by Cleveland theatremen. All Cleveland theatres, including first-runs, agreed to run trailers on the drive and to sell charity tickets in their lobbies.

In deference to the Will Rogers Memorial luncheon in New York City on Aug. 24, Allied of New Jersey has cancelled its annual summer outing, originally set for the same date.

New Orleans Expects 1,000 at Allied Meet

Over 1,000 members of the motion picture industry are expected to attend the national Allied convention in New Orleans Nov. 29-30, Maurice J. Artigues, secretary-manager of the hosting Allied Theatre Owners of the Gulf States estimated this week.

Artigues declared that in one week reservations for over 200 rooms-had been received and that room allocations already had to be moved to other hotels than the convention headquarters at The Roosevelt.

A program of entertainment as well as the business agenda was being worked out this week in New York when National Allied President William Ainsworth met in New York Monday (16) with Abe Berenson of the convention committee.

It's a Great "Life"!

EXHIBITORS IN ST. LOUIS, CHICAGO, BUFFALO, NEW ORLEANS, HOUSTON, AKRON, DAYTON, OAKLAND, BOSTON, PROVIDENCE ARE HAVING THE TIME OF THEIR LIVES ROLLING UP THE MOST IMPORTANT GROSSES IN YEARS

WITH

"The Time of Your Life"

JAMES CAGNEY • WILLIAM BENDIX • WAYNE MORRIS • JEANNE CAGNEY
in "THE TIME OF YOUR LIFE" • From William Saroyan's Multiple-Prize Play
with Broderick Crawford • Ward Bond • James Barton • Paul Draper • Gale Page • James Lydon • Richard Erdman
Produced by WILLIAM CAGNEY • Directed by H. C. POTTER • Adapted for the Screen by Nathaniel Curtis

This is the "Life" from UA!

The Box-Office Slant

Current and Forthcoming Feature Product Reviewed from the Theatreman's Standpoint

Urubu

United Artists Adventure Drama 66 mins.

AUDIENCE SLANT: (Family) An exciting adventure drama filmed in a part of Brazil never before penetrated by any white man. Combined with a mythical tale of the search for a lost explorer, it has all the elements of an entertaining and educational picture.

BOX-OFFICE SLANT: With the proper exploitation, this adventure film should pay off in most situations, so get behind it and sell it for all it's worth.

Credits: An Adventure Film made by World Adventure Pictures. Produced, directed and photographed by George Breakston and Yorke Coplen. Commentary written by Patrick Whyte. Narrated by Yorke Coplen. Musical Score composed and conducted by Albert Glasser. Associate producer and film editor, Holbrook N. Todd.

Plot: The mythical tale of a lost explorer has been skillfully combined with actual footage filmed in the Matto Grosso jungle of Brazil by George Breakston and Yorke Coplen. Entire cast is native.

Comment: Filmed in Urubu Indian Territory never before penetrated by a white man, "Urubu" is a suspenseful, exciting, adventure drama that will be an excellent exploitation special for most situations. There are many scenes of jungle wildlife; snakes, giant boa constrictors and anacondas, and other strange animals. One of the thrilling highlights is a fight between Coplen and a giant crocodile. Seven months were required for the safari, much of it through treacherous land, and the danger of death was ever present. With proper exploitation, "Urubu" should attract considerable attention and found to be of great interest to all those who like adventure films. Previous records prove that such pictures invariably pay off when well exploited so get behind this one for all it's worth.

Isn't It Romantic

Paramount Musical Comedy 87 mins.

AUDIENCE SLANT: (Family) This musical suffers from a hackneyed plot, poor casting and mediocre tunes. Should get by with not-too-discriminating audiences, but they won't be likely to go out of their way to praise it to others.

BOX-OFFICE SLANT: May do satisfactory opening business because of Veronica Lake name and fact that it's a musical, but may fall off subsequently because of unfavorable word-of-mouth comment. Will probably serve, for the most part, as supporting fare for a stronger feature.

Cast: Veronica Lake, Mona Freeman, Billy DeWolfe, Mary Hatcher, Roland Culver, Patric Knowles, Richard Webb, Pearl Bailey. Credits: Producer, Daniel Dare. Director, Norman Z. McLeod. Screenplay, Theodore Strauss, Josef Mischel, Richard L. Breen. Based on story by Jeanette Covert Nolan. Photography, Lionel Lindon.

Plot: An old man living in Indiana in the early 1900s is a professional Southerner still fighting the Civil War, and his bombastic nature is taken advantage of by an unscrupulous promoter. The old man is about to lose face when one of his three daughters saves him by getting the money back from the escaping promoter, and enabling the old man to pay back all his friends in the town.

Comment: Although "Isn't It Romantic" should do satisfactory opening business because of the Veronica Lake name and the fact that it's a musical, business may fall subsequently because of unfavorable word-of-mouth comment. The picture is full of cliches, despite the work of three scenarists and the writer of the original story, and the performers, including Miss Lake, Roland Culver and Mary Hatcher, seem apparently miscast. Even Billy DeWolfe, who has one funny sequence and a few other laughs scattered about, is unable to overcome the inadequate material. One number that registers is Pearl Bailey's rendition of "I Shoulda Quit When I Was Ahead," and she also sings another.

National Reviewing Committees Audience Classifications

RACHEL AND THE STRANGER (RKO)
FAMILY—National Board of Review.
CLASS A—SEC. 2—National Legion of Decency.

RED RIVER (UA)
FAMILY—National Board of Review.
CLASS A—National Legion of Decency.
(Objection: Suggestive sequences; inadequate moral compensation.)

THE SAXON CHARM (U-I)
MATURE—National Board of Review.
CLASS B—National Legion of Decency.
(Objection: Reflects acceptability of divorce.)

Miracle in Harlem

Screen Guild Drama 70 mins.

AUDIENCE SLANT: (Adult) A drama with Negro players that tries to step into the big-time class and succeeds rather well.

BOX-OFFICE SLANT: For the Negro theatres it is tops and might prove an interesting experiment for any type house.

Cast: Sheila Guyse, Stepin Fetchit, Hilda Offley, Creighton Thompson, Kenneth Freeman, William Greaves, Sybil Lewis, Lawrence Criner, Jack Carter, Milton Williams, Monte Hawley. Specialties by Savannah Churchill, Juanita Hall Choir, Lavada Carter, Norman Shepherd, Lynn Proctor Trio. Credits: Original story and screenplay, Vincent Valentini. Direction, Jack Kemp. Production, Jack Goldberg.

Plot: Sheila Guyse becomes implicated in two murders, although completely innocent, because of Lawrence Criner's desperate efforts to take over her candy business. She is exonerated when her aunt, Hilda Offley, produces evidence, in the form of a fountain pen she managed to grab from the killer-intruder during his getaway.

Comment: With its Harlem background and authentic Negro viewpoint, "Miracle in Harlem" could prove quite a novelty for audiences who have never seen this sort of thing. Of course, for theatres regularly playing Negro pictures it is a standout. The interesting thing about the film is that it does not lean on the "Green Pastures" kind of story, nor yet the tale that is told from the white standpoint. This is a modern drama of serious proportions far removed from the average person's idea of a Negro picture. The acting proves of uneven quality, but the over-all effect is competent. As a novelty the picture is hereby recommended for experiment.

Noose

(Reviewed in London)

Pathe Drama 94 mins.

AUDIENCE SLANT: (Adult) Using the suspense and comedy formula, this thriller of the London underworld has the slickness of a Hollywood picture and should thoroughly entertain most moviegoers.

BOX-OFFICE SLANT: A sell-out for Britain, this has quality, plus American names, to fit it for most situations elsewhere. This is probably one of the last pictures in which the late Carole Landis appeared and this factor may draw added attention.

Cast: Joseph Calleia, Carole Landis, Derek Farr, Stanley Holloway, Nigel Patrick, Hay Petrie and others. Credits: Screenplay, Richard Llewellyn. Associate producer, Eric L'Epine Smith. Produced by Edward Dryhurst. Directed by Edmond T. Greville. An Associated British-Edward Dryhurst Production.

Plot: After a killing, Carole Landis, a reporter, sets about exposing Joseph Calleia, leader of the London underworld. She is warned against meddling, but persists and is nearly murdered herself. With her boy friend's aid she rounds up the gang.

Comment: Despite a simple, straightforward plot, this is a cracking crime thriller which combines laughter with suspense and, thanks to expert direction and adroit cutting, moves at an excellent pace. Tough, hard hitting and actionful it presents a very reasonable picture of the London underworld and its denizens and should thoroughly satisfy most audiences. Joseph Calleia gives a corking performance as the ruthless self-styled "British foreigner" who has a finger in all Soho's vice and crime—and even contemplates film production. The late Carole Landis adds charm and humor to the proceedings. The hit of the show is Nigel Patrick as the breezy, fast-talking dish washer who has become the racketeer's right hand. It is a brilliant characterization of what is known as a "wide boy" in London, but through lack of familiarity and slanging dialogue may be slightly lost in the U. S. For the home market, "Noose" is another sell-out and has enough meat and production values for it to stand alone in most situations elsewhere. This is probably one of the last pictures in which Miss Landis appeared, and this factor may draw added attention.

The Loves of Carmen

(Technicolor)

Columbia Drama 97 mins.

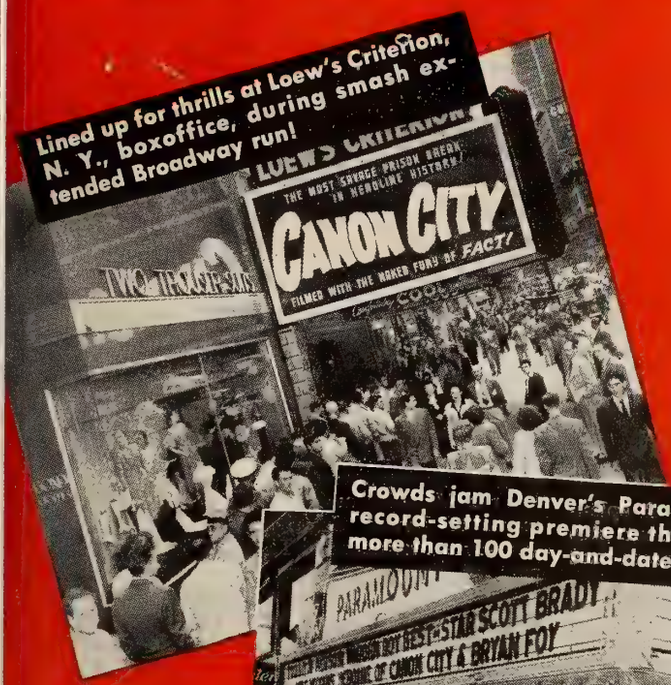
AUDIENCE SLANT: (Adult) Rita Hayworth's performance in the title role will not only satisfy her host of fans, but win her many more. This is a picture that most women will enjoy and few men will be able to resist seeing it.

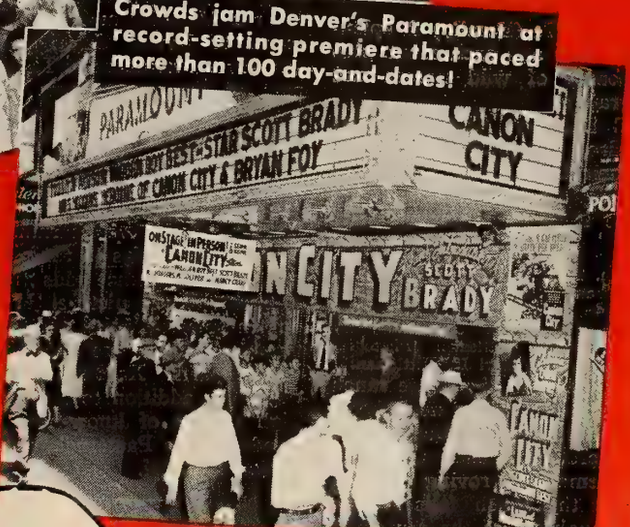
BOX-OFFICE SLANT: Looks like a potential box-office record smasher; after the Rita Hayworth and Glenn Ford names bring them in, word-of-mouth will spread.

Cast: Rita Hayworth, Glenn Ford, Ron Randell, Victor Jory, Luther Adler, Arnold Moss, Joseph Buloff, Margaret Wycherly, Bernard Nedell, John Baragrey, Philip Van Zandt. Credits: Produced and directed by Charles Vidor. Screenplay by Helen

(*Continued on Page* 16)

WITH THEATRE MEN WHO KNOW BEST—
IT'S "CANON CITY"—
EAST AND WEST!





CANON CITY

"Better than 'Brut Force,' 'Naked City and 'The Killers'!" —N. Y. Enquire

"A haymake among hard-hittin mellers!" —Walter Winche

"3 Bells! Shoots an punches its way to posi tion among the best ac tion films of the year!" —Jimmie Fidle

"One of most stirring picture ever made!" —Alton Cook, N. Y. World-Telegra

"More exciting than a headlin . . . has 'Brute Force' wallop!" —Erskine Johnson, National Columnis

"Eagle Lion has a winner!" —Variet

" 'Canon City' brilliant!" —Hollywood Reporte

"Plenty of opportunities to cash in!" —The Exhibito

In opening after opening, "Canon City" is one of the top grossers of the year!

Another hit for the BILL HEINEMAN DRIVE!

An EAGLE LION FILMS Picture

Introducing SCOTT BRADY with Jeff Corey · Whit Bissell · Stanley Clements · Charles Russell · DeForest Kelley · Ralph Byrd · Mabel Paige and Warden Roy Best, himself · A Bryan Foy Production · Produced by Robert T. Kane · Written and Directed by Crane Wilbur

(*Continued from Page* 14)

Deutsch. Based upon the story of "Carmen" by Prosper Merimee. Photography, William Snyder. Technicolor color director, Natalie Kalmus. Associate, Francis Cugat. Director of swordplay, Ralph Faulkner. Produced by The Beckworth Corporation.

Plot: This is a dramatic adaptation of the famed Prosper Merimee story of the beautiful gypsy girl who lures a handsome corporal into becoming an outlaw, then is killed when he discovers she has been unfaithful.

Comment: If ever there was a picture that looked like a potential box-office record smasher, this is it. Outstanding factor of the film is that it has universal appeal. The fascinating tale of a heartless siren's dealings with men has always had a tremendous attraction for the average woman, and with the magnificence of Rita Hayworth's performance in the title role, few men will be able to resist seeing it. Picture has color, beauty, a splendid cast and an absorbing, earthy story. The casting of Miss Hayworth for this version of "Carmen" was a stroke of genius, for she is perfect in the role. She does two dance numbers and sings one catchy Gypsy melody. Glenn Ford does a splendid job in the leading role opposite her and each individual member of the supporting cast turns in an exceptionally fine portrayal. Word-of-mouth should spread like wildfire, for besides the torrid love scenes, there are several exciting, suspenseful duel-and-knife fights and numerous stagecoach robberies. Entire production is a credit to Charles Vidor, who produced and directed, with Helen Deutsch getting her due share for the excellent screenplay.

One Touch of Venus

Univ.-Int'l Comedy With Music 81 mins.

AUDIENCE SLANT: (Adult) A cute conceit that offers patrons plenty of comedy, music, and some sex. One music number, "Speak Low," seems headed for revival.

BOX-OFFICE SLANT: Good title, strong cast are enough to put this over in a big way with proper exploitation. Play up the sex angle via Ava Gardner, but be careful not to overdo it.

Cast: Robert Walker, Ava Gardner, Dick Haymes, Eve Arden, Olga San Juan, Tom Conway, James Flavin, Sara Algood. **Credits:** Production, Lester Cowan. Direction, William A. Seiter. Screenplay, Harry Kurnitz and Frank Tashlin. Based on the musical play of the same name, with music by Kurt Weill; book by S. J. Perelman and Ogden Nash. New lyrics by Ann Ronell. Photography, Frank Planer.

Plot: Robert Walker, department store window dresser, befuddled by a cocktail, kisses a statue of Venus. She comes to life in the person of Ava Gardner and proceeds to show Robert why she is called the Goddess of Love. This is inconvenient because he is engaged to Olga San Juan, and also because his boss, Tom Conway, goes after Ava in his wolf-like manner. Because the statue is gone, Walker is arrested. Ava straightens things out for him. Olga takes up with Dick Haymes, and after Ava becomes a statue again, a new girl comes to work in the store. She looks just like Ava.

Comment: This was a very successful musical play on Broadway several seasons back, and while the film version fails to take full advantage of the comedy lines in the stage script, it offers plenty of laughs, some good music and an overlay of silken sex. We say "silken" because, while the sex is very much in evidence, it is handled so tastefully that no one can possibly be offended. Indeed, the whole film has a curiously ingenuous air, with Venus somewhat on the wide-eyed side. This ain't what we heard about Venus, but it's OK for pictures. Robert Walker carries the brunt of the acting chores, with Ava Gardner sharing most of the footage. Olga San Juan, Eve Arden, Tom Conway and Dick Haymes are prominent too, although Haymes is somewhat lost in the shuffle. The musical number, "Speak Low," written by Kurt Weill wth a deep bow to Debussy, has already been a hit over the country, and now seems headed for a big revival. "One Touch of Venus" is another of the lighter films now being so much desired by exhibitors, and it has a chance of doing extra business for you if you will back it promotionally.

The Return of Wildfire

Screen Guild Western 80 mins.

AUDIENCE SLANT: (Family) A splendid western with thrills and excitement, plus the additional beauty of wild horses and sepiatone photography.

BOX-OFFICE SLANT: This is a follow-up to "Wildfire," the picture that holds SG's record as their top grosser. Should be another winner for the exhibitor and the company, because it is on a par with its predecessor.

Cast: Richard Arlen, Patricio Morison, Mary Beth Hughes, James Millican, Reed Hadley, Chris-Pin Martin, Stanley Andrews, Holly Bane, Highland Dale. **Credits:** Directed by Ray Taylor. Screenplay by Betty Burbridge and Carl K. Hittleman. Photography, Ernie Miller. Produced by Carl K. Hittleman.

Plot: When the foreman of a large ranch becomes involved in a gambling debt, he is forced to commit murder and perform other unsavory acts to protect himself from the head of the bad element. A roving cowboy, who takes a job at this ranch, falls in love with one of the daughters of the murdered man; and he is instrumental in getting involved situations straightened out. His success in this respect, wins him the love of the girl.

Comment: This is a splendid follow-up to the original "Wildfire" picture made by Screen Guild several years ago, a film that holds the record as their top grosser to date. Strangely enough, it was Lippert's first picture. Now, with the "Return of Wildfire" Lippert and Producer Carl K. Hittleman have again incorporated into the story all the ingredients that proved successful before. This means that they have another potential winner. All the thrills and excitement of an outdoor western drama, plus some excellent shots of wild horses and the additional scenic value of the Sepiatone photography, add much to the enjoyment. A particularly good cast all turn in worthwhile performances and Director Ray Taylor has incorporated enough hard-riding, shooting and good figting to satisfy the average moviegoer.

Luxury Liner

(Technicolor)

MGM Musical 99 mins.

AUDIENCE SLANT: (Family) Another colorful musical from MGM with a combination of talent that has practically everything to provide excellent entertainment for the entire family.

BOX-OFFICE SLANT: Should keep the turnstiles spinning because of its swell cast and entertainment value.

Cast: George Brent, Jane Powell, Lauritz Melchior, Frances Gifford, Marina Koshetz, Xavier Cugat and his Orchestra, Thomas E. Breen, Richard Derr, John Ridgeley, The Pied Pipers, Connie Gilchrist. **Credits:** Produced by Joe Pasternak. Screenplay by Gladys Lehman and Richard Connell. Photography, Robert Planck. Technicolor Color Director, Natalie Kalmus. Associate, James Gooch. Musical Director, Georgie Stoll. Directed by Richard Whorf.

Plot: A teenager with ambitions to become a singer stows away on her father's luxury liner when she learns that an opera star is to be among the passengers. She takes a hand in the affairs of all aboard, is instrumental in helping her father win the woman he loves and then gets a chance to sing at the opera.

Comment: This latest Technicolor musical from MGM combines a wealth of talent that should keep the turnstiles spinning. Loaded to the hilt with heart interest, comedy and musical numbers, "Luxury Liner" should provide an appeal for the excellent entertainment for the entire family. Story thread is used to tie together the songs delivered by Lauritz Melchior and Jane Powell, with the music of Xavier Cugat and his Orchestra and several numbers of The Pied Pipers also part of the proceedings. And, as if that weren't enough, there are several comic musical interpretations by Marina Koshetz. Most of the film rests on the capable shoulders of Jane Powell, for it is she who is the focal point around which the story was written. Attractive, charming and a fine performer, she brings to the role a warmth and a singing voice that adds much to the entertainment of the picture. Melchior is, as usual, in splendid voice and George Brent and Frances Gifford are standouts in their particular parts. Xavier Cugat's music is another fine addition to a picture that shows a high degree of know-how on the part of Producer Joe Pasternak, as well as Director Richard Whorf.

Blondie's Reward

Columbia Comedy 68 mins.

AUDIENCE SLANT: (Family) Real rib-tickler for the entire family. More laughs per foot than in many a big "A" comedy.

BOX-OFFICE SLANT: Can be used to strengthen any program. Has more than average secondary support because of popularity of comic strip and film series.

Cast: Penny Singleton, Arthur Lake, Larry Simms, Marjorie Kent, Jerome Cowan, Gay Nelson, Ross Ford, Danny Mummert, Paul Harvey, Frank Jenks. Chick Chandler and Daisy. **Credits:** Director, Abby Berlin. Screenplay, Edward Bernds. Based on comic strip, "Blondie," created by Chic Young. Owned and copyrighted by King Features Syndicate. Photography, Vincent Farrar.

Plot: Dagwood is tricked by two fraudulent real estate men into buying some swamp acreage. For this bit of stupidity, he almost loses his job until his boss discovers the land is wanted for a tractor plant. In a garrison finish, Dagwood is prevented from signing back the land to the two crooks and is rewarded with a week's vacation and bonus.

Comment: This is a real rib-tickler for the entire family. There are more laughs per foot than in many a big "A" comedy. The "Blondie" formula is maintained for all its usual guffaws, plus a more-than-generous share of new situations calculated to leave 'em howling. Scenarist Bernds deserves credit for this. Abby Berlin, who has directed the series for a long time, keeps things moving at a break-neck pace. Newcomers to this latest "Blondie" are pretty Gay Nelson and handsome Ross Ford, both of whom handle their assignments easily. Frank Sully, as a dumb policeman, also is good for audience approval.

Theatre Management

Guide to Modern Methods in the Administrative and Executive Phases of Theatre Operation

Fire Department Exhibit Tops for Lobby Interest

As we all know, but seldom think about, fire is certainly one of the worst public hazards. Theatremen realize that more than most people, but even they are likely to let the matter slide pretty much. But not the Fire Department; they're thinking about it day and night.

This gives rise to an idea that will benefit the theatre, the Fire Department and the public too. National Theatres' house organ recently had a little story about several west coast theatres running shorts on the problems and setting up fire prevention displays in their lobbies.

What interests us is the idea of the lobby fire prevention exhibit. The theatre is easily the most noticeable place for such an exhibit, and if you contact the Fire Department they are almost certain to cooperate fully, lending equipment, arranging it, and assigning a fireman for demonstration purposes. The equipment is mighty interesting stuff and will attract all who go through the lobby.

What do you gain? Interest in the theatre, good will, Fire Department cooperation and personal satisfaction. Doesn't matter what the attraction is, the exhibit is good any time, and can be carried as long as the Fire Department wants to go on with it.

Feminine Mirth Greets Men's Casanova Contest

Excellent publicity for his theatre resulted from a bit of smart showmanship on the part of Manager Howard Elliott of the Odeon Fairlawn, Toronto, Canada, who staged a Casanova Contest for men following the Miss Toronto Beauty Pageant at the Toronto police field day.

The contest was entered by 22 young men not averse to demonstrating their muscular, Casanova quality of appeal for women. Some of the participants lacked that appeal and aroused shrieks of merriment from the audience, composed mainly of women.

Theatre management offered a radio, a book of theatre tickets and a quantity of meal tickets to the winner who was Edward King, aged 22. The meal tickets offer caused more merriment, as some of the entrants appeared to need the meals.—TOR.

Amateurs Still Amateurs

Good old Amateur Night, it's a feature that has disappeared from show business. What's that you say? Come to think of it, you're right; it hasn't disappeared at all—just gone high hat. Now it's the Talent Search. More and more theatres have been using this stunt recently, often in cooperation with the local radio station. In this case, times don't change.

Saves Two Lives

Although he never swam a stroke in his life, Manager Ken Johnson of the new Odeon Theatre, Guelph, Ontario, leaped into a mill pond and rescued two boys, one of whom was his 13-year-old nephew.



The Brass Tacks of Efficient Picture Theatre Management*

TALKING WITH THEATREMEN IN TAMPA

By Jack Jackson

Kinda does the old heart good to strike a showmanship lode such as I dug up in Tampa, Florida. A session of old time showmanship—vintage '20s—that lifted this business from the category of passing fancies to a top place among needed economic enterprises. This town makes a three-way attack for patronage—with a couple of energetic outlying operators providing some telling small fire—that just about dredges every possible ounce of pay ore from the pockets of Tampa families.

Tampa is another war town. One of those places where for several years Uncle Sam conducted dress rehearsals for the air show that rung down the curtain on Hitler's little drama in Europe. Navy and Army both had big camp meetings and every facility for amusement was taxed to capacity night and day. Then the finale sounded, and only a skeleton crew of caretakers were left to wander among the hollowing halls that had once resounded lustily to the audible presence of thousands. Night clubs and road side spots closed faster than alligator jaws on succulent morsels of live fish, but the theatres stuck it out. Everybody admits that it was pretty lonesome for a while and that the house personnel got graveyard pallor staring at empty seats.

Who started it nobody knows, but suddenly one of the head men of three competing chains got busy on revival proceedings and the other two were quick to fall in line. Elmer Hecht, former Saengerite and now managing the Park Theatre for the Wometco group, told me that it had reached the point where newspapers were getting jealous of the co-op ads and that he had been called on the carpet by the advertising manager of one newspaper because he, Hecht, had shown preference to the competitive sheet on a campaign where the merchant, spending his own money, was permitted to choose his medium of public contact. Now Hecht's tieups all specify that both papers must be used because the ad manager threatened—and did—pull publicity on the Park.

One Would Think He'd Take It Easy, But He Doesn't

In Tampa, there are three chains in competition. Florida State Theatres, the Paramount affiliate, has the top spot because they were first in the town and sewed up the preferred locations in the downtwn area. R. M. Daughtery, formerly of Orlando and Daytona Beach with the same company, handles the city manager post. With the bulk of major product available, one would think he'd take it easy and let the other fellows do the hustling. But such is not the case, and lavish fronts, specially prepared ads, stunt activity and trick publicity are all on the feature-to-feature agenda. The third group of theatres, five in number, are in the newly founded Claughton chain and are operated under the guidance of Curtis Miller, a former Florida State manager who brings a lot of big chain savvy to the new group. Miller has one downtown operation and four neighborhoods to watch and is letting no grass grow under his sandals. He sees to it that each and every operation gives the customers a run for their money.

Tampa is no different than other communities so far as customer prospects are concerned. There is a marked lessening of business that is particularly felt in the lower priced neighborhood operations with the result that opening dates are staggered to keep public interest high at all times and to keep the theatre first in mind when it comes to Mr. and Mrs. Public making that nightly decision about where to go for a bit of recreation. Proof of this is given by Miller who has two houses about a mile and a half apart. The nights that business is high in one, the other drops. So-o-o, the openings are spaced so that what one misses in the way of attendance the other gets.

Without existing agreement, the downtown houses operate on a similar basis, with the four Florida State houses getting the best of it because of their numbers. However, Miller's State always has its day and, with Warner product as its ace in the hole, manages to hold its own in the highly competitive area.

Hecht of the Park, with only Universal as his first run, shows a scrap book to illustrate picture-to-picture activity of the kind that warms the heart and keeps the box-office well patronized. Daugherty, with four downtown and several neighborhoods, has everything major except Warner and Universal, but still keeps slugging away for all he's worth and does well for the shoe stores by keeping his supervisory personnel hot-footing it to merchants and newspapers with

(*Continued on Page* 18)

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Jackson . . .

(Continued from Page 17)

ideas on and news about the attractions playing and scheduled.

With three guys like this in the one corral, no merchant is passed up and every angle of every film is exploited to the fullest. Let me give you an idea of what's happening down Tampa way. This is from Miller's activity chart but its counterpart is in the offices of both Daughterty and Hecht:

'Shower of Bargains'

On "April Showers" he tied in a drug chain for half page ads—with 60 percent of the space devoted to a mat on the attraction—by coining the catchline "A shower of bargains in store for you starting ..... at ..... Drug Stores that will match the excitement and thrills in store for you at the State Theatre." When "Wild Irish Rose" came along the press sheet carried a suggestion for tying up dealers of Roger's Silverware to the spoken line in the attraction about "It's right to be Bright." Miller gave a three-frame trailer on his screen in return for another half page co-op ad—same percentage of space to the attraction—and he tells me that the jeweler cooperating was so pleased with results that he's anxiously awaiting another chance for a theatre tieup. To say that "it won't be long" is a brash understatement when a live wire like Miller is at the steering wheel. The guy was kinda stuck when "Romance on the High Seas" came up on the playing schedule and he had to get generous. He gave 50 passes to a merchant—this time a clothing store—in return for a three-column ad that only gave 30 inches to the attraction mat.

I happened on information to the effect that Jimmy Perry, an old art shop employe of my days in the Pennsylvania-New York division of Paramount-Publix, was holding forth in a nearby town, and went out to visit him. Jimmy took one look at my white noggin and held up both hands in supplication while giving out loud and vociferously with the one word, "No." Jim was just scared that I had some theatre work for him and cooled down enough to show me and tell me that the theatre managers were driving him nuts. He has enough work on theatres alone to keep four guys busy and can't find the guys. He showed me some process cards for drug stores on "Blandings," front copy for "River Lady" with a smear of window tieup cards and no end of institutional copy including a setpiece to sell gift books the year 'round.

Box-Office Cramps

When I started this I said there were three chains represented in Tampa. Well. now that I recall, there are really four chains since the Talgar circuit operates three theatres, two in adjoining Ybor City and one in Tampa. The only first run is an all Spanish house, the Casino, under the management of Joe Chamoun. Chamoun tells me that an attempt was made to convert the operation to Hollywood attractions but a sad case of box-office cramps quickly resulted in a swing back to the Mex-Spanish channel. This Ybor City is really a part of Tampa but holds a predominance of Italians, Cubans, Spaniards and emigres from Latin American nations. A goodly portion of them, I am told, do not understand English, work in cigar factories where only Spanish is spoken and find their chief source of recreation at his theatre. Chamoun, with an exclusive on this class of trade, has the real snap job of the town so far as advertising and exploitation are concerned. A few passes to heads of cigar factory departments and he can get anything from a calling card to a Sunday supplement inserted in the weekly pay envelopes and any message under 2,500 words chalked up on the bulletin boards.

Strange as it seems, Republic Pictures maintains an exchange—the only one—in Tampa. It's been there for years and was formerly under the management of Henry Glover, now Monogram head in New Orleans. The branch manager, Mr. Laird, was off on a trip, so I chinned with his booker, Mr. Pollard. He told me that June had set an all-time low for receipts at the exchange and that requests for reductions in film rentals were mounting in numbers and insistence daily. According to his recollection, the June bug took one really severe bite at theatre business in the area with practically every customer on the books reported losses for the month of brides. July was doing a lot better and he was cherishing the fond hope that the profit worm had turned and was again headed toward theatre box-offices.

Most Unpredictable

R. N. Creek, operating the Broadway in Ybor City, enjoys the distinction — dubious though it be—of running the most unpredictable establishment in the town. Creek has been consistently inconsistent in changing policy on a moment's notice from sex pictures to Italian classics, to far back sub-run "Bs" to second-run "As" and so on. Creek told me of an interesting though highly costly experiment in the foreign picture field. He had followed the oft written advice of this column about "knowing your community" and his investigation revealed the presence of a large number of Italians. So he went to New York and made a deal for 20 Italian features on a guarantee against percentage basis. Then he obtained lists of some 8,000 Italian families and proceeded to pitch a barrage of letters in both Italian and English against their doors to tell them of the fine films in their native tongue he was scheduling for exhibition. Each picture was scheduled for five-day exhibition by the producer contract and Creek just about blew his top when his first-day gross banged through the floor to a new low of $248. It developed that practically all of the Italians in Ybor City are from Sicily and know little or nothing of the language as it is spoken in Italy proper and so recorded on the sound track of Italian films. He finally got out from under after playing eleven features to a net loss of around $6,000.

Excellent Lesson

Now Creek is back in the Hollywood fold but his losses at the Broadway and at the West Tampa have been so severe that he is offering the establishments for sale. You can't go too far when it comes to checking the customer potential of your community ,and Creek's experience, disastrous though it be, provides an excellent lesson in how thoroughly the job should be executed. Had he gone to the extent of interrogating even a small percentage of the people he sought as customers, he'd have avoided the loss of prestige to his theatre and cash from his bank account.

I'll tell you this one and close shop for this session. I once had an idea about putting out a free rural paper and went to discuss the matter with the banker from whom I expected to borrow the money. He, after commenting that it sounded like a good idea, remarked: "You'll really be doing something fine for the rural folks, Jack, but don't you think you'd better find out first whether they want it done for them or not." I investigated and found out they didn't want it and thereby saved my signature from appearing on another overdue note. That banker's advice is very good for theatremen too. Thassall!



SPOTLIGHTS COMFORT. The luxury of new-model seats for patrons attending Seattle's Liberty Theatre took the spotlight on the amusement page of the Seattle Times during a campaign stressing institutional features by that house. As shown in the reproduction above, the Heywood-Wakefield chairs shared top billing with the feature film. "Dream Girl" in an ingenious piece of showmanship advertising.

Fights Weather With Dance Band Contests

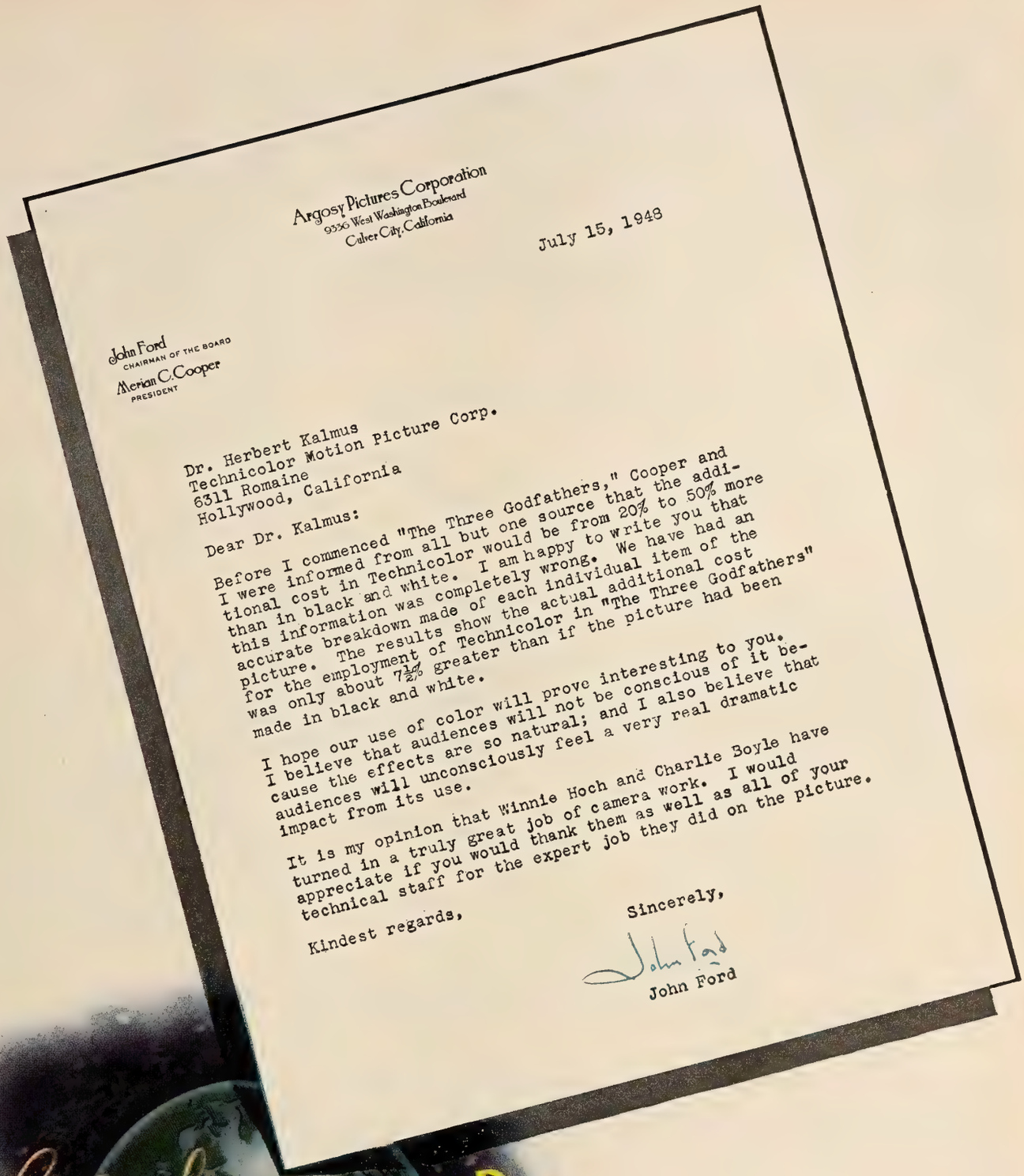
To guard against the attendance slump of hot weather, Manager Lou Hart of Schine's Glove Theatre, Gloversville, N. Y., has instituted six weeks of teen-age dance band contests in which the bands compete for cash prizes of $150. Already eight bands—from Albany, Schenectady, Amsterdam, Johnstown and Gloversville—have entered the contests which are held every Thursday evening on the theatre's stage. Two bands of from six to 15 instruments each compete with each other in a half-hour program, each band being allotted 15 minutes.

The winning bands will be selected for the semi-finals to be held the fifth week, with the finals as the sixth week's program. Hart intends to have the winning band, or bands, participate in a series of appearances in Schine theatres at Gloversville, Amsterdam and Glens Falls.

The contests have already upped attendance and are creating much interest in Gloversville and other towns with competing bands.

To Eliminate Noises

Glass frames have been installed in the rear of the auditorium at Reade's Oxford Theatre in Plainfield, N. J., to separate the auditorium from the lobby. The partitions, which will eliminate lobby noises, were completed without interrupting performances.



Argosy Pictures Corporation
9336 West Washington Boulevard
Culver City, California

July 15, 1948

John Ford
CHAIRMAN OF THE BOARD
Merian C. Cooper
PRESIDENT

Dr. Herbert Kalmus
Technicolor Motion Picture Corp.
6311 Romaine
Hollywood, California

Dear Dr. Kalmus:

Before I commenced "The Three Godfathers," Cooper and I were informed from all but one source that the additional cost in Technicolor would be from 20% to 50% more than in black and white. I am happy to write you that this information was completely wrong. We have had an accurate breakdown made of each individual item of the picture. The results show the actual additional cost for the employment of Technicolor in "The Three Godfathers" was only about 7½% greater than if the picture had been made in black and white.

I hope our use of color will prove interesting to you. I believe that audiences will not be conscious of it because the effects are so natural; and I also believe that audiences will unconsciously feel a very real dramatic impact from its use.

It is my opinion that Winnie Hoch and Charlie Boyle have turned in a truly great job of camera work. I would appreciate if you would thank them as well as all of your technical staff for the expert job they did on the picture.

Kindest regards,

Sincerely,

John Ford

John Ford

Color by TECHNICOLOR

WORLD FAVORITE IN MOTION PICTURES

"Technicolor" is a trade-mark

TECHNICOLOR MOTION PICTURE CORPORATION

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

Selling the Picture

News and Ideas Concerning Profitable Advertising, Publicity and Exploitation

I.M.P.S. Clinic

Controlling the 'Problem Patron'

(This is the second phase of the I.M.P.S. clinic dealing with ways and means of handling the problem patron, as suggested by members in discussions of their experience in efforts to control destructive practices such as seat-slashing and marking walls.)

Eternal vigilance is the price of such freedom as is possible from the destructive impulses of patrons, young and adult, to slash seats, mark up the walls and otherwise deface the theatre property or disturb routines in providing facilities for the convenience of the public in the theatre.

Signs of warning regarding such practices do not appear to have much support as an effective weapon of war against the destroyers. Most of the I.M.P.S. members giving opinion on this feature take the stand that rather than restraining those who violate the rules of good behavior the signs sometimes appear to induce others to indulge. The screen as a medium for appealing from these habits via special announcements or trailers has more supporters than warning signs posted in auditorium or rest rooms.

But the one most generally supported view is that surveillance by ushers or other attendants to apprehend offenders and call them up on the carpet for a lecture by the manager, is a most effective method. According to several managers it's a neat trick if you can catch the culprits—but rewarding when they are given the alternative of better behavior next time or permanent disbarment from the theatre. Some theatremen put a bounty—a money award to the attendant catching an offender red-handed—on the trouble makers. Flagrant cases are treated to a prompt return of their admission price and escort from the house. Following are quotes by some of the I.M.P.S. members discussing the problem:

H. JENSEN MARK, Casino Theatre, South Langhorne, Pa. "We believe in signs. When we catch a patron committing a nuisance practice, we call his attention to our sign, then order him out of the theatre, and tell him not to return. To prevent any destructive practice, we keep an eye on all our patrons—young and old. We tell them to keep their feet off chairs and not to brace the backs of chairs. As a result, we have very little trouble."

IRL M. JEFFRIES, Webb Theatre, Webster, Wis. "If any one engages in destructive practices in our theatre, we catch the offender and refuse him admittance to the show. We haven't been bothered much by slashing of seats."

D. P. HORTON, Cole Theatre, Hallettsville, Texas. "We don't believe in signs; they only remind the pranksters and cutups to start the dirty work. And I've had only one seat cut in 10 years. Best way to prevent such things from happening is to get the majority of youngsters on your side, and they will condemn the others until it's ruled out. You can pick out the tough boys through your doorman and ushers, then go after them and prove to them that you are about the most all-around right guy they ever met. And once they turn to you, they are better than the others."

ARCHIE A. BONEY, Ute Theatre, San Jon, N. M. "Signs are no good; they simply

(*Continued on Page 23*)

IF YOU ARE A PROGRESSIVE, GOING-PLACES MEMBER OF THE THEATRE BRANCH OF THE FILM INDUSTRY YOU CAN PROVE IT BY SHOWING YOUR MEMBERSHIP CARD IN I.M.P.S. JOIN NOW. YOUR MEMBERSHIP CARD WILL BE SENT IMMEDIATELY UPON RECEIPT OF YOUR APPLICATION. USE BLANK BELOW.

Chick Lewis, General Director
Institute of Motion Picture Showmanship
Showmen's Trade Review
1501 Broadway, New York 18, N. Y.

I hereby apply for membership in the Institute of Motion Picture Showmanship, with the understanding that such membership in no way obligates me to pay dues nor spend money for any commodity or article by reason of such membership.

Name .....

Theatre .....

Street .....

City ..... State .....

I.M.P.S. Member Report

Rings Bell by Opening Door to Opportunity

FRED G. VINING, assistant manager of the Plaza, Salem, Mass., reports one of the best examples of highly localized exploitation we've seen in quite a time. There was the unique circumstance that Salem boasts among its townspeople a lady who has made a hobby of collecting bells and is quite an authority on them. But the point is that the Plaza's showmen knew their town and opened the door when opportunity (in this case the engagement of RKO's "The Miracle of the Bells") knocked.

The coincidence of a picture of that title and a local collection of bells was grasped and put to work with potent ticket-selling workmanship in the case of the Plaza's campaign. The lady whose hobby is bells selected, at the behest of the theatre, some especially interesting items from her collection. These then were offered for a special window display in a local store. It was a matter of local interest too good to be

(*Continued on Page 23*)

I.M.P.S. Member Report

Simple Stunt But Lots Of Showmanship Sock

F. B. ALLSTON, manager, Hartsville, S. C., Center Theatre, rates a big hand for a stunt that was timely, simple and appealing. One of those "cute" ideas that catch on because of cleverness, "heart" appeal and withal, amusing, Allston's little stunt put a good-natured slant on conditions of personal discomfort when the thermometers of Hartsville hit a sizzling 100 (F) in the shade. It captured not only the interest of Hartsville's citizens who saw it, but also the story interest of the editor of the Hartsville *Messenger,* with the result that it was reported photographically and in word picture in a two-column splash in that paper's news section.

That's a lot of showmanship result for a stunt that took no more effort to execute than the painting of a sign reading "Don't melt with me, visit the cool air-conditioned Center Theatre"; the purchase of a cake of ice and the labor (?) of a good-looking boy in his early teens with his toy express wagon. The cake of ice was set in the wagon with the sign displayed above it and the youngster, clad in shorts, smiling in good-natured pride over his "movie performance," trundled it about in leisurely fashion.

I.M.P.S. Member Report

'Unknown Woman' Post Card Gag Goes Over Big

JACK DEMOS, who runs things at the neighborhood Lex Theatre in Chicago, believes an occasional gag helps make life worth living. He recently pulled one for "Letter From An Unknown Woman" that had 'em gasping. He had a number of post cards to area residents mailed from New York with the following copy: "I am enjoying myself in New York and hope to

(*Continued on Page 23*)

EXHIBITORS!

Your screen has told your patrons everything but the value of your theatre to them. Now you can tell them — show them — convince them.

Run this new series of 13 One Minute *Sound* Subjects in your theatre to impress on the public the vital part your theatre — and YOU — play in the life of your community.

Use your own screen to do a public relations job for your theatre





What are these films like? How can you get them?

THE ANSWERS ARE IN THIS BOOKLET

What Bill Ainsworth of Allied says:

(Mr. Ainsworth, Pres. of the Wisc.-Upper Mich. group is now Allied States new President)

"These very human one-minute' subjects bring a new thought to the patron of the motion picture. It should make them conscious of the value of the theatre to their community."

What Ted Gamble of T.O.A. says:

"We recommend to every exhibitor your series of special 'one-minute' subjects which dramatize the importance in every community of motion picture theatres and those who manage them."

For complete information regarding this series of Theatre Public Relations Films, just tear off coupon below and mail to either

UNITED FILM SERVICE, INC. OR **MOTION PICTURE ADV. SERVICE CO., INC.**

2449 CHARLOTTE ST., KANSAS CITY 8, MISSOURI

1032 CARONDELET ST., NEW ORLEANS 13, LOUISIANA

Send me your free booklet describing your Theatre Public Relations Campaign and an order blank.

Theatre:_____

Address:_____

City:_____ State:_____

STR

(signed)_____

MR. EXHIBITOR

Remember in September to Join in Promoting...

WHAT TO DO

1. Order FREE accessories from National Screen—Campaign Book, Lobby Hangers, and "A Salute To Youth" trailer, featuring Sammy Kaye's orchestra and Youth Month song, "I'm the You in the U.S.A."
2. Decorate marquee and theater.
3. Run all Youth newsreel shots.
4. Book all possible Youth short subjects. See local exchange managers.
5. Put Youth Month slugs in ads.
6. Enlist support of newspapers and radio stations.
7. Interest civic and church groups, also Rotary, Kiwanis, Community Chest, American Legion, VFW, Lions clubs, Boy Scouts, Girl Scouts, Campfire Girls, and youth serving agencies in Youth Month activities.
8. Conduct all possible Youth activity in and out of theater with at least four BIG community events.
9. Consult your state chairman. Work with your fellow Exhibitor in making your community YOUTH conscious.



A Public Service Program Undertaken by Theatres, radio, press, and civic organizations at the request of Attorney General Tom Clark to combat juvenile delinquency!

•

YOUTH MONTH COMMITTEE

CHARLES P. SKOURAS, National Chairman · HARRY LOWENSTEIN, Vice Chairman

•

SPONSORED BY THEATRE OWNERS OF AMERICA
TED R. GAMBLE, President

(Advertising Space Donated by Showmen's Trade Review)

I.M.P.S. Clinic

Controlling the 'Problem Patron'

(*Continued from Page* 20)

remind people to commit nuisance or destructive practices. As far as seat-slashing is concerned, we repair them as soon as possible so as to keep the next potential offender from thinking about it."

T. B. ALLSTON, Center Theatre, Hartsville, S. C. "We believe the older groups (minority) are responsible for seat cutting and destructive practices. It's almost impossible to catch a seat-cutter, although employes will receive $5 should they catch one. We do not believe in signs, incidentally."

M. E. CAMMACK, Menominee Theatre, Menominee, Mich. "Signs are easily torn down and bring attention or suggest to those who don't do things, to do them. Because we have so few destructive practices, I don't think it advisable not to do anything about the matter, for it might bring it to the attention of those who otherwise might not do anything about it."

HULEN J. PENNEY, Midway Theatre, Lublock, Texas. "I have never used warning signs. The less mentioned about destructive practices, the better. These special trailers will probably give some youngster the idea who otherwise would never have thought of it. On kid shows I station four ushers near the front, and this keeps the children from throwing things at the screen and discourages seat-cutting."

JAMES D. ASHE, Abingdon Theatre, Wicomico, Va. "We don't believe in signs. We find that removing any marks and keeping walls clean to be our best practice. We have been unusually lucky with destructive practices. With only one seat-slashing in the last year, no steps have been taken to prevent such occurrences."

DALE OSWALT, Community Theatres, Toledo, Ohio. "Signs make matters worse. What's more, if a trailer asking for silence is run in any neighborhood theatre, the teenagers and children usually make enough noise to drown out the trailer's musical score. I appoint one usher to continually watch the house. Dressed in civilian clothes, he roams the theatre, sits among patrons in the audience. He watches those people changing seats to molest women or children, and reports at once anything unusual."

EARLE J. STIERWALT, McCleary Theatre, McCleary, Wash. "We've never tried signs here. We refuse admittance for a period of time to persons who commit destructive practices."

MILTON JACOBSON, Stone Theatre, Detroit, Mich. "Signs don't work because they write on the signs. I have an usher keep a close watch during kiddie shows."

MILAN G. STEELE, Ritz Theatre, Pawnee, Okla. "Signs are not very effective. The most effective method, I find, is to catch them red-handed and lead them out to the lobby and have a talk with them. Rather than bawl them out, I try to point out the annoyance and how it disturbs other patrons. When it has been brought to their attention by the manager, it usually stops—until they forget it again."

JOSEPH M. SAXON, Port Theatre, Brookport, Ill. "We have to use signs to keep people from going up into the projection booth and asking them not to take bottles of beverages inside the theatre. We have no water, and this can be quite annoying and eventually harmful. When we took over the management of this theatre we announced over a loudspeaker system that children found talking out loud, moving from seat to seat, or engaging in any other disturbing practices, would be put out of the show and disqualified from coming again. Result: we have an orderly theatre."

GUS CARLSON, People's Theatre, Superior,Wis. "Signs? No. Only once was a seat-slasher caught. If youngsters are unmanageable and do not respond to supervision, they are ejected and kept from attending until they promise to behave. That seems to be the most effective way."

LEONARD BLOOM, Avenue U Theatre, Brooklyn, N. Y. "I'd say signs do help, but a periodic check of the theatre seems to be more of an iron hand. They know they're being watched. It's quite difficult to control destructive practices. I, for one, would certainly like to know how to eliminate them entirely."

W. BYRON JONES, Jr., Cameo Theatre, Bristol, Va. "Signs encourage nuisance practices. Also ineffective are screen announcements about seat-cutting, lovers, smoking and any other don'ts about the theatre. Patrons go to the movies to be entertained, not to see a lot of screen advertising and messages. The manager (and this should also apply to the rest of the staff) should get to know youngsters by name and be their buddy. Kindness wins every time. But you will always have seat-cutting. Train your ushers to be on the lookout for anyone with knives and have them check their cutlery at the door. Best bet: use your kiddie shows to teach youngsters about destruction in the theatre by showing them a slashed seat and a nice new one, from the stage, and that way you won't need signs posted around the theatre."

L. J. FROWNFELTER, Bonnie Theatre, Bagley, Iowa. "I am very fortunate as far as nuisance practices are concerned except for tobacco-chewers who expectorate down the walls. I have no solution for this yet. I am just a beginner exhibitor, and will be glad to hear from any I.M.P.S. member who cares to suggest any helpful hints."

J. DON EDWARDS, Sr., Park Theatre, Williamsport, Pa. "Using signs only brings more marks on walls. If a matron is on the job, it's very seldom that the walls are marked. If there is no matron, then I believe it would be a good idea to have the candy attendant or a girl usher drop into the restroom (girls', of course) ever so often. I find that the ladies' rest rooms are always the ones that are marked. To avoid destructive practices, have ushers in plain clothes sit in different sections of the auditorium. When guilty persons are detected, talk to them, get their names and their right addresses; make them pay for damage (in a nice way). Often when the ringleader or "toughie" is handled in the right manner, the nuisance stops. I am glad to say that we have had little trouble in having our seats slashed. It happened only once."

MERRITT A. KYSER, Aurora Theatre, East Aurora, N. Y. "Signs are not good; they call attention to something the patron may not have thought of. Far from seat-slashing (of which we've only had five or six seats cut in 25 years' operation), our most destructive practices occur in ladies' rest rooms. They were stealing toilet tissue, but we corrected this by installing single-sheet dispensers."

I.M.P.S. Member Report

Rings Bell by Opening Door to Opportunity

(*Continued from Page* 20)

passed up as a piece of news, and the display was reported in the Salem *News*—in a story that gave full details about Dr. Muriel Thomas, Supervisor of Nurses at Lynn Hospital, and her interesting hobby, but did not neglect to mention that the event was held in connection with the showing of "The Miracle of the Bells."

That's what we call bringing things down to a focus of local interest. But the Plaza did not stop there in its "home town" connection with the Hollywood attraction, and its star. For one of the Plaza's ushers, Robert Migneault by name, is a talented artist and he did a pastel crayon sketch of Valli which was displayed in a local music store window. This, likewise, was the subject of a piece in the Salem *News*.

I.M.P.S. Member Report

'Unknown Woman' Post Card Gag Goes Over Big

(*Continued from Page* 20)

see you at the Lex Theatre, where I will be on August 15th. (Signed) The Unknown Woman."

For "The Pirate" Demos used the long distance approach. He plugged the picture via a center page layout on the weekly program 14 days in advance, and brought it to the front page four days before opening. For this film he advertised in the "Chicago Maroon," University of Chicago student paper, thus making a direct appeal to a class audience he felt would go for the picture.

Where Did That Idea Come From?

I.M.P.S. Member Al Swett, B & B Theatres Co., Jacksonville, offers for consideration a pet theory he says he has had for some time with reference to the training of new personnel by showing "how the other fellow's mind works."

Swett's suggestion is to go behind the actual details used in the campaign and reveal how, what and why the showman arrived at the ideas he ultimately selected for selling his attraction. And he wants fellow I.M.P.S. members to consider if it wouldn't be helpful for them not only to report the campaign or details of it, but also "what made him think of this idea? What started him on all 8 to push this idea? Just what was the germ that made his mind go popping off, so to speak . . . I have a notion that if such complete explanation, starting back to the point of how the idea was born and particularly what caused the point to be born, this would give the rest of the members new lines of thought."

There it is—now how about it? We'd like to have your slant on this interesting and mighty original suggestion.

American Movies Ballyhooed At Theatres Around Globe

It may be sad news to the "social consciousness" boys who pan Hollywood product for its "escapist complex," but it's a fact that movie showmen around the world turn on their best ballyhoo for American pictures—for the good reason, it would seem, that more of their patrons prefer the American style of film entertainment.

Backed by American methods of exploitation—through an assist from representatives of Motion Picture Export Association—the Hollywood pictures are the ones which get the flash fronts, the special parades and other drum-beating devices in foreign lands.

Advance Guard

The success of the films abroad, despite economic, ideologic and, in some instances, allegedly "patriotic" opposition, should be an old story by now. But what is not so well noted is that exhibitors abroad, in giving ballyhoo to Hollywood attractions, are acting as an advance guard in selling America and its goods and modes—from commodities to coiffures—from the Hague to Batavia, Vienna to Singapore.

Moreover, exhibitors abroad are said to be willing and able to study and apply the exploitation techniques favored in America as made available to them by MPEA.

Thus, our old friend the sandwich man, who walks our own Main Street to tell people what's playing at the Capitol or the Gem, also wends about the streets of Vienna to advertise "Lost Angel," and those of Soerabaya in Netherlands East Indies to acquaint the populace with the coming of "The Egg and I."

Man on Horse

The man on the horse ballyhoos "Destry Rides Again" in Berlin. Astride a camel he boosts the showing of "Ali Baba" in Vienna. Driving a water buffalo he tells the Japs where they can go to chuckle over Laurel and Hardy in "The Bullfighters."

And fronts! They all use fronts. In Berlin the Filmbuehne Wien put up a front which even Broadway would stare at—a small-scale reproduction of Notre Dame cathedral for "Der Gloecker von Notre Dame" which is "The Hunchback of Notre Dame" in Teutonic gutturals.

Octopus on Marquee

In Vienna the Uranio put an octopus on the marquee for "Reap the Wild Wind." The sign faced the Russian zone. The moment fans knew a picture from America was available, they came over from the Soviet section in droves to look at what their press would probably call an example of "decadent burgeoisie."

But in Amsterdam the Dutchboys really went to town. Not only did the Capitol build a front for "De Zwarte Zwan," ("The Black Swan") but it started off the show with a parade and a band concert by the Amsterdam police band and chorus.

In Tokyo exploiteers got display space atop the celebrated Mitsukoski department store, where saki-drinking Japanese apparently were not adverse to gape at a giant whiskey bottle flanked by Japanese characters advising that "The Lost Week End" was in town.

Incidentally, the ease with which American films lend themselves to tieups with stores to create demand for American products is highlighted by two Vienna tieups.

One window for "Our Vines Have Tender Grapes," capitalized on the title plus cutouts of a boy and a girl wearing American style clothing. Another, placed in a beauty shop displayed Hollywood hairdos and American cosmetics.

English Showman Holds 'Ideal Husband' Contest

For the booking of Korda's "Ideal Husband" at the Odeon, Yeovil, England, Manager J. E. Browne arranged for the two local newspapers to run a contest for the best postcards giving six qualifications which entrants consider essential to the making of an ideal husband. Prizes were provided by retailers who also participated in tieups.

Other excellent displays were arranged with furnishers, gown and book stores, and two thousand specially printed bookmarks were distributed through all the commercial and municipal libraries in the town.

National Savings Tieup For 'Years' in Wales

Combining his activities as manager of the Odeon, Rhyl, North Wales, and chairman of the local publicity committee for National Savings, Mr. C. Smith arranged for a special "Best Years of Our Lives" savings campaign to coincide with the showing of the Samuel Goldwyn production at his theatre.

Several hundred double crown posters were designed and displays were entered in a procession. Seventy children participated in a sand-castle competition which was judged by members of the council and rounded off the campaign.



VIENNA. Austrian version of sandwich man ballyhooing "Lost Angel."



EAST INDIES. A street stunt for "The Egg and I" at Capitol, Soerabaya.



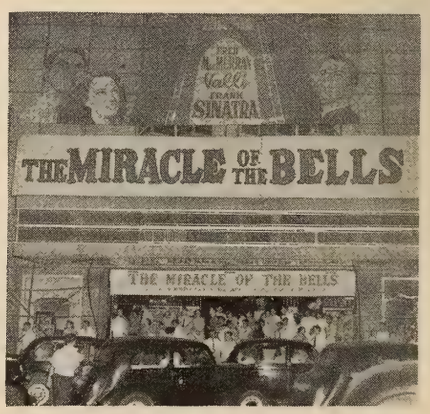
VIENNA. This "Reap the Wild Wind" ballyhoo coaxed even Soviet sector residents to U. S. zone's Urania Theatre.



JAPAN. Here's how a Kyote exhibitor sold his showing of "The Bullfighters."



AMSTERDAM. Police participated in the Capitol's "Black Swan" Parade.



SINGAPORE. Lots of light and display for "Miracle" at the Cathay Theatre.

Local Assist Newspaper Campaign for Kaye Film

A $750,000 local assist newspaper campaign covering 74 key city runs for the simultaneous Nov. 5th week national release of Samuel Goldwyn's Danny Kaye Technicolor comedy, "A Star Is Born," was announced this week by the Goldwyn office in New York. The national release will also be backed by extensive local radio time in support of specific engagements.

The newspaper campaign will have two phases. The first includes nationally placed ads in Sunday supplements breaking one in each newspaper beginning the first week in October. After four consecutive insertions (with no two ads in the same supplement), the local cooperative campaign will begin. The campaign is being handled by the Monroe Greenthal Agency.

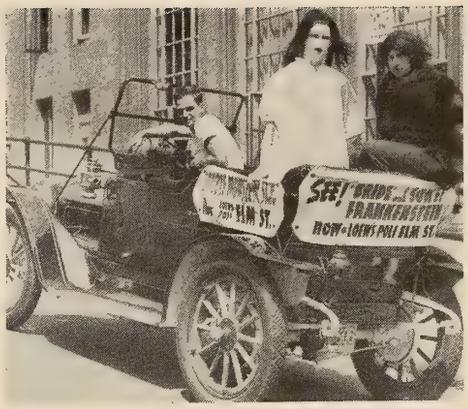
Local radio support will utilize the special material of Benny Goodman, Tommy Dorsey, Louis Armstrong, Lionel Hampton and Charlie Barnet, who star with Kaye. Five sets of open-end interviews and 15-minute recordings of the jazzmen acting as their own jockeys will be available.

Timed to national release day (K-Day) will be numerous merchandise tieups, including the Sigfrid Lonegren Co., (wallpaper), Onandaga Silk (silk jacquard) and Signet Ties (neckwear), Ideal Toy and Novelty (plastic musical instruments) and Karu Jewelry (lapel pins).

Six major music publishers and six large phonograph companies all have large-scale cooperative advertising and exploitation projects tied up with the film's key city engagements.

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MONSTERS ON LOOSE. Manager Robert R. Portle of Loew's Poli Elm Street Theatre, Worcester, Mass. came up with a couple of real monsters for the "Bride" and "Son" of Frankenstein, Realart reissues, and rode them all around town in a 1911 Reo. If the monsters don't get them into the theatre, you may be sure the Reo will. Note to automobile men: the Reo is not for sale.

I.M.P.S. Member Report

Diem Finds 'Blandings' Perfect for Co-op Ads

ROBERT E. DIEM, like many others, found that "Mr. Blandings Builds His Dream House" lends itself especially well to cooperative advertising. Diem, acting manager at Loew's Theatre, Wilmington, Del., took full advantage of this fact during the two-week run of the film at his playhouse. The most direct tieup was, of course, with real estate outfits. In Wilmintgon there is a new home development at Willow Run, and the agents Gilpin, Van Trump and Montgomery ran a two-column, 65-line ad headed by a cut of Grant, Loy and Douglas overlooking one of the Willow Run dream houses in a local paper. In a special box toward the end of the ad was a direct plug for the picture.

General Electric, through the local agents, Alexander H. McDaniel, Inc., came through with a four-column, 42-line ad showing various appliances encased in the dream house. The Ellis Sisters beauty shop showed a picture of Myrna Loy's hair-do and suggested forcefully that "you" can have it too.

An unusual type of advertising sprang up when H. H. Rosin Co., real estate agents, ran an ad in the classified section offering ten tickets for the picture to anyone buying one of their houses.

A big window tieup at Braunstein's Woman's Store featured a blowup of the plans of Blandings' much discussed domicile. And we mustn't forget that Diem persuaded the Delmar News Agency to banner ten—that's right, ten—of their trucks.

Bklyn. Beauty Contest on 'Texas, Bklyn., Heaven'

A beauty contest to select Brooklyn's "Most Heavenly Miss" will be held at Ravenhall Park, Coney Island, September 18, it was announced this week by United Artists, which is sponsoring the event in honor of its film "Texas, Brooklyn and Heaven," which will premiere at the Brooklyn Strand on Oct. 1.

The contest will be a highpoint of the ceremonies of Coney Island's Golden Jubilee Mardi Gras, being held September 13-18, and the winner will join in the grand finale parade.

Local-National Angle in New Movie Audience Game

An audience-participation game called "Puzzle-Bank" was demonstrated in New York last week by Curtis Mitchell, former advertising director of Paramount, and his associates in Enterprise House, Inc., which will offer the game for movie theatre presentation. The game provides local theatre as well as national prizes in which local winners have the opportunity to try for the "jackpot" by telephone from the stage to Enterprise House headquarters in New York. The game requires 14 or less minutes playing time in the individual theatre.

According to Mr. Mitchell and his associates, Moss Leon, Mervin Hauser, William Powell and Howard Spellman, the plan has been analyzed for possible infractions of lottery or gambling laws, with the result that the company officials are satisfied there will be no difficulty on that score.

"Puzzle-Bank" questions concern outstanding pictures—in release for some time—and personalities. The plan provides for theatres to distribute entry ballots which contain two questions—such as identification of the title of a picture to which the clue is a scene still. Judges appointed by the theatre select the four best answers, whose authors are called to the stage when the game is played. A winner of a quiz in the theatre is then given the quiz for the national prize—the larger the number of theatres using the game, the larger the national prize. The time element does not affect the national prize, since a new prize, of equal value, is offered immediately any one person wins the jackpot.

'Flying Squadron' on 'Venus' Promotion

A "flying squadron" of Universal-International advertising, publicity and exploitation executives including Maurice Bergman, U-I eastern advertising and publicity director, Al Horwits, eastern publicity manager, and Charles Simonelli, eastern exploitation manager, will visit approximately 20 key cities beginning next week on advance promotion plans for "One Touch of Venus."

Each will visit, separately, a number of cities where special screenings will be conducted for critics, radio commentators and newspaper columnists. At the same time, promotional programs will be geared to start immediately and carry through until the picture opens. Cities scheduled for visits are Baltimore, Washington, Philadelphia, Pittsburgh, Cincinnati, Chicago, Detroit, Louisville, Indianapolis and Cleveland.

Police Aid 'Relentless'

Columbia's "Relentless" received the cooperation of the police department of Trenton, N. J., through the efforts of Manager Henry Scholl of the Capitol. The police allowed Scholl to place on lampposts in the busiest and most important sections of the city, cards announcing that "Trenton's police are 'Relentless' in their work for safety . . . See 'Relentless . . . ," etc.

'Mermaid' Radio Disc

More than 450 radio stations, as well as many exhibitors, have requested copies of the special 13-minute recording made by Universal-International as a promotion feature for "Mr. Peabody and the Mermaid." Record features Jack Pearl as Baron Munchausen.

Regional Newsreel

News of Events and Personalities Reported by Correspondents Throughout the Nation

MILWAUKEE

John McKay, district manager of Fox-Wisconsin's south side theatres for the past three months, has been made manager of the three houses operated by Standard Theatres in Waukesha, Wis.—the Park, Avon and Pix, the only three in that city. McKay succeeds Charles Hacker, who has gone to the Radio City Music Hall, New York City.

At Wisconsin's Centennial Exposition at the State Fair Grounds during the last three weeks of August, Milwaukee first-run theatres are putting on special shows for exposition visitors.

It is reported that Bert Pirosch, formerly booker at MGM at Milwaukee, is now located in Los Angeles as film buyer with Fox West Coast Theatres. Helen Bliss, formerly head inspectress at MGM, recently married Lt. Col. Dale Brooks, expects to move to Fort Scott, Ill., to be near her husband. Lt. Commander F. M. De Lorenzo, son of Frank De Lorenzo, projectionist at the Alhambra, Milwaukee, is here visiting his parents.

Ray Bonner of Gallagher Films, Milwaukee, is on vacation in northern Wisconsin. Verne Touchet, formerly associated with Fox Wisconsin in Milwaukee, and now in Fond du Lac, in a manufacturing business, visited film friends here.

Hugo Vogel, of Theatre Equipment & Supply Co., is back from Waupaca, Wis., where he conferred with Albert Behm, the new owner of the State.

DENVER

Frank Childs has quit as Selected Pictures exchange manager and will take a two-weeks vacation before announcing plans. He is succeeded by H. D. George. Charles Klein, partner in the Black Hills Amusement Co., Deadwood, S. D., and wife have returned from a 10-week auto tour to Chicago, then to the west coast and up into Canada.

The building and all equipment of Glen McCarty's Resort Theatre, Reserve, N. M., burned. He is using the high school auditorium temporarily. James Morrison, charter member of the Rocky Mountain Screen Club, and retired 20th Century-Fox branch manager, was given an honorary life membership in the club.

Frank Culp, Tabor manager, is recovering nicely from a recent operation. Charline Davis, daughter of Dave Davis, Atlas Theatres general manager, and Clark Wingate, were married in Los Angeles. Hugh Rennie, Monogram salesman, operated on last week, is getting along nicely.

Columbia District Manager Jerry Safron spent two days here conferring with Robert Hill, branch manager. Bernard Newman, owner of the Gem, Walsh, Colo., was named president of the Walsh chamber of commerce.

PHILADELPHIA

Lewen Pizor, head of United Motion Picture Theatre Owners, has asked that all local distributors cooperate in Youth Month scheduled for September. Film Classics Branch Manager Mort Magill returned from a New York sales meeting all pepped up. The Motion Picture Associates has opened is membership to bookers.

Charley Fayko, head of the Stanley Warner art department, returned from his vacation without a single fish story. Morris Wax's Joy is closed indefinitely.

Eagle Lion's newly-appointed Eastern Division Sales Manager Milton E. Cohen was feted at a luncheon at the Warwick this week. E L Booker Harold Colton finally found a mid-city apartment. Ben Stern, National Screen Service salesman, has returned to his desk after undergoing an operation at Mt. Sinai Hospital.

Sylvia Greenfield, United Artists billing clerk, announced her engagement to Herman Kress. Gloria Kostecky, secretary to Stanley-Warners' Ev. Callow, will wed Bob Gable (no relation to Clark, Coral or Maurice) on Oct. 30. MGM Office Manager Frank Sculli is spending his vacation with his family at Wildwood, N. J.

Hal Warner, manager of the Benson, is in Hahnemann Hospital with a back condition. He had just returned from a Florida vacation when stricken.

Warner Booker Virginia O'Brien is touring the New England states. Lillian Boehl, bookkeeping clerk; Harriet Rosenstein, stenographer; and Joe Nicceo, assistant shipper, were also on their time off from the Warner exchange.

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Wrong Slant?

Moral of the crime prevention short being shown at Columbus, Ohio failed to impress one light-fingered patron. William P. Groves, another patron, reported that his wallet containing $3 was stolen during showing of the short. Groves thought that perhaps the short delved into the wrong crime subject. It stressed the apprehension of murderers, not pickpockets.

OMAHA

Murry Greenbaum of Omaha has been named Eagle Lion salesman for Nebraska. Bill Wink, Warners salesman, underwent a gall bladder operation. The Movieland, a 500-car drive-in, is being opened at Yankton, S. D., by Slaughter and Butcher. Oscar Hanson, Omaha, will book. Irving Sherman, assistant manager for Columbia's exchange operation, was in the city.

Eagle Lion was visited by Herman Beiersdorf, divisional manager from Dallas; Max Youngstein, vice-president in charge of publicity; and Publicist Milt Overman. Overman was confined to the hotel after suffering an arthritic attack, but finally was put on a plane to go to his Kansas City home.

Vacationing exhibitors included: A. J. Anderson, Sloan, Ia., back after three weeks in the East; Harry Lankhorst, Hawarden, Ia., in Minnesota; Henry Saggau, Dennison, Ia., in Minnesota; Ray Brown, Harlan, Ia., at Lake Okiboji; Morris Smead, Council Bluffs, back after a summer in California.

Vacationing exchange employes: Mrs. Viola Colburn, MGM; Cecilia Wolbach, MGM, to St. Louis; Fredda Rathovich, United Artists, to California; Dolores Kraemper, Universal-International, to the Pacific Northwest; Sarah Maisel of U-I.

Eagle Lion Branch Manager Ed Cohen celebrated a silver wedding anniversary.

LOS ANGELES

Julius Lamm and Sid Holland have moved out here from Cleveland, and opened a branch of Theatrical Enterprises and Theatre Films at 1574 W. Washington. Both are veteran theatremen, Lamm having been with Warners for many years. They are handling all types of card games, dinnerware, wear-ever pots, premiums, toys and bikes.

Pat Patterson, veteran trade paper planter for Universal-International studio, has resigned, reportedly to go into the theatre business. The Apollo Theatre on Hollywood Boulevard has been rented to Temple Beth-El for the High Holidays. Fox Belmont Theatre celebrated its 22d anniversary last week with a cake-cutting ceremony on the stage, presided over by actress Carol Forman. Jack Case is the manager.

The Million Dollar Theatre has booked Cab Calloway for the week of Sept. 7, without his band. He will appear with a quartet. Metzger-Srere Theatres has taken over the Coronado, Village and Palms in Coronado Beach from Hyde & Millen.

On the night of Aug. 12, the Palace Theatre held a special showing of "The Pearl." Beneficiary of the proceeds was Comite Beneficencia Mexicana.

INDIANAPOLIS

Robert Meyer, booker at Affiliated Theatres, Inc., who resigned as of July 14, will become head booker at the 20th Century-Fox exchange.

Irving Tamler has re-entered the theatre business and announces the building of a 300-car East Side drive-in on U. S. Road 52, near Fountaintown, Ind.

Harvey Cocks, general manager, Quimby

REGIONAL NEWSREEL

Theatres, Inc., Ft. Wayne, Ind. is spending his vacation at Glen Cove, R. I.

Carl Niesse, operator of the Vogue, is suffering with recurrence of a leg injury suffered a year ago when he was injured in an automobile accident. He is confined to his home at Lake Wawasee, Ind.

Jerome Heinlein has been appointed manager at the Arcade, Gas City, Ind., succeeding Lester Bailey. Michael Dellacona, student booker at U-Int. exchange has resigned and will join the U. S. regular army. Ed. Campbell, operator of the Campbell Theatres, is spending his vacation at Benton Harbor, Mich.

The Indianapolis Variety Club held a special meeting on Monday in the Paramount screening room to formulate plans for the annual golf tournament, Sept. 20 at the Broadmoor Country Club.

HARTFORD

Loew-Poli, Meriden, Conn., will reopen about the middle of September. Al Monty, former manager of theatres in Waterbury and New Britain, is being featured in a new amateur night series at Loew-Poli Palace, Meriden.

Lou Cohen, Loew-Poli, Hartford; Walter Murphy, Capitol, New London; Nick Brickates, Warner Garde, New London, got back from vacations. John Pertrowski is new assistant manager, Garde, New London. John D'Amato, Palace, New Britain, was off the sick list. The Webb, Wethersfield, resumes foreign films in September. John Doran is new chief of staff, Center. Denny Rich, Cameo, Bristol, was ill.

The annual managers meeting of the New England zone of Warner Bros. Theatres is set for Tuesday, Aug. 31, at Racebrook Country Club in Orange, Conn.

Connecticut's State Police Commissioner Edward J. Hickey has denied the application of the Naugatuck Valley Drive-In Theatre Corp. for a permit to operate an open-air theatre on the Waterbury-Thomaston Road.

Raymond Caine is manager of Columbia Amusements' new Cranston Auto Theatre, Cranston, R. I. The State, Hartford, reopens after a summer closing on Aug. 25, with combination film and vaudeville resumed Sept. 10.

SAN FRANCISCO

National Youth Program activities will be under way early in San Francisco as Mayor Elmer Robinson issued invitations for Aug. 24 to all civic, welfare, social and service club leaders to attend a special buffet and preview of "Report For Action." Youth Month will be launched with a city-wide theatre party free for all youngsters on the morning of Sept. 1, when pictures donated by the exchanges will be shown at all houses.

Sale of United Artists Theatre in San Francisco and four Music Hall theatres in and around Los Angeles to Sherrill Corwin and Sol Lesser (who purchased 50 per cent of United Artists interest in the houses and all of Joe Blumenfeld's holdings) culminated negotiations that have been blocked since last April because of title problems arising from assignment of leases on the project. Blumenfeld with his sons, Jack, Nate and Abe, still operate 52 theatres in Californa.

Film Row's championship basketball team is being prepared for a possible barnstorming trip to Honolulu this fall under sponsorship of Earl Williams of the Royal Hawaiian Amusement Company. William Coovert, divisional manager of Golden State circuit, is vacationing at Ben Lommond. Wedding of Joan Wobber, daughter of Herman Wobber, 20th Century-Fox executive, to Marshall Naify, son of Michael Naify, president of United California Theatres, Inc., is set for Aug. 28.

Irving M. Levin, divisional director of San Francisco Theatres, Inc., will head the local motion picture industry's Community Chest fall drive.



AD, PRODUCTION CHIEFS HUDDLE. Important subjects on the agenda of Dore Schary (right), during his visit to MGM's home office in New York last week included conferences with Advertising Chief Howard Dietz. The two MGM vice-presidents are seen above during their confab in Dietz's office. Amplifying his previous statement, Schary, before returning to the Coast, said that in carrying out his aim "to produce good pictures for a good world," screen realism can "be achieved without resort to sordid topics."

DALLAS

Joe Rock, formerly head of the Joe Rock studios of Elstree, England, Friday leased for three years army buildings at Camp Wolters, near Mineral Wells, Texas. Rock says he'll install a one-stage studio there, go into production of "Cellblock" within ninety days. He'll bring 20 key men from Hollywood, recruit less-skilled workers from the area.

Guy Madison and Florence Bates played to eight capacity audiences at the 2500-seat Palace Thursday and Friday as "Texas, Brooklyn and Heaven" was premiered here. Madison later planed to Hollywood. Miss Bates went by train to San Antonio for a brief vacation. Robert Golden, producer of the film, left Sunday for New York.

PORTLAND

Spokane's 35-year-old Liberty Theatre has been sold again—this time to W. K. Beckwith, prominent Pacific Northwest theatre executive, who purchased from Gamble Theatre Enterprises. Beckwith has an interest in the Ritz, Spokane. He and W. L. Seale, another part owner of the Ritz, continue to operate jointly a new house at Moses Lake, Wash. Beckwith also owns theatres in Issaquah and North Bend, Wash. The staff and policies of the Liberty will remain the same. Robert Swift will be assistant manager.

Built in 1913 at a cost of $150,000, the Liberty was operated as a vaudeville house; in 1927 Spokane's first "talkies" were introduced there. Ray A. Grombacher, who had managed it since

(*Continued on Page* 28)



A. Blumenfeld
Blumenfeld Theatres, San Francisco, Cal., says:

"THE SERVICE ALTEC PERFORMS ACTUALLY PRESERVES MY ASSETS"

"There has been a lot of improvement in what sound does to give the product we show better entertainment value, and the directors on the Coast are exploiting sound more all the time. The research work the Altec scientists are constantly doing pays off in the new methods the Altec inspector is provided with for getting the improved sound off the sound track in my theatres. In times like the present, when an exhibitor has to make every effort to keep his patrons from being lured away by non-theatre entertainment, the service Altec performs in my theatres actually preserves my assets. It adds to my assurance to know that Altec devotes its efforts one hundred percent to improving my business, and does not spend its energies in other fields."

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THE SERVICE ORGANIZATION OF THE MOTION PICTURE INDUSTRY

REGIONAL NEWSREEL

(*Continued from Page 27*)

1915, spent $100,000 to rebuild it in 1927, but he sold his share in the business in 1932. The Gamble Theatres purchased the Liberty from the Evergreen chain in 1948. W. R. Gamble managed it until its recent sale.

SALT LAKE CITY

Director Frank Borzage, a native of Salt Lake City, made his first visit home in three years and entertained Red Skelton and wife at the Borzage family farm. Columbia Assistant Manager of Branch Operations Irving Sherman was here conferring with Branch Manager William Seib. Service Theatre Supply Manager Alvin C. Knox attended a company meeting in Los Angeles.

Roy Pickerell, 20th-Fox booker, visited in San Francisco and Los Angeles on his vacation. Manager Harry Blake of the Studio Theatre, recently recovered from an operation on his neck, has a vacation coming this month. Warner Booker Ralph Piza spent his off-time in Nevada. Ann Sheridan stopped here en route back to Hollywood from a Connecticut vacation.

The local Motion Picture Club will hold its annual outing on Aug. 26 at some nearby canyon to be selected, President Warren Butler announced. Film Classics Manager Joe McElhinney is covering the Idaho territory.

OKLAHOMA CITY

A new 500-car drive-in theatre for Tinker field employees and residents of Midwest City, was opened Aug. 10. Wetumka, Okla., opened its new Redskin Theatre Aug. 10. It is owned and operated by Cecil Duncan.

The Tower and Capitol theatres are cooperating with the C. R. Anthony Stores of Oklahoma City by giving a matinee for kiddies on Aug. 28. A free coupon is in a local paper; all the children have to do is take it to an Anthony store and have it signed.

Will Rogers and May Theatres held a Midnite Jinx Show on Friday 13 at 11:13. They are showing "The Mad Monster" and "Panthers" a double horror show. The Plaza also had a Midnite Jinx Show on Friday 13 at 11:30, showing "The Cat Creeps."

The Oklahoma Tax Commission (research division) reported 20 new theatres in operation in its quarterly report for April, May and June 1948, with 17 going out of business and eight having changed ownership.

CINCINNATI

Morris Lefko will be honored with a testimonial dinner at the William Penn Hotel, Monday, Aug. 30, by the Pittsburgh Variety Club, on his promotion to RKO Eastern Central District Manager. Lefko will shortly move to Cleveland, where he now has his business headquarters, Cincinnati being under his jurisdiction.

Ray Frisz, of the Chakeres Circuit, Springfield, and Mrs. Frisz are back from a western vacation trip. George Fetick and Mrs. Fetick, Cincinnati, are leaving for a three-week motor trip to the west coast.

Sam Switow, Louisville, Ky., visited the exchanges the past week, arranging for the opening of the new drive-in theatre in Bluefield which he and Max Matz will open soon. Lee Goldberg, Popular Pictures, made a trip to Louisville, Ky., and visited Col. Fred Levy. Irene Meek has resigned as booker and secretary for Popular Pictures. M. G. Thomas, branch manager of the local Altec Service office, has returned from a vacation at Lake Winnipesaukee, Meredith, N. H.

Charles Schroeder, Warner West Virginia salesman, and Mrs. Schroeder, are receiving congratulations on the arrival of their new 6½-pound son, Ronald Arthur, on Aug. 5, their firstborn. Marian Wordeman Budde, former secretary to Mike Spanagel, of the White-Lisbon circuit, is carrying on for Miss Reichel during her absence.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN has it!

Forgetful

Drive-in theatre managers in the Kansas City area would give a pretty penny if a method could be found to keep patrons from driving away with the in-a-car speakers. It's a nightly occurrence to have a patron yank a speaker from its stand as he starts to drive away. The theatres print bulletins on the subject, make announcements over the loud speaker system and on the screen, but still there's no stopping it. Customers just will be forgetful.

VANCOUVER

Space in Vancouver is at a premium and distributing concerns which have opened branches here have had to take make-shift quarters, some quite a distance from the Vancouver Film Building. Among them are Selznick Releasing Organization, Coast Films, Foto-Nite, Alliance Films and General Theatre Supply.

Bette Rousselet of the Odeon Circuit's district office was married to Eric Ajello, radio script writer of Boise, Idaho. Both formerly worked at Radio Station CKMO here.

Indie exhibitors in British Columbia and Western Canada are starting to squawk over the alleged monopolistic practices of the major distributors. They claim they are being frozen out of first-run pictures.

Eric Williams, formerly of the Strand here and now with Warner Bros. studio in Hollywood is here on vacation. Roy Clouston, with Paramount in Calgary for 15 years and who took over the booker's desk at Empire-Universal here, has resigned to go into other business. Charlie Backus of UA, succeeds him. Alexis Smith returned to her home town, Penticton, B. C., to open the annual peach festival on Aug. 18.

New Theatres

Marion, Ind.—Hohman-Clinton Corp. men announced they would exercise an option on a site here for 1,300-seat movie house.

Vicksburg, Miss.—Mrs. E. H. Bounds, manager of the local Joy Houck Grand, announced construction would start here this week on a new 1,000-seater.

Omaha—Arden G. Davidson is building the new Virginia Theatre at Bridgewater, S. D., to replace the Nancy, destroyed by fire.

Little Rock, Ark.—D. P. Callahan, manager of Arkansas Amusement Company's Little Rock theatres, announced a $136,000 contract has been let for a 1,300-seater here on the site of the present Royal.

Atlanta—S. C. King and C. K. Merrill, who own the Houston, Dotham, Ala., will build a new theatre in Red Level, Ala. Paramount Enterprises announced it would build a 1,000-seater at Miami Springs, Fla., with parking space for 300 cars. W. L. McComas, Miami Beach, has won permission to build a drive-in next to the Tropical Park race track there against race track opposition.

Camden, Ark.—D. L. Johnson, local manager for Malco Theatres, stated the company will build a 1,000-seater here.

Catskill, N. Y.—President Samuel E. Rosenblatt of American Theatres, Inc., announced a 600-seat theatre, backed by the West Side Business Men's Ass'n, would be built here.

Dayton, Ky.—Bressler Enterprises, Inc. will operate a new $100,000 theatre to be erected here on the old Tacoma race track site.

Golden, Colo.—A modern film theatre is to be built here on the site of the old Gem Theatre.

Oklahoma City—Lewis Long is starting construction on a 500-car drive-in at Guymon, Okla., to cost $100,000 or more. It will be the Panhandle's first drive-in.

Indianapolis—Irving Tamler will build a 300-car drive-in to be called the East Side, on U. S. Road 52, near Fountaintown, Ind.

Hartford, Conn.—J. Roger Mahan has received permission from the Waterbury board of aldermen for a zoning change so he can build a new theatre.

MINNEAPOLIS

Application for a theatre license by the new owners of the neighborhood Vogue, Joseph M. Podoloff and Wilfred Wolfson, was protested by the former operators, Mrs. Evy Enquist and Paul Mans, at a meeting of the city council's license committee. Podoloff and Wolfson recently purchased the theatre building, which has been empty since July 31 when the Enquist-Mans lease expired. Mans has asked that their license, which expires May 31, 1949, be transferred to a new location. The new owners want the license transferred to them.

Vacationing in northern Minnesota are Chuck Bliss, booker at Universal, Al Stern, RKO office manager, and U-I's Le Roy Miller who is at the cabin of Roy McMinn, owner of the Beacon, Superior, Wis. Helen Manion, U-I branch manager's secretary, is in Canada. Julia Proctor, prevue shipper at NSS, is in Milwaukee and Detroit.

New on film row is Juanita Haarstad, biller at 20th-Fox. Martin Winnant, Columbia traveling auditor, is at the Minneapolis exchange. Warner Salesman Earl Perkins, on leave of absence since last May, is back at the exchange.

CLEVELAND

Irving Sherman, assistant manager of branch operations for Columbia, conferred with Branch Manager Oscar Ruby.

Robert Snyder and E. J. Stutz of Realart, Cleveland, who own the international distributing rights to the locally-made short subject, "How to Pitch," starring Bob Feller, pitcher for the Cleveland Indians, have sold 60 prints to the U. S. Motion Picture Services to show to servicemen.

Mayland Theatre, 1800-seat Essick & Reif deluxer at Mayfield and Lander Roads, is set to open Aug. 26.

Gertrude Shear has joined the Film Classics secretarial staff, succeeding Maurine Weintraub, resigned to take up nursing. The Ridge, which M. M. Jacobs bought last year, was sold this week to Matt Feichtmeier. Jacobs is now in the theatre premium business. Richard Lesnick, former Film Classics booker, and Bernice Cassel of East Orange, N. J., will be married at Hampshire House, N. Y., on Aug. 28. His father, Mike Lesnick, auditor for Associated Circuit, will attend. Jack O'Connell of Toledo will rename the remodeled Madrid, Port Clinton, the Port Theatre. Phil Chakeres of Springfield

New Mirrophonic Sound
JOE HORNSTEIN has it!

REGIONAL NEWSREEL

has set Aug. 28 as the date for his annual industry picnic at his estate.

Emery Downs, 66, who was manager of the Knickerbocker Theatre when it was the only modern uptown theatre in the city, died Tuesday.

BOSTON

Teddy Rosenblatt, with his family, left for a vacation in Canada. Eagle Lion Booker Sam Levine, Grace Sullivan, cashier, and Geraldine Frank, telephone operator, are vacationing. Red King, publicity director of RKO Theatre, Boston, is spending his off time at the South Shore. Al Fowler, publicist at 20th Fox, is off for a time.

Among industryites recently visiting on film row here were: Columbia New Haven Manager Walter Silverman, Eagle Lion Vice-President and General Sales Manager in Canada Warner Manley and EL Canadian distributor David Griersdorf, RKO Australian Publicist Joe Jewel, Walt Disney Representative Charles Levy; also the following exhibitors: John Conney, Pittsfield; Lee Howard, North Brookfield; J. Masciarelli, North Abingdon, and from Providence, R. I., Archy Silverman.

One visitor to the row is becoming a permanent resident—Katherine Cuddiford of London, Eng., where she worked for Eagle Lion for two and a half years. She has become assistant to the contract clerk at the EL Boston exchange.

KANSAS CITY

Arnold Gould, city manager of the Durwood circuit in Jefferson City, Mo., is off on vacation, leaving his charges to Howard Griffin, manager of the State. Johnny Lynn, assistant manager at the State, handles the house while Griffin steps up to the city job.

Milt Overman, Eagle Lion exploitation man, is taking it easy at home after a sudden arthritis attack laid him low.

The annual convention of Fox Midwest managers has been shuffled again. Once it was set for Kansas City early in September, then switched to Excelsior Springs. Now it is off again, but it is likely to be scheduled for an early September date.

Movietone News came down from Chicago to film the parade and outing of the 3 & 2 Baseball youngsters here last Saturday. The event was also the occasion for the first television filming here.

WASHINGTON

Sidney Lust's Hippodrome has cut admission prices to 40 cents at matinees, Monday through Saturday; evening and Sunday 65 cents, down from 85 cents.

Local Variety members are looking forward to the Mid-Year Conference of Variety Clubs International at the Statler Hotel here, Sept. 16-18, when Secretary of State George C. Marshall will be on hand to receive the Humanitarian Award.

Carter T. Barron and Sam Galanty, co-chairmen of the Variety Club ways and means committee, held a luncheon-meeting of the football committee on Monday (16) to arrange for the annual charity football classic in Baltimore between the Washington Redskins and the Chicago Bears.

The Miss Greater Washington contest sponsored by Radio Station WWDC, has been selecting the finalists at The Atlas, Naylor and Apex Theatres. Finals at the Capitol on Aug. 23 will determine this area's Miss America candidate.

Mildred Korman, cashier clerk at RKO, has resigned to devote her time to nursing.



BLIND BABIES BENEFIT. Starlet Doris Day, photographed in the headquarters of the Variety Club of Northern California, Tent 32, San Francisco, beside the giant plug for the Club's Heart Fund benefit for blind babies. Proceeds from Horace Heidt's talent-hunting show on his NBC Philip Morris program at the Civic Auditorium went to this Variety Club charity. Two great news services, King Features Service and International News Service, sent releases on the benefit to their newspaper clients.

COLUMBUS

Theatremen are watching the battle between City Auditor R. P. Barthalow of Columbus, Ohio, and officials of Ohio State University's athletic department over whether the city's three per cent admissions tax will be imposed on Ohio State fall football games.

Two business sessions will be held daily during the convention of the Independent Theatre Owners of Ohio, Sept. 14 and 15 at the Deshler-Wallick here. Banquet will be held Tuesday.

Earl J. Graham, former manager of the Walnut Hills Theatre, Cincinnati, is the new manager of the Majestic. Claude Belknap, doorman of the Southern, vacationed in Washington and New York. Harold Goodin, student assistant of the Ohio, has resigned to enter other work. Manager Carl Rogers of the Broad is vacationing at home, fixing up the property into which he recently moved. Robert F. Alexander is the new manager of Academy Circuit's National Auto Theatre

Herbert C. Kneller, 50, manager of the Broad, Lancaster, Ohio, died unexpectedly after a heart attack in his home. He had been engaged in theatre business in Lancaster for the past 34 years.

LOUISVILLE

Mayor Arthur C. Jones of Frankfort, Ky., threatens some "padlocking" of theatres if they don't strictly enforce his ban against children under 18 attending places of public amusement, caused by the polio outbreak. Five cases have been reported in the city and 10 in the county.

Hahn and Burnette expect to open their drive-in near Bardstown on Sept 1. Ray Toepfer, operating the Blue Grass drive-in near Georgetown, Conn., is contemplating erecting another in the Lexington area.

Closing of the summer season of legit at the Iroquois Amphitheatre will help Louisville's movie business, it is believed. Permit for a commercial television station here has been asked for by the Mid-America Broadcasting Corporation. The Strand is presenting the first serial in a downtown house here in years—"Superman Comes to Earth."

William D. Hudson, 55, projectionist at various Louisville theatres for the past 20 years, was killed when thrown from his motorcycle when he apparently lost control on a curve near Hanover, Ind. He was enroute to his job at the Dixie drive-in on Dixie Highway.

TORONTO

The Odeon Danforth, Toronto, was the first theatre in Canada to offer television as a form of entertainment although the arrangement is far from being permanent and the televised programs did not form a part of the regular film show.

James Hardiman, manager of the Danforth, is in England on a 25-day holiday at his former home and Manager Howard Elliott of the Odeon Fairlawn is temporarily in charge, with Victor Howe, assistant manager, looking after the Fairlawn.

Archbishop Alexandre Vachon of the Roman Catholic Church has condemned the France-made feature, "Children of Paradise," on moral grounds. Ontario censors approved it as adult entertainment. It was banned entirely by the French-Canadian Province of Quebec.

Mrs. Louis Stancer, widow of the former proprietor of the Ace, Toronto, has become an exhibitor, having leased the Hudson in North Toronto.

Ben Cronk, vice-president of the Canadian Picture Pioneers, has left Toronto with his wife for Long Beach, Calif., for a vacation after which they will live for a year in Arizona, then make a tour of Mexico, South America and Hawaii.

Patricia Roc, British actress, will visit To-

(*Continued on Page* 30)

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HURST BLDG. BUFFALO, N. Y.

"Voice of Theatre Speakers"
JOE HORNSTEIN has it!

LONDON OBSERVATIONS
Will Be Found on Page 33

REGIONAL NEWSREEL

(*Continued from Page 29*)

ronto for the opening of the big new Odeon Theatre in September.

CHICAGO

Marion Linda Schier, weighing six and a half pounds, was born to John Schier of the Oriental theatre staff, and Mrs. Schier, at the St. Francis Hospital. Lois June Nettelton was elected "Miss Chicago" at the Essaness Oriental Theatre beauty contest in cooperation with the Chicago *Times*. She will represent Chicago at the Atlantic City pageant.

Judge Ralph Dady of the Waukegan, Ill., circuit court ruled that Zion, Ill., authorities could prohibit Sunday film shows in that community. Attorneys for the Zion Theatre will carry the case to the Illinois supreme court. Attorney Thomas C. McConnell has filed a brief in federal court taking exceptions to Judge Michael Igoe's extension of playing time for "The Emperor Waltz." Case will be heard in the fall by the appeal court.

Ross Tilt is the trainee assistant at the Crystal Theatre. Stanley Linggren ditto at the Terminal. Paul Garrett is assistant at the United Artists Theatre, Edward Gilmartin assistant at the Garrick, and Edward Camona at the Central Park.

Mrs. Anna C. Peterson, mother of Larry Burndahl, B & K executive, died at home in Michigan City, Ind. Ansell Feinberg, brother of Harry Feinberg of B & K purchasing department, is dead following a long illness.

ATLANTA

C. P. Cohen, owner of several theatres in Florida, expects to open his new house in St. Augustine within two months. Martin and Thompson opened the 1,000-seat Thompson Theatre, Hawkinsville, Ga., on Aug. 9. President J. H. Thompson and E. D. Martin, and Roy Martin, Jr., attended and were joint hosts at a cocktail party and buffet supper. Independent Theatres, Chattanooga, Tenn., has opened its new 1,000-car, Brainerd drive-in, Brainerd.

Miss Oneda Wallace is the new secretary to Harry Curl of the Community theatres in Birmingham, Ala. Carroll Lord has been appointed manager of the Jefferson, St. Augustine, Fla., replacing James Gumble who goes to Gainesville, Fla.

Republic Tampa Manager J. E. Laird was here for a meeting with Republic Southern District Manager Walter Titus. Robert M. Moscow, who produces Negro shorts for the Sack Amusement Company in Dallas, stopped over here enroute to Philadelphia. Jack Jackson, STR contributor and a special representative for the Sack company, was also a local visitor.

The citizens of Florence, Ala., will vote on Sept. 20 on Sunday movies there. The city now imposes a $100 fine for any Sunday show.

NEW HAVEN

The Variety Club of Connecticut, Tent 31, after seeking adequate headquarters for nearly two years, has signed a long-term lease for club rooms over the Cafe Sullivan at 1166 Chapel Street, New Haven, with a private entrance through the Medical Arts building next door. It is expected that within the next month the club rooms will be formally opened.

Manager Harry Rose of the Majestic, Bridgeport, and Mrs. Rose celebrated another wedding anniversary. Manager Matt Saunders of the Poli, Bridgeport, is visiting his mother in Chicago. Manager Joe Boyle of the Broadway, Norwich, is vacationing in Syracuse, N. Y., with his wife and son. Sam Shoubouf is relieving.

Philip Oliver, former manager of the Strand, Bridgeport, is home from hospital after leg amputation and on the road to recovery. Jim Memery, artist for Loew Poli N.E. theatres, is on vacation trip to Philadelphia, Pittsburgh and Buffalo. Phil Gravitz, MGM office manager and head booker, has been selected for enrollment in the company's executive training course in New York.

New Ideal Theatre Chairs
JOE HORNSTEIN *has it!*

Family Admission

The Horne Theatre, Knoxville, Tenn., has inaugurated family admission night every Tuesday when the entire family is admitted for 50 cents, tax included.

BALTIMORE

While Fred Sande and Sampson Pike made the rounds of the Virginia territory, Bernie Mills, headman, Equity took charge of the Washington office. Bob Burns, Century, is relieving Charles McLeary at the Parkway while the latter is on vacation.

Equity Films announced the Fred Sande first anniversary playdate and business drive to be held from Sept 15 to Dec. 31. Cliff Jarrett is in bed with a touch of ptomaine. Bill Saxton, Loew city manager, is back from vacation. Marie Easter, Valencia assistant, will marry Lt. Commander Frank J. Coulter Sept. 17. Hy Weiner, Variety member, had a fire at his Odenton, Md. plant with estimated damage at a quarter of a million dollars.

Geneivieve Gechkle, Centre Theatre office manager, will marry Frank Crail soon. Mrs. A. R. Fitzhugh, Aurora Theatre, is vacationing —visiting her daughter in Roanoke Rapids, N. C. Mrs. Jacques Shellman is invalided with a broken arm, suffered while on vacation in Canada.

Janet Schanberger, daughter of Mr. and Mrs. Fred C Schanberger, Jr., Keith's Theatre, was married recently to Michael Flynn, Jr., son of the Washington *Star's* managing editor. Madge Myers, Century, back at work after a long siege of illness and a major operation.

PHOENIX

The holdup man who recently robbed the Orpheum of $2,238, after slugging the assistant manager with a gun, was captured in Los Angeles and has been returned to Phoenix for trial. The 22-year-old former Tucson mail clerk said he staged the robbery in order to recoup severe losses at the race track.

Lowell Farrell, co-director of Argosy Productions, plans to bring a small cast to northern Arizona for the filming of parts of a new western, "She Wore a Yellow Ribbon," to be directed by John Ford and starring Ward Bond and Ben Johnson. Locales will be Monument Valley and Marble Canyon.

The Star, Nogales, received 600 letters following the theatre's one-shot "mystery tune" radio program over station XEHF last Saturday night. Each of the 10 winners received a free ticket to the Miguelito Valdes stage show which will shortly play the Star.

Bottle Warmer

To encourage Mother and Dad to attend the new drive-in theatre at Dedham, Mass., which opened on the 11th, the management advertised that bottles for infants would be kept warm, freeing the parents of all worry about the baby's food. Young children are admitted free. New theatre has an individual speaker for every car.

ST. LOUIS

Eddie Arthur, assistant general manager for Fanchon and Marco, and Fred Wehrenberg, MPTO of St. Louis president, were named co-chairmen of the St. Louis and St. Louis County committee on National Youth Month. Other members are Louis Ansell, Russell Bovim, Clarence Kaimann, Arthur Kalbfell, Tommy James, Henry Halloway, Fred Joseph and Herb Washburn.

City council of East St. Louis, Ill., tabled the proposed three per cent tax on amusement admissions to permit an additional 30-day period of inspection by the public.

Frank J. Glenn has opened his 500-car Melody drive-in north of Duquoin, Ill. Egyptian Theatres Corp., owned by Harold Grear, Wayne L. Smith and Hazen E. Coleman of Herrin, Ill., opened its Egyptian drive-in there at the weekend. John Marlow's 1,000-car drive-in between Herrin and Marlow, Ill., is set to open Sept. 1.

Roy Boomer was here from Chicago conferring with Ray G. Colvin on arrangements for the Sept. 27-30 convention of the Theatre Equipment Dealers Protective Ass'n. A record number of equipment exhibits is expected. RKO District Manager Ray Nolan has returned from a California business trip. Dave Lasky, former army captain, has been added to Monogram's sales staff. Bob Amos has resigned from the St. Louis Theatre Supply Company. Ellis N. Shafton, former film salesman, exhibitor and district manager for Selznick, has joined the sales staff of Mid-States Theatre Supply.

Estate of Barney Rosenthal, who died of a cerebral hemorrhage last May, is valued at $114,101.68, according to an inventory filed in probate court. Burial of John Gilbert, a member of the St. Louis Theatrical Brotherhood, took place last Tuesday in Sunset Burial Park.

HARRISBURG

Spasia "Spike" Todorov, State assistant manager, is on a vacation motor trip with his family. Albert Conrad, of the State, is substituting. Other State personnel on leave: Betty Crouse, in Ocean City and Virginia, and Alice Evanoff of the office staff. Manager Sam Gilman of Loew's Regent is in Atlantic City. Loew vacationers are Sam Rubin, operator, and Amanda Newhouser. Victor Palese, State staffer, has returned from the Marine Encampment at Camp LeJeune, N. C., while Ted Wourtersz is attending State National Guard Camp at Indiantown Gap.

New Senate employes are Gloria Harris, cashier, and Gloria Duttenhoffer. Si Fabian, en route to the Hershey Hotel, visited the Fabian theatres here.

'Youth Month' National Build-Up Under Way

Stamp Dedication Started Publicity Spotlight for September Theatre Drive

National attention is being directed to the motion picture theatres' "Youth Month" campaign during September by a series of events in which the kick-off was the dedication by President Truman in Washington last week of a special U. S. postage stamp. The ceremony in the White House, attended by the Postmaster General, the Attorney General and other government officials, as well as representatives of the film theatres, has received widespread notice in the daily press by camera and news story coverage.

Among the syndicated columns resulting from the ceremony was a story about Charles P. Skouras in Drew Pearson's "Washington Merry-Go-Round" published this week. The Youth Month theatre campaign which Skouras heads as national chairman, was the basis of Pearson's outline of the career of the present head of National Theatres from his beginnings as an immigrant boy arriving in New York 40 years ago from Greece without either finances or friends here.

Portions of the piece—in which Skouras was awarded "the brass ring, good for one free ride on the Washington Merry-Go-Round"—from the Drew Pearson column follow:

Greek Immigrant Boy

"When Charley Skouras came to the United States as a Greek immigrant boy forty years ago, no one ever figured that someday he would become head of the largest movie-theatre chain in the world.

Nor did anyone ever dream that last week he would help the President of the United States dedicate a special "Youth Month Stamp"—a stamp commemorating the month of September and the drive which the theatres of America and most of the communities of America will make toward wiping out juvenile delinquency.

Charles Skouras is heading that "Youth Month" drive.

Sometimes I think many of the Americans who have become United States citizens by adoption, who know first hand what it is to live in the old world, are more appreciative of the United States than those born here who take this country for granted. Certainly this is Charley Skouras' viewpoint toward the United States.

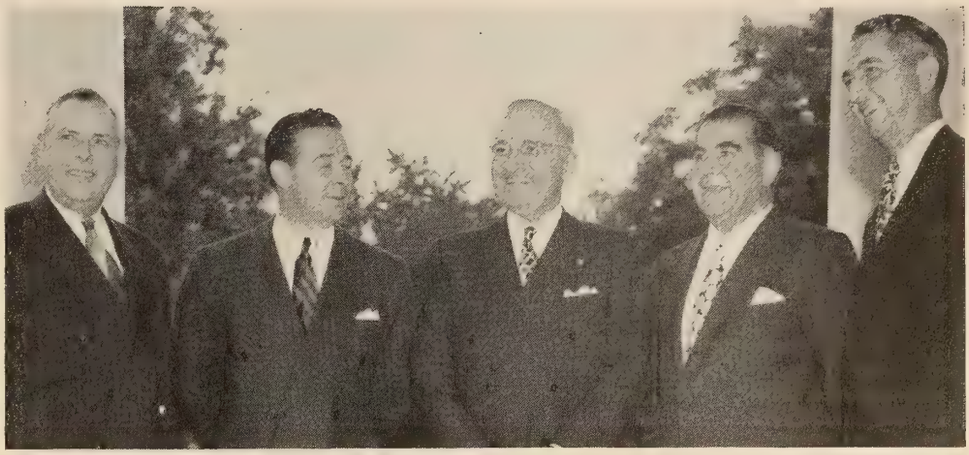
"When he first landed in New York Skouras got a job in a Greek restaurant paying him 50 cents a day, plus meals and the privilege of sleeping on bags of coffee in the rear at night. Later he moved to St. Louis, where he worked as a bus boy. His two brothers, Spyros and George, were also in St. Louis hotels, worked hard, saved their money. . . .

Friendship Train

"I first got to know Charley Skouras when the Friendship Train was being organized. His theatre managers had been asked to tell the public about the idea behind the Friendship Train, and to that end Skouras called them to Los Angeles for a conference.

"'But, boss,' they protested, 'we're just opening with "Forever Amber." How can we publicize that and the Friendship Train too?'

"'Which is more important—' grunted Skouras. '"Forever Amber" or your country? "Forever Amber" can come later.'



PRESIDENT GREETS YOUTH MONTH LEADERS. Nearly 500 leaders of the motion picture industry and representatives of welfare groups were in attendance last week when President Truman gave official Washington recognition to Youth Month with a special dedication ceremony for the Youth Month Stamp on the White House porch. Above (l-r) are: Postmaster General Jesse M. Donaldson, who presented the first portfolio of the new stamp to the President; Ted R. Gamble, president of the Theatre Owners of America; President Truman; Charles P. Skouras, chairman of the National Youth Month Committee; and Attorney General Tom C. Clark, at whose request the TOA organization is spearheading a national Youth campaign in September.

"Today Skouras is heading the national committee for Youth Month.

"'One trouble with most of us,' says Skouras, 'is that we talk too much about juvenile delinquency and not enough about juvenile achievements.

"'When I go to the county fairs and see the prize cattle, chickens, hogs and all the things that the farm kids raise all by themselves, it gives me a big thrill. That's achievement. Those kids won't go wrong, because they've got pride in their work. And some of them are more self-reliant at 12 than adults three times their age.

"'But kids in crowded cities have a tough time,' pleads Skouras. 'So we've got to provide incentives, give them a chance to want to achieve, to improve themselves.

"'Most American boys are hero-worshippers. They don't want to be sideline sitters. Give them healthy outlets for their pent-up energy and they'll land on their feet.

Parents Chief Delinquents

"'Sure, some kids go wrong, maybe 2 per cent. But when it comes to delinquency, it's the parents and our own communities which are the chief delinquents.'

"The aim of Youth Month is to promote more playgrounds, swimming pools, gymnasiums, and off-the-street boys clubs. In New York, for instance, there is no home or institution where a boy picked up by the police can be taken for the night except to a municipal lodging-house or to a jail.

"In the more crowded slums, it is Charley Skouras' ambition to have a playground for every three or four blocks. . . .

"'Doing something for our youth is a lot more than a one-month job,' explains Skouras. 'This is only a start. But if we can make Youth Month in September really mean something, I hope the carry-thru will continue the rest of the year. Giving youth a real stake in our democracy is the best way to make democracy live'."

Several exhibitor leaders of groups affiliated with National Allied as well as those associated with Theatre Owners of America, at whose meeting in Los Angeles last fall the idea was first broached to the theatremen by Attorney General Tom Clark, have initiated action and urged support of the September campaign. Work toward facilitating exhibitor participation in the campaign is carrying on through the efforts of film exchanges whose salesmen have been instructed to work with theatremen under the supervision of the distributors' committee headed by Andy Smith of 20th-Fox.

One of the important features of the campaign being pointed out by leading theatremen is that the origin of the move is most significant, in that movie theatres, often under attack by would-be reformers, have been asked to undertake a serious task to meet a national problem involving the very youths whose delinquencies are attributed by some to "the movies." This action—under which Attorney General Clark turned to the theatres as the most important influence for awakening public consciousness of the juvenile delinquency problem and a means of helping to correct a condition that has reached alarming proportions as a national menace—gives eloquent refutation to attacks on the movies, many exhibitor leaders now emphasize in their appeals for widespread theatre participation in the Youth Month Campaign.

Publicizing TOA Meeting

William K. Hollander of Balaban and Katz, and Thornton Sargent, co-publicity chairman for the Theatre Owners of America convention at Chicago's Drake Hotel, Sept. 24-25, announced the following Chicago aides who will serve on the committee: W. B. Bishop, MGM; Eddie Solomon, 20th Century-Fox; Lucia Perrigo and Al Weinberg, Warner Bros.; Bob Hickey, Wally Heim and Lou Mayer, RKO; Leon Brandt, Eagle Lion; E. G. Fitzgibbons, Paramount; Ben Katz, Unversal-International; Norman Kassell, Essaness Theatres; Jonas Perlberg, Boxoffice; Jim Ascher, Motion Picture Herald; Jerry Baxter and Leo Zablin, Variety; Joe Essler, Film Daily; Harris Silverberg, National Screen Service; Irving Mack, Filmack Trailer Co., and Jack Garber, Balaban and Katz.

Hollywood Newsreel

West Coast Offices—6777 Hollywood Blvd., Hollywood 28, Calif.—Ann Lewis, Manager

PRODUCTION PARADE

By Ann Lewis

Those interested in "jungle" fare might like to know that there are plans afoot for some new pictures to be made in uncharted foreign territory. George Breakston and Yorke Coplen, the two producers of the UA picture "Urubu" are planning a safari to the Belgian Congo this fall to shoot another picture with a native background, and Frank "Bring 'Em Back Alive" Buck is arranging an expedition to Africa, to get some footage for a Jules Levey picture.

* * *

Richard Hart, former MGM contractee, now freelancing, gets one of the top roles in Walter Wanger's "Reign of Terror," action drama of the French Revolution, starring Robert Cummings and Arlene Dahl. Hart, a product of the Broadway stage, made his film debut in the second male lead in "Desire Me," with Greer Garson, and has been seen in several other pictures. Another Broadwayite signed for "Terror" is Arnold Moss, who makes an impressive screen debut in the soon-to-be-released Columbia picture "Loves of Carmen."

* * *

Joe Yule, who has been playing Jiggs in the "Jiggs and Maggie" pictures Barney Gerard is producing for Monogram, will have to withdraw from his current role in the New York stage production of "Finian's Rainbow," in order to return here for the start of "Jiggs and Maggie in Court." Co-starred with Renie Riano in the title roles, Yule will have to be back in time for the Sept. 7th starting date. Eddie Cline will direct.

* * *

Although production has ceased at Universal-International, assignments on screenplays are still going on. Two of these were handed out this week, for pictures scheduled to start this fall. The first is "The Story of Sam Bass," which Melvin Levy will work on for producer Leonard Goldstein and the other is an untitled original comedy which Howard Dimsdale will write for Producer Robert Arthur. George Sherman is already signed to direct "Sam Bass" which will be made in Technicolor.

* * *

Mickey Rooney and Sam Stiefel have formed a new production company to be known as the Rooney-Stiefel Company. Plans are to produce motion pictures, television, radio and legitimate shows. Rooney's new contract with MGM permits him to engage in outside activities, just so long as he makes one picture a year for them. New company's first independent picture starring Rooney will go before the cameras just as soon as they find the proper vehicle and work out a releasing deal.

* * *

The producer reins on Columbia's "Blondie" series, which gets under way next month, will be taken over by Ted Richmond. First picture, which will carry the same familiar cast, headed by Penny Singleton and Arthur Lake, will be "Blondie's Big Deal," to be followed immediately by another "Blondie," as yet untitled. These will be the twenty-sixth and twenty-seventh in the series.

Ballad singer Roy Acuff, who recently completed his first Columbia picture "Smoke Mountain Melody," is back home in Tennessee campaigning for Governor. Win, lose or draw, he will remain there until due back here for the November 10th start of his second picture, "Home in San Antone." Acuff's contract with the studio calls for a total of four pictures, and Governor or not, he intends to return, according to a wire received by Producer Colbert Clark.

* * *

Robert Young was set to co-star with June Lockhart in "The World and Little Willie," a picture to be made by Cavalier Productions, of which Young is president. Young plans to use his four daughters in a school-room sequence, which will be their initial appearance in a motion picture. Deal for Eagle Lion to release the film was made by Engene B. Rodney, vice-president in charge of production. This independent unit's initial photoplay was "Relentless," which also starred Young.

* * *

Steve Broidy, president of Allied Artists, revealed over the weekend culmination of a producing-releasing deal with Tony Owen that will bring the famous story of "The Green Bay Packers, national professional football team, to the screen. Picture will be handled in a documentary manner, according to Owen, who was a former co-owner of the Detroit Lions football team. Under terms of the deal, all footage filmed by the Green Bay Packers of their football games will be made available. Production is slated to start in late fall at Green Bay, Wisconsin, sponsor of the team through a corporation owned by its residents.

* * *

Pop Sherman is giving in to the current trend for music in westerns by having Composer Howard Grode write the words and music for three songs to be heard in "Tennessee's Partner," Sherman's forthcoming film version of the Bret Harte novel starring Joel McCrea. The numbers are "Gold in Them Thar Hills," "The Gal With the Elegant Bustle" and "Till the Cows Come Home" . . . typical western titles.

Studio Roundup

Production continues slow in Hollywood, but the first two days of the week starting Aug. 23 will find nine new films going before the cameras. This will bring the total to nearly 40, which is the best mark in quite a spell.

Even RKO Radio, which has been cancelling pictures, started one. The first effort under the studio's new regime was "Follow Me Quietly." William Lundigan plays the top male role, a young police lieutenant who succeeds in uncovering a mystery killer. It got the green light Aug. 18.

Producer Sam Bischoff, releasing through United Artists, helped increase production by putting "Outpost in Morocco" before the lenses Aug. 16. George Raft stars and Marie Windsor has the featured feminine role; Akim Tamiroff plays a Foreign Legion veteran. Joseph Ermolieff is serving as Bischoff's associate. Background and action shots featuring actual personnel of the French Foreign Legion and desert tribesmen were made last winter in Morocco. Film is being produced at the Goldwyn lot.

"Prejudice" started last week at Nassour Studios for the Protestant Film Commission. Edward Cahn is directing for Edmund Dorfman Productions, and Paul Heard is executive producer. PFC's pictures are handled in the U. S. through United World, the Rank organization. Rank also distributes them in the British Isles.

Sig Neufeld has one of those nine pictures starting. He puts "Silent Service" into action Aug. 23 for Screen Guild, after returning from special camera work in Washington, D. C. In Cinecolor, the story is about our nation's diplomatic service. Robert L. Lippert chartered a plane for "Last of the Wild Horses" on Aug. 16 to take cast and crew to Rogue River Valley in Oregon. Shooting began the next day. The versatile Lippert is taking time off from his theatre interests and presidency of SG to produce and direct. Carl K. Hittleman is associate producer.

Actress Diana Lynn slipped in a bathtub and broke her arm, necessitating a quick switch in the feminine lead for Glenn McCarthy's "The Green Promise." With the film scheduled

(*Continued on Page* 43)

Zinnemann Sees Vast Untapped Reservoir



Fred Zinnemann

The youthful, soft-spoken man handed this SHOWMEN'S TRADE REVIEW representative a letter from a lady in Chicago praising "The Search." It read, in part: "It is also a relief from sex triangles, excess drinking and smoking which have been the usual fare recently, making for much less movie-going."

Fred Zinnemann, who directed "The Search," smiled, then said: "I've had a carload of such letters since we released the film. They make me realize that there is a vast untapped reservoir of such potential theatregoers, people who go to a show all too seldom. These millions of Americans are intelligent and discriminating. Let them know about pictures like 'The Search' and you open a new stream of ticket-buyers."

A firm believer in the documentary technique, Zinnemann feels that you can't make a picture about D. P. camps, for intance, sitting at your desk in Hollywood. That's why he went abroad to talk to the people affected, and then translated these actual experiences into a story. He worked five months in Germany and central Europe.

Zinnemann, who has just completed MGM's "Act of Violence," in which he once more uses his favorite technique, plans to visit the new State of Israel soon to get background material for a semi-documentary film on the country's future.—JAY GOLDBERG.

PICTURES STARTED LAST WEEK

COLUMBIA. Crime Doctor's Diary—Principals: Warner Baxter, Lois Maxwell. Director, Seymour Friedman.

RKO. Follow Me Quietly—Principals: William Lundigan. Director, Richard O. Fleischer.

REPUBLIC. Sundown in Sante Fe—Principals: Monte Hale. Director, R. G. Springsteen.

SCREEN GUILD. Last of the Wild Horses—Principals: James Ellison, Jane Frazee, Mary Beth Hughes. Director, Robert Lippert.

20th CENTURY-FOX. Mother Is A Freshman (Technicolor)—Principals: Loretta Young, Van Johnson, Barbara Lawrence. Director, Lloyd Bacon.

Down to the Sea in Ships—Principals: Richard Widmark, Cecil Kellaway, Dean Stockwell. Director, Henry Hathaway.

UNITED ARTISTS. Outpost in Morocco—Principals: George Raft, Marie Windsor, Akim Tamiroff. Director, Robert Florey.

INDEPENDENT. Prejudice—Principals: David Bruce, Mary Marshall, Bruce Edwards. Director, Edward Cahn.

Henreid, Canadian Int'l To Make 2 for AA Release

Paul Henreid, who starred in and produced "Hollow Triumph" for Eagle Lion, revealed last weekend that he would produce and star in two pictures to be made by Canadian International Screen Productions in Montreal for Allied Artists release. The Canadian producing company is headed by Joseph Than and Leonard Fields.

Henreid expects to produce another picture this year in association with Steve Sekely, who directed "Hollow Triumph." This one would be "End to Violence," an unpublished novel with South Africa as its locale, and the actor-producer is contemplating shooting it on location. He expects to make a deal with Eagle Lion or some other company when the script is ready.

And, as if that weren't enough to keep one man busy, Henreid is committed to do a picture in England soon, playing opposite Margaret Lockwood.

3 Allied Artists Films Get September Starts

Three Allied Artists productions are scheduled to start in September.

First to roll, early in the month, will be "Bad Boy," starring Audie Murphy and produced by Paul Short under the sponsorship of Variety Clubs International. Set to start after Labor Day is "When a Man's a Man," Windsor Production to star Rory Calhoun, Gale Storm and Guy Madison, and produced by Julian Lesser and Frank Melford. Starter for late September is "Gun Crazy," with Barry Sullivan starred and author MacKinlay Kantor acting as associate producer.

Williams Troupe in Western Featurettes

Tex Williams and his Western Caravan have been signed to star in the first two of a planned series of eight western musical featurettes at Universal-International, according to Producer Will Cowan. The studio holds individual options on the Williams troupe on the six remaining subjects.

First of the series will go before the cameras about Oct. 1, with Luci Ward and Jack Natteford alternately preparing the screenplays.

Opposite Flynn

Alexis Smith will appear opposite Errol Flynn in Warners' "Montana," which Ray Enright will direct. S. Z. Sakall has also signed to appear in the film.

LONDON OBSERVATIONS

Laboratories Target in Criticism of Newsreels; Pathe Hits Pooling, Seeks Competition to Improve Service

By JOCK MacGREGOR

Mainly through the Olympic Games, the spotlight has been focused on the newsreels. There has been criticism of the quality. This has not been the cameraman's fault, but of laboratories. The urgent need for some twenty "lavenders" of thousands of feet of film daily was more than the usual printers could handle.



Jock MacGregor

The Newsreel Association of Great Britain have exploited the occasion by taking trade paper advertising to remind exhibitors of the advantages of the often abused Supplementary Agreement and boost their coverage of the Games. Abstaining from this announcement is Pathe, which wants competitive newsreels once again.

Introduced as a wartime measure, the agreement saves, through "bicycling" prints, 261 copies bi-weekly and some 28 million feet of film annually. Exhibitors have to share whatever reel is available but pay their pre-war supplier. Generally, terms are £10 weekly for the top reels and £8 for the secondary ones, first run.

GB, Universal, Paramount and Movietone point out that if they reverted to free trade with single copies, rentals would have to go up. Pathe, by which many cinema-goers still call all newsreels, since it was among the originals, believe they could expand, improve service.

Competition in this field is certainly needed. Some dire issues are appearing. With many occasions being covered on rota, scoops are becoming rare and often, I am told, an editor will phone others who have covered an item asking for it to be held over an issue. Admittedly 700 to 800 feet does not allow much scope, but even with the Games, it is often seven days before an event reaches the British screens.

Newsreel men, incidentally, are a trifle worried about their future. Rank fully controls GB and Universal News, which are actually sold on different terms, and is closely associated with British Movietone News through the Fox-GB financial holdings. They fear with merging and pooling going on in the organization, they may not be overlooked.

* * *

The handouts at the BFPA's monthly press conference, presided over by Governor General Sir Henry French, rarely provide as much copy as the discussions that ensue. It is probably for this reason that Sir Henry obviously does not like the trade papers. Comparatively new to the business after a distinguished career in the civil service, he apparently overlooks that our function is to report for the whole industry and not merely the producers.

While they are approaching the CEA for cooperation on the fact-finding committee, the formation of their own gestapo goes ahead, to be ready for the new quota on October 1. This will record for passing onto the Board of Trade a one-sided story, showing only the number of screenings of British and foreign pictures in each cinema but not the box-office returns of even their members' product. Queried on this, Sir Henry admitted that as yet he did not know a great deal about exhibition or distribution.

This admission obviously holds good for many of his members, and it is up to the CEA or at least the independents to fight back by providing the BOT with audited figures to support their claims that they lose on British product. It would prove whether they have a case or not.

* * *

Congratulations to C. J. Latta and Jack Goodlatte on their appointments as managing directors of Associated British Picture Corporation and Associated British Cinemas, respectively. Mr. Goodlatte joined ABC eighteen years ago and has worked his way steadily upwards. Mr. Latta, on the other hand, has been in the country little over a month but has made a great impression on the many people he has met, and has picked up a remarkably workmanlike knowledge of conditions in the industry here.

* * *

Certain U. S. concerns are not fighting for the British market in the way one would imagine. Recently folded, the Frank Sinatra British Fan Club states as a reason for failure the negligible support given by the singer and his New York office during the past six months. An artist should start worrying when the fans desert him; he should not precipitate the rot.

* * *

British producers must end the craze for title changes. Not a week passes without a blurb announcing an alteration and nullifying all previous publicity.

* * *

The Hyde Park scene has been turned back fifty years for "Trottie True." Technicolor cameras are trained on Jean Kent. Some 100 technicians are going about their work when I hear a small voice enquire "What'ter they doing, Mum?" "They're fil-luming," is the reply. "Oh," says the youngster taking interest, "Is it a 'Mickey Mouse'?".

* * *

Most enterprising picture undertaken by Maurice Wilson of Grand National in a long while will be "A Tale of Five Cities" which concerns a GI visits to the European capitals. Each city's story will be told by its own key director. Rome will be covered by Roberto Rosselini. London by Paul Rotha. Boris Morros and Alexander Paal are associated with the scheme.

Her First for Columbia

Lucille Ball's first picture under her new long-term contract with Columbia will be "Miss Grant Takes Richmond," a comedy which S. Sylvan Simon will produce from Gene Towne's original, with script by Everett and Devery Freeman. No director has been assigned yet.

Holm, Young Co-Star

Celeste Holm and Loretta Young will co-star in 20th Century-Fox's "Come to the Stable," a comedy with ecclesiastical background in which both actresses will appear as nuns.

5 Test for Top Role In MGM's 'Chosen'

Peter Lawford, Tom Drake, Marshall Thompson, Barry Nelson and Tommy Breen, all under contract to MGM, are being tested by that studio to determine who shall play the top role in "The Chosen," a projected picture based on a novel by the Rev. E. J. Edwards.

Story concerns five boys from New York's Bronx who study for the priesthood, with only one of them surviving the course. Myles Connelly has written the screenplay, and Arthur Ripley will produce.

Enterprise Not Renewing Sherman Studio Lease

Enterprise Productions announced in Hollywood last Tuesday that it was not renewing its leases on the Enterprise Studios which it leased, and renamed, from Harry Sherman's California Studio. Lease is understood to expire on Feb. 14, 1949 which would allow time for a number of pictures to be made. Under its releasing contract with MGM, running for a year, Enterprise has four pictures to deliver to that company, "No Minor Vices," "The Numbers Racket," "Wild Calendar" and a fourth not yet announced. Titles are subject to change.

Scott to Star in 'The Doolin Gang'

"The Doolin Gang," story of Kansas in the day of the Western outlaws, will be Randolph Scott's next stellar vehicle at Columbia and will be made in Technicolor by Producers-Actors Corporation, in which Scott and Harry Joe Brown are partners. The latter will produce, with a tentative starting date of Sept. 20.

Industry Short Finished

"Movies Are Adventure," the third in a series of five short subjects being produced by the industry under the sponsorship of the Academy of Motion Picture Arts and Sciences, has been completed at Universal-International. Grant Leehouts of the Academy is producer-coordinator of the series.

ADVANCE DATA
On Forthcoming Product

Last of the Badmen (Allied Artists) Principals: Barry Sullivan, Marjorie Reynolds, Broderick Crawford. Director, Kurt Neumann. A yarn about the gold-rush era of the west, with an adventurer leading a gang of desperadoes, only to finish by being shot.

Tarzan's Fountain of Youth (RKO) Principals: Lex Barker, Brenda Joyce, Evelyn Ankers. Director, Lee Sholem. Tarzan's idyllic jungle life with his mate and their chimp is disrupted by the discovery of an old plane wreck in which is found the diary of an English aviatrex reported missing 20 years; complications ensue but eventually Tarzan returns to his jungle paradise.

Indian Scout (United Artists) Principals: George Montgomery, Ellen Drew. Director, Ford Beebe. A story taken from Davy Crockett's life involving a beautiful Indian girl who tries to spy on the whites, and a friendly Indian; the girl repents in the end and Crockett saves her from revengeful settlers.

Cover-Up (United Artists) Principals: William Bendix, Dennis O'Keefe, Barbara Britton. Director, Alfred E. Green. A mystery about a young insurance investigator who falls for a pretty small-town-girl, only to discover her father is the murderer he is seeking. The father dies from a heart attack before he can be seized.

My Dear Secretary (United Artists) Principals: Laraine Day, Kirk Douglas, Keenan Wynn. Director, Charles Martin. A comedy involving a beautiful secretary who marries her boss, and writes a better book than he, thereby creating a bad situation; however, in the end he is proud of her and the two are reconciled.

The Heiress (Paramount) Principals: Olivia de Havilland, Sir Ralph Richardson, Miram Hopkins, Montgomery Clift. Director, William Wyler. A drama of a century ago in New York, about a good and gentle girl who is unloved by her father, who is only interested in her potentially big inheritance. Tragedy eventually ensues.

Baltimore Escapade (RKO) Principals: Robert Young, Shirley Temple, John Agar. Director, Richard Wallace. A comedy set in 1905 in Baltimore, in which a young girl wins the day by advancing the cause of women's suffrage, getting her father advanced to a bishop and acquiring a handsome husband.

Iron Dukes (Monogram) Principals: Leo Gorcey, Huntz Hall, Gabriel Dell, Frankie Darro. Director, Reginald LeBorg. The Bowery Boys try to break up a boxing racket after their buddy is killed in an overmatch, finally succeeding after many complications.

Parole (Eagle Lion) Principals: Turhan Bey, Michael O'Shea. Director, Alfred Zeisler. A drama about a special investigator who smashes a ring selling paroles after discovering a member of the state parole board working with the syndicate.

The O'Flynn (U-I) Principals: Douglas Fairbanks, Jr., Helena Carter, Richard Greene, Patricia Medina. Director, Arthur Pierson. Laid in Ireland in 1797, this action-drama involves the battle of an Irishman for his castle and country.

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SOS SAVES DRIVE-INS THOUSANDS—Send us details, car capacity, etc. Our prices will delight you! Complete sound projection outfits $1995.00 up; New 500 Watt Western Electric Booster Amplifiers, $650.00; New Dual in car speakers with junction box and transformer, $14.95 until Aug. 1st, then $19.95; new driveway entrance and exit signs, illuminated, $18.75; Burial Cable, 7½¢ ft.; Generators 70/140 amperes, $525.00; Super Snaplite f1.9 lenses increase light 25%, from $150.00; 40" Aircolumn Weatherproof reflex horns, heavy duty 25 watt Alnico V driver units, $39.75. New Address S.O.S. Cinema Supply Corp., 602 W. 52nd Street, New York 19, N. Y.

LEASE FOR SALE

Modern 500 seat fully equipped neighborhood theatre. 4 years with option to renew. Growing town 18,000. F. M. Westfall P.O. Box 1307, Martinsville, Va.

NEW EQUIPMENT

SUMMER—SLASHINGS—STUPENDOUS STOCK SACRIFICED. Replacement parts for Simplex 40% off; Simplex BB Movements, $61.20; Universal splicers $4.25; Stereopticans $27.50; Pyrene type extinguishers $6.95; Carbon savers 77¢; Jensen 12" PM speakers, $18.95; 1000 Watt T-20 Mog. Pref. C-13D lamps, $3.95; 1500 Watt $5.95; Film cabinets $3.95 section; Soundfilm amplifiers including record player $124.75; Exhaust fans 10", $10.79; 12", $13.75; 16", $18.15; 24" 3 speed pedestal fans $69.50. New Address S.O.S. Cinema Supply Corp., 602 W. 52nd Street, New York 19, N. Y.

COMPARE AND SAVE! Beaded soundscreens 49c foot; Super-Lite 44c; 8500 CFM blowers $92.50; New RCA 30 watt theatre amplifiers $137.50; What do you need? Star Cinema Supply Co., 459 W. 46th St., New York, N. Y.

STUDIO AND PRODUCTION EQUIPMENT

BELHOWELL TYPE UNIT EYE SHUTTLE, $650.00; RCA Type Galvanometer Assembly (less optics) $365.00; Belhowell Automatic 16/35 hot splicer, $795.00; B & H Single System Recording & Studio Camera, with rackover; 3—1000' magazines, synchronous and wild motors, 6 fast Astro lenses, 4 position amplifier, 4 mikes, power supply, etc. Reduced $5,250.00; Western Electric Preview Magazines, $395.00; Bodde Process Screens, $2.40 sq. ft.; W.E. 35mm Sound Moviola, $795.00; Mitchell Plywood Blimp, $149.50; Klieglite 2000W Rifle, $79.50 Neumade Automatic Film Cleaners, $159.50. Send for latest Catalog. New Address S.O.S. Cinema Supply Corp., 602 W. 52nd Street, New York 19, N. Y.

THEATRES FOR SALE

THROUGHOUT MIDWEST, SOUTHWEST, LARGEST ASSORTMENT. Leak, 3422 Kinmore, Dallas; 1109 Orchardlane, Des Moines, Iowa.

PACIFIC NORTHWEST THEATRES for sale. Write for list. Theatre Exchange Co., 201 Fine Arts Bldg., Portland 5, Oregon.

THEATRE GAMES

DIE CUT BINGO CARDS—$3.00 per 1,000. 1-75, 1-100. Screen Dial $20.00. S. Klous, c/o Showmen's Trade Review, 1501 Broadway, New York 18, N. Y

FOR YOUR BINGO GAMES. Controlled or uncontrolled, die cut, play right, priced right. Samples on request. Premium Products, 354 W. 44th St., New York 18, N. Y.

THEATRE SEATING

WORRIED ABOUT COST OF CHAIRS? Chair up S.O.S. Can't beat us for quality and low price—for example—288 Andrews fully upholstered back, boxspring cushion, good as is $4.95; 350 American panel back, boxspring cushion, rebuilt, $5.25. Plenty others —get Chair Bulletin 15. New Address S.O.S. Cinema Supply Corp., 602 W. 52nd Street, New York 19, N. Y.

USED EQUIPMENT

DON'T TAKE CHANCES—Get Your Equipment From Reliable Source. SOS has background 22 years square dealing. Typical values complete 35mm sound & picture equipment; Dual DeVry ESF with amplifier, speaker $595.00; Holmes $695.00; DeVry XDC with low intensity lamps, $1995.00; with 1KW arcs $2495.00; Ballantyne Royal Soundmaster soundheads $249.50 pair with motors; closing out some good Simplex heads $69.50 up; arclamps, rectifiers and generators at a sacrifice. Tell us what you want. New Address S.O.S. Cinema Supply Corp., 602 W. 52nd Street, New York, N. Y.

PRICES UNBEATABLE! Simplex rear shutter double bearing spiral gear mechanisms, rebuilt like new, $275.00; Strong 50 ampere lamphouses, excellent, $250.00 pair; Pair DeVry XD projectors, rebuilt and complete, $745.00; Buy nothing—Compare our prices first! Star Cinema Supply Co., 459 W. 46th St., New York, N. Y.

PAIR REBUILT POWERS 6B PROJECTORS with soundheads, $300.00, Money Back Guarantee. P. Sabo, 916 N. W. 19th Ave., Portland, Oregon.

Feature Booking Guide

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases and re-issues) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listing.

SHOWMEN'S TRADE REVIEW

A

Title — *Company*

Abbott & Costello Meet Frankenstein.U-I
Accused, The ..... Para.
Act of Violence ..... MGM
Adventures of Casanova ..... EL
Adventures of the Cisco Kid ..... UA
Adventures of Don Juan ..... WB
Adventures of Gallant Bess ..... EL
Adventures of Silverado ..... Col.
Affairs of a Rogue ..... Col.
Albuquerque ..... Para.
Alias A Gentleman ..... MGM
All My Sons ..... U-I
All's Well ..... Ind.
Always Together ..... WB
An Act of Murder ..... U-I
An Ideal Husband 20th-Fox
An Innocent Affair ..... UA
Angel in Exile ..... Rep.
Angels' Alley ..... Mono.
Angry God, The ..... UA
Anna Karenina 20th-Fox
Apartment for Peggy 20th-Fox
April Showers ..... WB
Arch of Triumph ..... UA
Are You With It? ..... U-I
Arizona Ranger ..... RKO
Arkansas Swing, The ..... Col.
Arthur Takes Over 20th-Fox
Assigned to Danger ..... EL
Atlantis, The Lost Continent ..... U-A

B

Babe Ruth Story, The ..... Allied
Bad Sister ..... U-I
Baltimore Escapade ..... RKO
Barkleys of Broadway ..... MGM
Behind Locked Doors ..... EL
Berlin Express ..... RKO
Best Man Wins ..... Col.
Best Things in Life Are Free ..... MGM
Best Years of Our Lives ..... RKO
Beyond Glory ..... Para.
B. F.'s Daughter ..... MGM
Big Cat, The ..... EL
Big City ..... MGM
Big Clock, The ..... Para.
Big Punch, The ..... WB
Big Sombrero, The ..... Col.
Big Town After Dark ..... Para.
Big Town Scandal ..... Para.
Bill and Coo ..... Rep.
Black Bart ..... U-I
Black Eagle, Story of a Horse ..... Col.
Black Velvet ..... U-I
Blanche Fury ..... U-I
Blonde Ice ..... FC
Blondie's Anniversary ..... Col.
Blondie's Big Deal ..... Col.
Blondie's Night Out ..... Col.
Blondie's Reward ..... Col.
Blondie's Secret ..... Col.
Blood on the Moon ..... RKO
Bodyguard ..... RKO
Born to Fight ..... EL
Borrowed Trouble ..... UA
Boston Blackie's Chinese Venture .. Col.
Boy With Green Hair, The ..... RKO
Bribe, The ..... MGM
Bride Goes Wild, The ..... MGM
Broken Journey ..... EL
Brothers, The ..... U-I
Brothers in the Saddle ..... RKO
Bungalow 20th-Fox
Bush Christmas ..... U-I

C

Caged Fury ..... Para.
Calendar, The ..... EL
Call Northside 777 ..... 20th-Fox
Campus Honeymoon ..... Rep.
Campus Sleuth ..... Mono.
Canadian Pacific 20th-Fox
Canon City ..... EL
Captain from Castile 20th-Fox
Captain Boycott ..... U-I
Casbah ..... U-I
Cass Timerlane ..... MGM
Challenge, The 20th-Fox
Checkered Coat, The 20th-Fox
Chicken Every Sunday 20th-Fox
Cleopatra Arms ..... WB
Code of Scotland Yard ..... Rep.
Connecticut Yankee, A ..... Para.
Corridor of Mirrors ..... U-I
Counterfeiters, The 20th-Fox
Countess of Monte Cristo ..... U-I
Coroner Creek ..... Col.
Cover-Up ..... UA
Creeper, The 20th-Fox
Crime Doctor's Diary ..... Col.
Criss-Cross ..... U-I

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION OR BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) Biographical — *(C) Comedy*
(D) Drama — *(Doc) Documentary*
(G) Gangster — *(M) Musical*
(H) Horror — *(W) Western*
(My) Mystery — *(Wa) War*

(See final page of Guide for Re-Issues)

ALLIED ARTISTS

CURRENT

		Time	Rel. Date	Refer to
5	Hunted, The (D)A — Preston Foster-Belita	85	4/7/48	b2/7/48
7	Panhandle (W)F — R. Cameron-C. Downs	84	2/22/48	b2/14/48
6	Smart Woman (D)A — B. Aherne-C. Bennett-B. Sullivan	93	4/30/48	b3/13/48
4	Song of My Heart (D)F — Frank Sundstrom-Audrey Long	85	1/31/48	b11/8/57

COMING

	Babe Ruth Story, The — W. Bendix-C. Trevor-C. Bickford		9/6/48	a6/12/48
8	Dude Goes West, The (C)F — E. Albert-G. Storm-J. Gleason	87	8/15/48	b5/1/48
	Last of the Badmen — B. Sullivan-M. Reynolds-B. Crawford			
	Strike It Rich — R. Cameron-B. Granville			
	When a Man's a Man — G. Madison-R. Calhoun-G. Storm			

ASTOR PICTURES

	Battling Marshal — Dave "Tex" O'Brien-Buzzy Henry	0	12/20/47	New Release
	Deadline — Sunset Carson-Pat Starling	64	4/15/48	New Release
	Fighting Mustang — Sunset Carson-Pat Starling	62	3/1/48	New Release
	Six-Shooter — Sunset Carson-Pat Starling			
	Sunset Carson Rides Again — Sunset Carson-Pat Starling			
	Sunset Carson Strikes Back — Sunset Carson-Pat Starling			
	Western Terror — Sunset Carson-Pat Starling			

COLUMBIA

CURRENT

	Adventures in Silverado (W)F — W. Bishop-G. Henry-E. Buchanan	73	3/25/48	b5/8/48
	Arkansas Swing, The — H. Hot Shots-G. Henry-S. Hart	63	7/29/48	
	Best Man Wins (C)F — E. Buchanan-A. Lee-R. Shayne	73	5/6/48	b5/22/48
	Black Arrow, The (D)F — L. Hayward-J. Blair-G. Macready	76	Aug. '48	b7/3/48
	Blondie's Anniversary (C)F — P. Singleton-A. Lake-L. Simms	67	12/18/47	b1/3/48
	Blondie's Reward (C-D) — P. Singleton-A. Lake-L. Simms	67	6/3/48	a2/21/48
	Coroner Creek *C (D)A — R. Scott-M. Chapman-G. Macready	90	July '48	b6/5/48
	Devil Ship (D)F — Richard Lane-Louise Campbell	62	12/11/47	b12/20/47
	Fuller Brush Man, The (C)F — Red Skelton-Janet Blair	93	June '48	b3/8/48
	Glamour Girl (M)F — G. Krupa-V. Grey-M. Duane	68	1/16/48	b1/3/48
	I Love Trouble (My)A — F. Tone-J. Blair-J. Carter	94	Jan. '48	b1(10(48
	It Had to Be You (C-D)A — Ginger Rogers-Cornel Wilde	98	Dec. '47	b10/25/47
	Lady from Shanghai, The (My)A — Rita Hayworth-Orson Welles	87	May '48	b4/17/48
	Lost One, The (O)A — Nelly Corradi-Gino Mattera	84		b4/3/48
	Lulu Belle (D) — D. Lamour-G. Montgomery-A. Dekker	87	Aug. '48	b6/12/48
	Mary Lou (M)F — R. Lowery-J. Barton-G. Farrell	65	1/23/48	b2/28/48
	Mating of Millie, The (C)F — G. Ford-E. Keyes-R. Randall	85	Apr. '48	b3/13/48
	My Dog Rusty (D)F — T. Donaldson-J. Litel-J. Lloyd	64	4/8/48	b6/12/48
	Port Said (D)A — Gloria Henry-William Bishop	68	4/15/48	b5/15/48
	Prince of Thieves *C (D)F — J. Hall-P. Morison-A. Jergens	72	Jan. '48	b3/6/48
	Relentless *T (D)F — R. Young-M. Chapman-W. Parker	93	2/20/48	b1/17/48
	Return of the Whistler (My)F — M. Duane-L. Aubet-R. Lane	61	3/18/48	b4/3/48
	Rose of Santa Rosa — Hoosier Hot Shots-E. Noriega	65	12/25/47	
	Sign of the Ram, The (D)A — S. Peters-A. Knox-P. Thaxter	84	Mar. '48	b2/7/48
	Song of Idaho (M-C)F — Hoosier Hot Shots-Kirby Grant	67	3/30/48	b4/10/48
	Strawberry Roan, The *C (W)F — G. Autry-G. Henry-J. Holt	76	Aug. '48	b4/24/48
	Swordsman, The *T (D)F — L. Parks-E. Drew-G. Macready	81	1/9/48	b10/11/47
	Thunderhoof (D)F — P. Foster-M. Stuart-W. Bishop	76	7/8/48	b7/10/48
	To the Ends of the Earth (D)A — D. Powell-S. Hasso-Maylia	109	2/27/48	b1/24/48
	Trapped By Boston Blackie (M) — C. Morris-J. Vincent-R. Lane	78	5/13/48	b6/19/48
	Woman from Tangiers, The (D)A — A. Jergens-S. Dunne-M. Duane	66	2/12/48	b3/6/48
	Wreck of the Hesperus (D)F — Willard Parker-Edgar Buchanan	68	2/5/48	b5/29/48

COMING

	Affairs of a Rogue (D)A — Jean-Pierre Aumont-Joan Hopkins	111		b5/8/48
	Big Sombrero, The *C — Gene Autry-Elena Verdugo			a9/20/47
	Blondie's Big Deal — P. Singleton-A. Lake-L. Simms			
	Black Eagle, The Story of a Horse — W. Bishop-V. Patton-G. Jones		9/16/48	a7/3/48
	Blondie's Night Out (C) — P. Singleton-A. Lake-L. Simms			a1/10/48
	Blondie's Secret — Singleton-Lake-Kent-Simms			a7/3/48
	Boston Blackie's Chinese Venture — C. Morris-R. Lane-G. E. Stone			a7/17/48
	Crime Doctor's Diary — Warner Baxter-Lois Maxwell			
	Dark Past, The — William Holden-Lee J. Cobb			a7/10/48
	Gallant Blade *C (D) — Larry Parks-Marguerite Chapman			a2/21/48
	Gentleman From Nowhere (My)F — Warner Baxter-Fay Baker	66	9/9/48	b8/14/48
	Her Wonderful Life — Janis Carter-Marc Platt			
	I Surrender Dear — Gloria Jean-David Street			a5/15/48
	Jungle Jim — J. Weissmuller-V. Grey-L. Baron			
	Knock On Any Door — H. Bogart-J. Derek-G. Macready-S. Perry			
	Ladies of the Chorus — A. Jergens-R. Brooks-M. Monroe			a7/3/48
	Law of the Barbary Coast — R. Shayne-A. Jergens-S. Dunne			
	Loaded Pistols *C — Gene Autry-Barbara Britton			a7/3/48
	Lone Wolf and His Lady — Ron Randell-June Vincent			
	Loser Take All — C. Mitchell-J. Nigh-B. Edwards			a6/12/48
	Lovers, The — Cornel Wilde-Patricia Knight			
	Loves of Carmen *T — R. Hayworth-G. Ford-Luther Adler			a5/1/48
	Man from Colorado, The *T (D) — Glenn Ford-Ellen Drew-Wm. Holden			a5/24/47
	Manhattan Angel — G. Jean-R. Ford-A. Tyrrell			a6/12/48
	Mr. Soft Touch — G. Ford-E. Keyes-J. Ireland			
	Racing Luck — Stanley Clements-Gloria Henry			a7/17/48
	Return of October, The *T (C) — Glenn Ford-Terry Moore			
	Ridin' the Old Pine Trail *C — Gene Autry-Jimmy Lloyd			
	Rusty Leads the Way — Donaldson-Doran-Moffett-Litel			a6/5/48
	Rusty Saves a Life — T. Donaldson-G. Henry-S. Dunne			a7.10/48
	Singin' Spurs — Hoosier Hot Shots-Patricia White		9/23/48	
	Slightly French — Lamour-Carter-Parker-Ameche			a5/8/48
	Smoky Mountain Melody — Roy Acuff-Smoky Mountain Boys			
	Song of India — Sabu-G. Russell-T. Bey			
	Triple Threat — Top Pro Football Stars		9/30/48	
	Undercover Man — Glenn Ford-Nina Foch			
	Untamed Breed, The *C — S. Tufts-B. Britton-G. "G." Hayes			a6/5/48
	Walk a Crooked Mile — Dennis O'Keefe-Louis Hayward		Sept. '48	
	Walking Hills, The — R. Scott-E. Raines-W. Bishop			a7/3/48

Westerns (Current)

Blazing Across the Pecos	Charles Starrett-Smiley Burnette	55	7/1/48		
Phantom Valley	Charles Starrett-Smiley Burnette	52	2/19/48		
Six Gun Law (W)	C. Starrett-S. Burnette	54	1/9/48		
West of Sonora	Charles Starrett-Smiley Burnette	55	3/25/48		
Whirlwind Raiders	Charles Starrett-Smiley Burnette	54	5/13/48		

Westerns (Coming)

Challenge of the Range	Charles Starrett-Smiley Burnette				
El Dorado Pass	Charles Starrett-Smiley Burnette				
Quick On The Trigger	Charles Starrett-Smiley Burnette				
Trail to Laredo	C. Starrett-S. Burnette-J. Bannon	54	8/12/48		

EAGLE LION

CURRENT

812 Adventures of Casanova (D)F	DeCordova-Bremer-Bey-Sutton	83	2/7/48	b2/28/48	
821 Assigned to Danger (My)	G. Raymond-N. Nash-R. Bice	66	5/19/48	a4/17/48	
826 Canon City (Doc)A	S. Brady-J. Corey-W. Bissell	82	6/30/48	b6/26/48	
824 Close-Up	Alan Baxter-Virginia Gilmore	76	6/9/48		
820 Cobra Strikes, The (My)F	S. Ryan-R. Fraser-L. Brooks	61	4/24/48	b5/22/48	
817 Enchanted Valley, The *C (D)F	A. Curtis-A. Gwynne-C. Grapewin	77	3/27/48	b4/3/48	
810 Heading for Heaven (C)F	S. Erwin-G. Farrell	71	1/17/48	b12/20/47	
808 Linda Be Good (C)A	E. Knox-J. Hubbard-M. Wilson	66	1/3/48	b11/1/47	
815 Man from Texas (D)F	J. Craig-J. Johnston-L. Bari	71	3/6/48	b4/3/48	
825 Mickey *C (C)F	L. Butler-B. Goodwin-I. Hervey	87	6/23/48	b6/19/48	
819 Noose Hangs High (C)F	Abbott-Costello-Downs-Calleia	77	4/17/48	b4/10/48	
830 Northwest Stampede *C (C)F	J. Leslie-J. Craig-J. Oakie	79	7/28/48	b7/3/48	
828 Oliver Twist (D)F	R. Newton-A. Guinness-K. Walsh	116	7/14/48	b7/3/48	
818 October Man, The (D)A	J. Mills-J. Greenwood-E. Chapman	85	3/20/48	b9/6/47	
813 Open Secret (D)A	J. Ireland-J. Randolph-R. Bohnen	70	5/5/48	b7/17/48	
822 Raw Deal (D)A	D. O'Keefe-C. Trevor-M. Hunt	79	5/26/48	b5/22/48	
816 Ruthless (D)A	Z. Scott-L. Hayward-D. Lynn	102	4/3/48	b4/3/48	
829 Shed No Tears	W. Ford-J. Vincent-R. Scott	70	7/2/48	a5/29/48	
811 Smugglers, The *T (D)A	Michael Redgrave-Jean Kent	85	1/31/48	b4/12/47	
827 Spiritualist, The (D)A	T. Bey-L. Bari-C. O'Donnell	78	7/7/48	b8/7/48	
823 Sword of the Avenger (D)A	R. Del Gado-Sigrid Gurie	72	6/2/48	b5/15/48	
809 T-Men (D)F	Dennis O'Keefe-Mary Meade	91	1/10/48	b12/20/47	
814 Take My Life (D)F	Greta Gynt-Hugh Williams	80	2/28/48	b5/17/47	

COMING

Adventures of Gallant Bess *C (D)	Cameron Mitchell-Audrey Long			a3/20/48	
Behind Locked Doors	L. Bremer-R. Carlson-T. Henry			a7/10/48	
Big Cat, The *T	Lon McCallister-Peggy Ann Garner				
Born to Fight	Scott Brady-Anabel Shaw			a6/5/48	
Broken Journey (D)A	P. Calvert-M. Grahame-F. L. Sullivan	89		b4/24/48	
Calendar, The (C)A	Greta Gynt-John McCallum	79		b6/5/48	
Hollow Triumph (D)A	Paul Henreid-Joan Bennett	83	8/30/48	b8/14/48	
In This Corner	Scott Brady-Anakel Shaw				
It Always Rains on Sundays	G. Withers-J. Warner	92		b11/29/47	
Lady at Midnight	R. Denning-F. Rafferty-J. Searle			a5/29/48	
Let's Live a Little	Hedy Lamarr-Robert Cummings			a6/5/48	
Man Wanted	Anabel Shaw-Robert Lowery				
Million Dollar Weekend	G. Raymond-O. Massen-F. Lederer				
Parole	T. Bey-M. O'Shea-E. Ankers				
Philo Vance's Peril	W. Wright-L. Belasco-R. Ames			b1/25/47	
Red Stallion in the Rockies *C	Red Stallion-Arthur Franz				
Strange Mrs. Crane, The	M. Lord-P. Watkin-J. McGuire				
29 Clues	Scott Brady-Richard Basehart			a7/10/48	
Tulsa *T	S. Hayward-R. Preston-P. Armendariz				

Westerns (Current)

853 Check Your Guns (W)F	E. Dean-R. Ates-N. Gates	55	1/24/48	b11/22/47	
856 Hawk of Powder River, The (W)F	E. Dean-R. Ates-J. Holt	54	4/10/48	b3/27/48	
857 Prairie Outlaws	E. Dean-R. Ates-J. Holt	57	5/12/48		
858 Tioga Kid, The (W)F	E. Dean-R. Ates-J. Holt	54	6/17/48	b3/20/48	
854 Tornado Range (W-S)F	Eddie Dean-Roscoe Ates-J. Holt	56	2/21/48	2/21/48	
855 Westward Trail, The (W)F	E. Dean-R. Ates-P. Planchard	56	3/13/48	b3/13/48	

Westerns (Coming)

Gun Fighter	Lash LaRue-Fuzzy St. John-Mary Scott			a12/18/47	

FILM CLASSICS

CURRENT

Blonde Ice (D)A	Leslie Brooks-Robert Paige	73	May '48	b5/22/48	
Date With Murder, A	John Calvert-Catherine Craig				
Devil's Cargo (M)A	J. Calvert-R. Hudson-R. Karns	61	Apr. '48	b3/20/48	
Discovery (Doc)F	Admiral Byrd-Members of Expedition	74	Jan. '48	b4/24/48	
For You I Die (D)A	C. Downs-P. Langton-M. Auer	76	Jan. '48	b1/3/48	
Furia (D)A	Isa Pola-Rosanno Brazzi	89	Jan. '48	b10/25/47	
Inner Sanctum	Mary Beth Hughes-Charles Russell				
Miraculous Journey *C (D)F	R. Calhoun-A. Long-V. Grey	76	Sept. '48	b8/14/48	
Money Madness	H. Beaumont-F. Rafferty-H. Warde	73	Apr. '48	b4/3/48	
Sofia *C	Gene Raymond-Sigrid Gurie	83	Sept. '48		
The Argyle Secrets (My)F	W. Gargan-M. Lord-R. Byrd	63	May '48	b4/24/48	
Unknown Island *C	V. Grey-B. MacLane-P. Reed				
Will It Happen Again? (Doc)A	Adolph Hitler-Eva Braun	62	May '48	b5/22/48	
Women in the Night (D)A	Tala Birell-William Henry	90	Jan. '48	b1/17/48	

METRO-GOLDWYN-MAYER

CURRENT

818 Alias a Gentleman (C-D)A	W. Beery-T. Drake-D. Patrick	76	Mar. '48	b2/7/48	
820 B. F.'s Daughter (D)A	B. Stanwyck-Heflin-C. Coburn	108	Apr. '48	b2/21/48	
827 Big City (D)M	M. O'Brien-R. Preston-D. Thomas	103	June '48	b3/27/48	
819 Bride Goes Wild, The (C)F	V. Johnson-J. Allyson-B. Jenkins	97	Mar. '48	b2/28/48	
813 Cass Timberlane (D)A	Spencer Tracy-Lana Turner	119	Jan. '48	b11/8/47	
829 Easter Parade *T(M)F	J. Garland-F. Astaire-P. Lawford	103	July '48	b5/29/48	
831 Date With Judy, A *T (C)F	W. Beery-J. Powell-E. Taylor	113	July '48	b6/19/48	
810 Good News (M-C)F *T	June Allyson-Peter Lawford	95	Dec. '47	b12/6/47	
815 High Wall (D)A	R. Taylor-A. Totter-H. Marshall	99	Feb. '48	b12/20/47	
826 Homecoming (D)A	Gable-Turner-Baxter-Hodiak	113	May '48	b4/10/48	
814 If Winter Comes (D)A	W. Pidgeon-D. Kerr-A. Lansbury	97	Jan. '48	b12/27/47	
809 Killer McCoy (D)A	M. Rooney-A. Blyth-B. Donlevy	104	Dec. '47	b10/25/47	
825 Pirate, The *T (M)A	J. Garland-G. Kelly-W. Slezak	102	June '48	b4/3/48	
830 Search, The (D)F	Montgomery Clift-Aline MacMahon	105	Aug. '48	b3/27/48	
708 Show-Off, The (C)F	R. Skelton-Marilyn Maxwell	83	Dec. '47	b8/18/47	
824 State of the Union	S. Tracy-K. Hepburn-V. Johnson	124	Apr. '48	b3/27/48	
821 Summer Holiday *T (C)A	Rooney-De Haven-Huston-Morgan	92	5/20/48	b3/13/48	
816 Tenth Avenue Angel (D)F	M. O'Brien-A. Lansbury-G. Murphy	74	Feb. '48	b1/17/48	
817 Three Daring Daughters *T (M)F	J. MacDonald-J. Iturbi-J. Powell	115	Mar. '48	b2/14/48	

Title	*Company*
D	
Daisy Kenyon	20th-Fox
Dangerous Years	20th-Fox
Daredevils of the Clouds	Rep.
Dark Past	Col.
Daughter of Darkness	Para.
Date With Judy, A	MGM
Date With Murder, A	FC
Dead Don't Dream, The	UA
Dear Murderer	UI
Decision of Christopher Blake	WB
Deep Waters	20th-Fox
Design for Death	RKO
Devil's Cargo	FC
Disaster	Para.
Discovery	FC
Docks of New Orleans	Mono.
Double Life, A	UI
Down to the Sea in Ships	20th-Fox
Dream Girl	Para.
Drums Along the Amazon	Rep.
Dude Goes West, The	Allied
Duel in the Sun	Selznick
Dulcimer Street	U-I
Dynamite	Para.
E	
Easter Parade	MGM
Embraceable You	WB
Emperor Waltz, The	Para.
Enchanted Valley	EL
Enchantment	RKO
End of the River	UI
Escape	20th-Fox
Every Girl Should Be Married	RKO
Eyes of Texas	Rep.
F	
False Paradise	UA
Fame Is the Spur	U-I
Family Honeymoon	U-I
Fan, The	20th-Fox
Far Frontier	Rep.
Feudin', Fussin' and A-Fightin'	U-I
Fighter Squadron	WB
Fighting Back	20th-Fox
Fighting Father Dunne	RKO
Fighting Mad	Mono.
Flaxy Martin	WB
Follow Me Quietly	RKO
Foreign Affair, A	Para.
For the Love of Mary	U-I
For You I Die	FC
Forever Amber	20th-Fox
Fort Apache	RKO
Fountainhead, The	WB
Four Faces West	UA
French Leave	Mono.
Fuller Brush Man	Col.
Furia	FC
Fury at Furnace Creek	20th-Fox
G	
Gallant Blade	Col.
Gallant Legion, The	Rep.
Gay Amigo	UA
Gay Intruders	20th-Fox
Gay Ranchero, The	Rep.
Gentleman From Nowhere	Col.
Gentleman's Agreement	20th-Fox
Girl From Jones Beach	WB
Girl From Manhattan, The	UA
Give My Regards to Broadway	20th-Fox
Golden Eye, The	Mono.
Good News	MGM
Good Sam	RKO
Good Time Girl	U-I
Great Gatsby, The	Para.
Green Grass of Wyoming	20th-Fox
Guns of Hate	RKO
H	
Half-Past Midnight	20th-Fox
Hamlet	U-I
Harpoon	SGP
Hatter's Castle	Para.
Hazard	Para.
Heading for Heaven	EL
Heart of Virginia	Rep.
Heiress, The	Para.
Henry the Fifth	UA
Her Wonderful Life	Col.
Here Comes Trouble	UA
High Tension	Mono.
High Wall	MGM
Hills of Home	MGM
Holiday Camp	U-I
Hollow Triumph	EL
Homecoming	MGM
Homicide	WB
Homicide for Three	Rep.
House Across the Street	WB
Hungry Hill	U-I
Hunted, The	Allied
I	
I Became a Criminal	WB
Idol of Paris	WB
If Winter Comes	MGM
If You Knew Susie	RKO

Title	Company
I, Jane Doe	Rep.
In This Corner	EL
Incident	Mono.
Indian Agent	RKO
Indian Scout	UA
Inner Sanctum	FC
Inside Story, The	Rep.
Interference	RKO
Intrigue	UA
I Remember Mama	RKO
Iron Curtain	20th-Fox
Iron Dukes	Mono.
Isn't It Romantic?	Para.
I Surrender Dear	Col.
It Always Rains on Sunday	EL
I Walk Alone	Para.
I Wouldn't Be in Your Shoes	Mono.
J	
Jiggs & Maggy in Society	Mono.
Jinx Money	Mono.
Joan of Arc	RKO
Joe Palooka in Winner Take All	Mono.
John Loves Mary	WB
Johnny Belinda	WB
Judge Steps Out, The	RKO
Julia Misbehaves	MGM
June Bride	WB
Jungle Goddess	SGP
Jungle Jim	Col.
K	
Key Largo	WB
Kidnapped	Mono.
Killer McCoy	MGM
King of the Gamblers	Rep.
Kings of the Olympics (Pt. 1)	UA
Kiss in the Dark	WB
Kissing Bandit	MGM
Knock on Any Door	Col.
L	
Ladies of the Chorus	Col.
Lady at Midnight	EL
Lady Surrenders, A	UI
Laff-Time	UA
Larceny	U-I
Last of the Badmen	Allied
Last of the Wild Horses	SGP
Law of the Barbary Coast	Col.
Le Silence est D'Or	RKO
Let's Live a Little	EL
Letter From an Unknown Woman	U-I
Let's Live Again	20th-Fox
Life With Father	WB
Lightnin' in the Forest	Rep.
Linda Be Good	EL
Little Women	MGM
Loaded Pistols	Col.
Lone Wolf & His Lady	Col.
Long Denial, The	RKO
Look for the Silver Lining	WB
Loser Take All	Col.
Lovers, The	Col.
Loves of Carmen	Col.
Luck of the Irish, The	20th-Fox
Luckiest Girl in the World	MGM
Lucky Stiff	UA
Lulu Belle	Col.
Luxury Liner	MGM
M	
Macbeth	Rep.
Madonna of the Desert	Rep.
Mad Wednesday	UA
Magic Bow	U-I
Man About the House	20th-Fox
Main Street Kid	Rep.
Man-Eaters of Kumaon	U-I
Man of Evil	UA
Man From Colorado, The	Col.
Man From Texas	EL
Manhattan Angel	Col.
Man Wanted	EL
Mark of the Lash	SGP
Mary Lou	Col.
Mating of Millie	Col.
Meet Me at Dawn	20th-Fox
Melody Time	RKO
Mexican Hayride	U-I
Michael O'Halloran	Mono.
Mickey	EL
Million Dollar Weekend	EL
Mine Own Executioner	20th-Fox
Miracle of the Bells	RKO
Miracle in Harlem	SG
Miraculous Journey	FC
Miss Mink of 1949	20th-Fox
Mr. Blandings Builds His Dream House	SRO
Mr. Joseph Young of Africa	RKO
Mr. Peabody and the Mermaid	U-I
Mr. Reckless	Para.
Mr. Soft Touch	Col.
Money Madness	FC
Moonrise	Rep.
Mother Is a Freshman	20th-Fox
Mourning Becomes Electra	RKO
Mozart Story, The	SGP
Music Man	Mono.
My Blonde Heaven	UA
My Brother Jonathan	Mono.
My Dear Secretary	UA
My Dream Is Yours	WB
My Own True Love	Para.
Mystery in Mexico	RKO
My Girl Tisa	WB
My Wild Irish Rose	WB

COMING

	Act of Violence	V. Heflin-R. Ryan-J. Leigh			a8/14/48
	Barkleys of Broadway *T	F. Astaire-G.Rogers-O.Levant-B. Burke			
	Best Things in Life Are Free	James Mason-Barbara Bel Geddes			
	Bribe, The	R. Taylor-A. Gardner-C. Laughton			a8/14/48
	Command Decision	Gable-Pidgeon-Johnson-Donlevy			a8/14/48
	Hills of Home *T	Lassie-E. Gwenn-J. Leigh	97		a11/15/47
903	Julia Misbehaves (C)F	G. Garson-W. Pidgeon-P. Lawford	100	Oct. '48	b8/14/48
	Kissing Bandit, The *T	F. Sinatra-K. Grayson			a8/23/47
	Little Women *T	Allyson-O'Brien-Taylor-Lawford			
901	Luxury Liner *T	G. Brent-F. Gifford-J. Powell	98	Sept. '48	a11/15/48
	No Minor Vices	Dana Andrews-Lilli Palmer			
	Numbers Racket, The	John Garfield-Thomas Gomez		Oct. '48	
828	On An Island With You *T (M)F	E. Williams-P. Lawford	107		b5/1/48
	Piccadilly Incident (D)A	Anna Neagle-Michael Wilding	88		b8/31/47
	Secret Land, The (Doc)	U. S. Navy	71	Oct. '48	
902	Southern Yankee, A (C)F	R. Skelton-B. Donlevy-A. Dahl	90	Sept. '48	b8/7/48
	Sun in the Morning *T	J. MacDonald-C. Jarman, Jr.-Lassie			a8/14/48
	Take Me Out to the Ball Game *T	F. Sinatra-E. Williams-G. Kelly			
	Three Godfathers *T	J. Wayne-P. Armendariz-H. Carey, Jr.			a8/14/48
	Three Musketeers *T	Turner-Kelly-Heflin-Allyson			a5/22/48
	Words and Music *T	J. Garland-M. Rooney-G. Kelly			a8/14/48

MONOGRAM

CURRENT

4708	Angels' Alley (D)F	L. Gorcey-H. Hall-B. Benedict	67	3/21/48	b1/31/48
4713	Campus Sleuth (My)F	F. Stewart-J. Preisser-B. Sherwood	57	4/18/48	b6/5/48
626	Chinese Ring, The (My)F	R. Winters-W. Douglas-V. Sen Young	68	12/6/47	b12/27/47
4712	Docks of New Orleans (My)F	Roland Winters-Victor Sen Young	64	4/4/48	b5/15/48
4709	Fighting Mad (D)F	L. Errol-J. Kirkwood-E. Knox	75	2/7/48	b2/21/48
4714	French Leave (C-D)F	Jackie Cooper-Jackie Coogan	64	4/25/48	b5/8/48
4720	Golden Eye, The	R. Winters-M. Moreland	69	8/29/48	a8/7/48
4716	I Wouldn't Be in Your Shoes (My)A	Don Castle-Elyse Knox	70	5/23/48	b5/8/48
4704	Jiggs & Maggie in Society (C)F	Joe Yule-Renie Riano	67	1/10/48	b2/14/48
4717	Jinx Money (My)F	Gorcey-Hall-Caldwell-McKay	68	6/27/48	b5/22/48
4707	Perilous Waters (D)A	D. Castle-A. Long	64	2/14/48	a12/13/47
4705	Rocky (D)F	Roddy McDowall-"Rags"-E. Barrier	76	3/7/48	b5/8/48
4710	Rose of the Rio Grande	Movita-John Carroll	60	3/14/48	
4718	Shanghai Chest, The	R. Winter-D. Best-J. Alvin	65	7/11/48	
4801	16 Fathoms Deep (D)F	L. Chaney-A. Lake-T. Chandler		7/25/48	b6/12/48
627	Smart Politics (M-C)F	F. Stewart-J. Preisser-F. Darro	68	1/3/48	b3/6/48
4715	Stage Struck (D)A	Audrey Long-Kane Richmond	71	6/13/48	b5/15/48

COMING

	High Tension	Gorcey-Hall-Dell-Parrish			a7/10/48
	Incident	W. Douglas-J. Frazee-J. Compton			
	Iron Dukes	L. Gorcey-H. Hall-F. Darro			
4719	Joe Palooka in Winner Take All	Joe Kirkwood, Jr.-Elyse Knox		9/12/48	a6/19/48
	Kidnapped	R. McDowall-S. England-D. O'Herlihy			a8/7/48
4719	Michael O'Halloran (D)F	Scotty Beckett-Allene Roberts	79	8/8/48	b6/19/48
4721	Music Man	Phil Brito-Freddie Stewart			a7/17/48
	My Brother Jonathan (D)A	M. Denison-D. Gray	105	Oct. '48	b3/13/48
	Smugglers' Cove	L. Gorcey-H. Hall-G. Dell			a6/5/48
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	Nov. '48	b3/29/48

Westerns (Current)

4757	Back Trail	Johnny Mack Brown-Raymond Hatton	54	7/18/48	
4762	Cowboy Cavalier	J. Wakely-C. Taylor		7/4/48	
4755	Crossed Trails	Johnny Mack Brown-Raymond Hatton	53	4/11/48	
4756	Frontier Agent	Johnny Mack Brown-Raymond Hatton	56	5/16/48	
	Gallant Texan	Jimmy Wakely-"Cannonball" Taylor			
674	Gun Talk (W)F	J. M. Brown-R. Hatton-C. McIntyre	57	12/20/47	b1/3/46
4761	Oklahoma Blues	J. Wakely-C. Taylor-V. Belmont	56	3/28/48	
4751	Overland Trail	J. Mack Brown-R. Hatton-V. Belmont	58	1/31/48	
4765	Partners in the Sunset	J. Wakely-Cannonball Taylor	53	5/6/48	
4766	Range Renegades	J. Wakely-C. Taylor-C. Larson	54	6/6/48	
686	Song of the Drifter	J. Wakely-C. Taylor-M. Coles	53	1/17/48	
4752	Triggerman	Johnny Mack Brown-Raymond Hatton	56	6/20/48	

Westerns (Coming)

	Call of the Cactus	J. Wakely-C. Taylor			
4753	Fighting Ranger	Johnny Mack Brown-Raymond Hatton	57	8/15/48	
	Sheriff From Medicine Bow	Johnny Mack Brown-Raymond Hatton			
4763	Silver Trails	Wakely-Taylor-Larson	53	8/22/48	
	Rangers Ride	Wakely-"Cannonball" Taylor-Belmont			

PARAMOUNT

CURRENT

4709	Albuquerque *C (WD)F	R. Scott-B. Britton-G. Hayes	89	2/20/48	b1/24/48
4713	Big Clock, The (M-D)A	R. Milland-C. Laughton-M. O'Sullivan	95	4/9/48	b2/21/48
4706	Big Town After Dark (D)A	Philip Reed-Hillary Brooke	69	12/12/47	b11/22/47
4722	Big Town Scandal (D)F	Philip Reed-Hillary Brooke	61	7/30/48	
4711	Caged Fury (D)F	Richard Denning-Sheila Ryan	61	3/5/48	b2/14/48
4721	Dream Girl (C)F	B. Hutton-M. Carey-P. Knowles	85	7/23/48	b5/8/48
4720	Emperor Waltz, The *T (C)F	Bing Crosby-Joan Fontaine	103	7/2/48	b5/8/48
4718	Hatter's Castle (D)A	R. Newton-J. Mason-D. Kerr	105	6/18/48	b4/17/48
4716	Hazard (C)F	P. Goddard-M. Carey-F. Clark	100	5/28/48	b3/20/48
4708	I Walk Alone (D)F	B. Lancaster-L. Scott-K. Douglas	96	1/16/48	b12/20/47
4712	Mr. Reckless (D)F	W. Eythe-B. Britton-W. Catlett	66	3/26/48	b2/28/48
4707	Road to Rio (C)F	B. Crosby-B. Hope-D. Lamour	101	12/25/47	b11/22/47
4710	Saigon (D)A	A. Ladd-V. Lake-D. Dick	94	3/12/48	b2/7/48
4714	Sainted Sisters, The (C-D)A	V. Lake-J. Caulfield-B. Fitzgerald	89	4/30/48	b3/13/48
4717	Shaggy *C (D)F	B. Joyce-G. Nokes-R. Shayne	71	6/11/48	b4/17/48
4723	So Evil My Love (D)A	R. Milland-A. Todd-G. Fitzgerald	109	8/6/48	b3/13/48
4715	Speed to Spare (D)F	R. Arlen-J. Rogers-R. Travis	57	5/14/48	b3/13/48
4725	Unconquered *T (D)F	Gary Cooper-Paulette Goddard	146	4/2/48	b9/27/47
4719	Waterfront at Midnight (D)A	W. Gargan-M. B. Hughes-R. Travis	63	6/25/48	b5/8/48

COMING

	Accused, The	L. Young-R. Cummings-W. Corey			a6/19/48
4726	Beyond Glory (D)F	A. Ladd-D. Reed-G. Macready	82	9/3/48	b6/19/48
	Connecticut Yankee, A *T (MC)	B. Crosby-R. Fleming			a1/31/48
	Daughter of Darkness (D)A	Anne Crawford-Maxwell Reed	91		b2/28/48
4806	Disaster	R. Denning-T. Marshall-D. O'Flynn	60	12/3/48	a6/19/48
	Dynamite	William Gargan-Leslie Brooks			a6/12/48
4724	Foreign Affair, A (C)A	J. Arthur-M. Dietrich-J. Lund	116	8/20/48	b6/19/48
	Great Gatsby, The	A. Ladd-B. Field-B. Sullivan			a6/12/48
	Heiress, The	De Havilland-Richardson-Clift-Hopkins			
4802	Isn't It Romantic?	Lake-DeWolfe-Knowles-Freeman	87	10/8/48	a5/29/48
	My Own True Love (D)	Phyllis Calvert-M. Douglas			a8/16/47
4803	Night Has a Thousand Eyes, The (D)A	Robinson-Russell-Lund	81	10/22/48	b7/17/48
	Now and Forever	C. Rains-M. Carey-W. Hendrix			a5/15/48
	One Woman	A. Ladd-D. Reed-J. Havoc-B. Kroeger			
4807	Paleface, The *T	Bob Hope-Jane Russell	83	11/2/48	a3/6/48
	Strange Temptation	R. Milland-T. Mitchell-A. Totter			a7/10/48
	Special Agent	W. Eythe-L. Elliott-C. Mathews			a6/26/48
4804	Sealed Verdict (D)	Ray Milland-Florence Marly	83	11/5/48	a3/6/48

	Sorrowful Jones	Bob Hope-Lucille Ball				a7/10/48
4801	Sorry, Wrong Number	B. Stanwyck-B. Lancaster-A. Richards.	89		9/24/48	a5/15/48
	Streets of Laredo	Holden-Carey-Bendix-Freeman				
4805	Tatlock Millions	Hendrix-Lund-Fitzgerald-Woolley			11/19/48	a6/19/48
	Whispering Smith *T	A. Ladd-R. Preston-B. Marshall				a6/14/47

RKO RADIO

		CURRENT	Trade Shown			
814	Arizona Ranger, The (D)F	T. Holt-J. Holt-N. Leslie	63		May '48	b4/3/48
951	Best Years of Our Lives	F. March-M. Loy-D. Andrews	172		Dec. '47	b11/23/46
815	Berlin Express (D)R	Oberon-Ryan-Korvin-Lukas	86		June '48	b4/10/48
816	Fighting Father Dunne (D)F	Pat O'Brien-Darryl Hickman	93		June '48	b5/15/48
870	Fort Apache (D)A	J. Wayne-H. Fonda-S. Temple	127		Mar. '48	b3/13/48
819	Guns of Hate (W)F	Tim Holt-Nan Leslie	61		June '48	b5/22/48
811	If You Knew Susie (C)F	E. Cantor-J. Davis-A. Joslyn	90		Jan. '48	b2/7/48
868	I Remember Mama (C-D)F	I. Dunne-B. Bel Geddes-O. Homolka	134		Mar. '48	b3/13/48
893	Melody Time *T (M)F	R. Rogers-D. Day-Andrews Sisters	75		7/1/48	b5/22/48
869	Miracle of the Bells (D)	F. MacMurray-Valli-F. Sinatra	120		Mar. '48	b3/6/48
821	Race Street (D)A	G. Raft-W. Bendix-M. Maxwell	79		July '48	b6/26/48
817	Return of the Badmen (W)A	Randolph Scott-Anne Jeffreys	90		July '48	b5/15/48
813	Tarzan and the Mermaids (D)F	Weissmuller-Joyce-Christian	67		May '48	b4/3/48
866	Tycoon *T (D)F	John Wayne-Laraine Day	128		Dec. '47	b12/6/47
872	Velvet Touch, The (D)	Russell-Genn-Trevor-Greenstreet	97		Aug. '48	a2/14/48
812	Western Heritage (W)F	Tim Holt-Nan Leslie	61		Jan. '48	b1/31/48
		COMING				
	Baltimore Escapade	R. Young-S. Temple-J. Agar				
	Blood on the Moon	Mitchum-Bel Geddes-Preston-Brennan				a6/12/48
905	Bodyguard	Lawrence Tierney-Priscilla Lane				a7/3/48
	Boy With Green Hair *T	O'Brien-Ryan-Hale-Stockwell				a6/12/48
	Brothers in the Saddle	T. Holt-R. Martin-R. Powers				
907	Design for Death (Doc)F	Japanese Cast	48		Sept. '48	b2/7/48
	Enchantment	David Niven-Teresa Wright			Nov. '48	a7/3/48
	Every Girl Should Be Married	C. Grant-F. Tone-D. Lynn				
	Follow Me Quietly	William Lundigan				
962	Good Sam (C)	Gary Cooper-Ann Sheridan			Sept. '48	b7/31/48
	Gun Runners	Tim Holt-Richard Martin-Martha Hyer				
	Indian Agent	T. Holt-R. Martin-N. Leslie				a7/5/47
	Interference	Mature-Ball-Tufts-Scott				
	Joan of Arc *T (D)	I. Bergman-J. Ferrer-J. Emery				a1/3/48
	Judge Steps Out, The (D)	A. Knox-A. Southern-G. Tobias				a7/5/47
864	Le Silence est D'Or (C)A	Maurice Chevalier-M. Derrien	89			b10/25/47
	Long Denial, The	M. O'Hara-M. Douglas-B. Williams				a6/5/48
	Mr. Joseph Young of Africa	Johnson-Armstrong-Toomey-Moore				
904	Mourning Becomes Electra	R. Russell-L. Genn-K. Paxinou	120		9/3/48	
822	Mystery in Mexico (My)F	W. Lundigan-J. White-R. Cortez	65			b6/26/48
	Outlaw Valley	Tim Holt-Richard Martin				
903	Pearl, The (D)A	P. Armendariz-M. E. Marques	78		Sept. '48	b2/14/48
901	Rachel and the Stranger (D)F	L. Young-W. Holden-R. Mitchum	92		Nov. '48	b8/7/48
	Roughshod (D)	R. Sterling-C. Jarman-G. Grahame				a9/6/47
	Set-Up, The	Robert Ryan				
	Song Is Born, A *T (M)	D. Kaye-V. Mayo-B. Goodman			Oct. '48	a3/20/48
906	Station West (D)	D. Powell-J. Greer-A. Moorehead			Nov. '48	a12/13/48
	Tarzan's Fountain of Youth	L. Barker-E. Ankers-B. Joyce				
820	Twisted Road, The (D)A	C. O'Donnell-F. Granger-H. DaSilva	95		Nov. '48	b6/26/48
902	Variety Time (Vaudeville)F	Kennedy-Errol-Carle	59			b8/7/48
	Weep No More	Cotten-Valli-Paar-Byington				a7/3/48
	Window, The	B. Hale-B. Driscoll-A. Kennedy				a5/15/48

REPUBLIC

		CURRENT				
728	Bill and Coo *U (N)F	George Burton's Birds	61		3/28/48	b12/27/47
703	Campus Honeymoon (MC)F	Wilde Twins-R. Crane-A. Mara	61		2/1/48	b1/31/48
716	Daredevils of the Clouds	Robert Livingston-Mae Clarke	60		8/10/48	a7/17/48
732	Eyes of Texas *U	Rogers-Roberts-Sons of Pioneers	70		7/15/48	a7/10/48
715	Gallant Legion, The (W)F	W. Elliott-J. Schildkraut-A. Booth	88		7/25/48	b5/29/48
644	Gay Ranchero *U (W)F	R. Rogers-T. Guizar-J. Frazee	72		1/10/48	b1/31/48
707	Heart of Virginia (D)F	Janet Martin-Robert Lowery	60		4/25/48	b5/8/48
710	I, Jane Doe (D)F	R. Hussey-J. Carroll-V. Ralston	85		5/25/48	b5/15/48
705	Inside Story, The (C-D)F	M. Hunt-W. Lundigan-C. Winninger	87		3/14/48	b3/27/48
709	King of the Gamblers (D A	Janet Martin-William Wright	60		5/10/48	b6/5/48
706	Lightin' in the Forest (D)F	L. Roberts-D. Barry-W. Douglas	58		3/25/48	b4/24/48
704	Madonna of the Desert (D)F	L. Roberts-D. Castle-D. Barry	60		2/23/48	b3/13/48
701	Main Street Kid, The (C)F	A. Pearce-J. Martin-A. Mowbray	64		1/1/48	b1/17/48
708	Old Los Angeles (W)	W. Elliott-J. Carroll-C. McLeod	88		4/25/48	a1/17/48
711	Secret Service Investigator (D)F	Lynn Roberts-Lloyd Bridges	60		5/31/48	b6/5/48
702	Slippy McGee (D)A	D. Barry-D. Evans-T. Brown	65		1/15/48	b1/24/48
712	Train to Alcatraz (D)A	D. Barry-J. Martin-W. Phipps	60		6/28/48	b7/17/48
731	Under California Stars *U (W)F	R. Rogers-J. Frazee-A. Devine	70		5/1/48	b5/15/48
		COMING				
	Angel in Exile	Carroll-Mara-Gomez-Bedoya			9/3/48	a7/17/48
713	Code of Scotland Yard	Oscar Homolka-Derek Farr	60		8/30/48	
	Drums Along the Amazon	Brent-Ralston-Aherne-Bennett				
	Far Frontier	R. Rogers-F. Willing-G. Davis				
	Homicide for Three	W. Douglas-A. Young-F. Withers				a7/17/48
	Macbeth (D)	O. Welles-J. Nolan-R. McDowell				a8/23/48
714	Moonrise	D. Clark-G. Russell-E. Barrymore	90		10/1/48	a5/8/48
733	Nighttime in Nevada *U	R. Rogers-A. Mara-A. Devine	67		8/29/48	a7/10/48
717	Out of the Storm	Jimmy Lydon-Lois Collier	60		8/25/48	
	Plunderers, The *U	R. Cameron-I. Massey-A. Booth				
	Red Pony, The *T (D)	M. Loy-R. Mitchum-L. Calhern				a10/25/47
	Rose of the Yukon	S. Brodie-M. Dell-W. Wright				
718	Sons of Adventure	Russel Hayden-Lynne Roberts	60		8/28/48	
	Wake of the Red Witch	John Wayne-Gail Russell				
		Westerns Current)				
752	Bandits of Dark Canyon (W)F	Allan Lane-Bob Steele	59		12/15/47	b12/13/47
754	Bold Frontiersman, The (W)F	Allan Lane-Black Jack	60		4/15/48	b5/8/48
654	California Firebrand *U (W)F	Monte Hale-Adrian Booth	63		4/1/48	b5/8/48
755	Carson City Raiders (W)F	Allan Lane-E. Waller-B. Jons	60		5/13/48	b5/29/48
756	Marshall of Amarillo	Allan "Rocky" Lane-Eddy Waller	60		7/25/48	
753	Oklahoma Badlands (W)F	A. "Rocky" Lane-Black Jack	59		2/22/48	b4/24/48
656	Timber Trail *U (W)F	M. Hale-L. Roberts-J. Burke	67		6/15/48	b7/10/48
652	Under Colorado Skies *U	Monte Hale-Adrian Booth	65		12/15/47	b12/27/47
		Westerns (Coming)				
	Denver Kid, The	A. Lane-E. Waller-C. Gallagher				
	Desperadoes of Dodge City	A. Lane-E. Waller-M. Coles				
	Grand Canyon Trail *U	R. Rogers-A. Devine-F. Willing				
	Son of God's Country	Monte Hale			9/15/48	
	Sundown in Santa Fe	Monte Hale				

SCREEN GUILD PRODUCTIONS

	Dead Man's Gold	L. LaRue-F. St. John-P. Stewart	60		9/10/48	
	Frontier Phantom	Lash LaRue-Fuzzy St. John				
4804	Harpoon	J. Bromfield-A. Louis	81		9/24/48	
4802	Jungle Goddess	G. Reeves-W. McKay-Armida	61		8/13/48	
	Last of the Wild Horses	J. Ellison-J. Frazee-M. B Hughes	82		10/15	

Title	*Company*
N	
Naked City	U-I
Nicholas Nickelby	U-I
Night Has a Thousand Eyes	Para.
Night Unto Night	WB
Night Wind	20th-Fox
Nighttime in Nevada	Rep.
No Minor Vices	MGM
Noose Hangs High	EL
Northwest Stampede	EL
Now and Forever	Para.
Numbers Racket, The	MGM
O	
October, Man, The	EL
O'Flynn, The	U-I
Oh Say Can You Sing	Univ.
Old Los Angeles	Rep.
Oliver Twist	EL
On an Island With You	MGM
On Our Merry Way	UA
One Last Fling	WB
One Night With You	UI
One Sunday Afternoon	WB
One Touch of Venus	U-I
Open Secret	EL
One Woman	Para.
Out of the Storm	Rep.
Outlaw Valley	RKO
Outpost in Morocco	UA
P	
Paleface	Para.
Panhandle	Allied
Paradine Case	Selznick
Parole	E-L
Pearl, The	RKO
Perilous Waters	Mono.
Philo Vance's Peril	EL
Piccadilly Incident	MGM
Pirate, The	MGM
Pirates of Monterey	U-I
Pitfall	UA
Plunderers, The	Rep.
Port Said	Col.
Portrait of Jennie	SRO
Prairie, The	SG
Prejudice	Ind.
R	
Race Street	RKO
Rachel and the Stranger	RKO
Racing Luck	Col.
Raw Deal	EL
Red Pony, The	Rep.
Red River	UA
Red Stallion in the Rockies	EL
Reign of Terror	20th-Fox
Relentless	Col.
Return of the Badmen	RKO
Return of October	Col.
Return of Wildfire	SGP
Ridin' the Old Pine Trail	Col.
River Lady	U-I
Road House	20th-Fox
Road to Rio	Para.
Road to the Big House	SG
Rocky	Mono.
Rogues' Regiment	U-I
Romance on the High Seas	WB
Rope	WB
Rose of Cimarron	20th-Fox
Rose of the Rio Grande	Mono.
Rose of the Yukon	Rep.
Roses Are Red	20th-Fox
Roughshod	RKO
Rusty Leads the Way	Col.
Rusty Saves a Life	Col.
Ruthless	EL
S	
Saigon	Para.
Sainted Sisters	Para.
Sand	20th-Fox
Saxon Charm, The	U-I
Scudda Hoo, Scudda Hay	20th-Fox
Sealed Verdict	Para.
Search, The	MGM
Secret Beyond the Door, The	U-I
Secret Land, The	MGM
Secret Service Investigator	Rep.
Senator Was Indiscreet	U-I
Set-Up, The	RKO
Shaggy	Para.
Shanghai Chest, The	Mono.
Shed No Tears	EL
Shep Comes Home	SGP
Show-Off	MGM
Silent Conflict	UA
Silver River	WB
Singin' Spurs	Col.
Sinister Journey	UA
Sitting Pretty	20th-Fox
Sixteen Fathoms Deep	Mono.
Sleep, My Love	UA
Slightly French	Col.
Slippy McGee	Rep.
Smart Girls Don't Talk	WB
Smart Politics	Mono.
Smart Woman	Allied
Smugglers, The	EL
Smugglers Cove	Mono.

Title	Company
Snake Pit, The	20th-Fox
Snowbound	U-I
So Evil My Love	Para.
Sofia	FC
Somewhere in the City	WB
Song Is Born, A	RKO
Song of India	Col.
Song of My Heart	Allied
Sons of Adventure	Rep.
Sorry, Wrong Number	Para.
Sorrowful Jones	Para.
So This Is New York	UA
South of St. Louis	WB
Southern Yankee, A	MGM
Special Agent	Para.
Speed to Spare	Para.
Spiritualist, The	EL
Stage Struck	Mono.
State of the Union	MGM
Station West	RKO
Strange Gamble	UA
Strawberry Roan	Col.
Strange Mrs. Crane, The	EL
Strange Temptation	Para.
Street With No Name	20th-Fox
Streets of Laredo	Para.
Strike It Rich	AA
Summer Holiday	MGM
Sword of the Avenger	EL
Swordsman	Col.

T

Take Me Out to the Ball Game	MGM
Take My Life	EL
Tap Roots	U-I
Tarzan and the Mermaids	RKO
Tarzan's Fountain of Youth	RKO
Tatlock Millions, The	Para.
Temptation Harbour	Mono.
Tenth Avenue Angel	MGM
Texas, Brooklyn & Heaven	UA
That Lady in Ermine	20th-Fox
That Wonderful Urge	20th-Fox
The Argyle Secrets	FC
Thirteen Lead Soldiers	20th-Fox
This Was a Woman	20th-Fox
Three Daring Daughters, The	MGM
Three Godfathers	MGM
Three Musketeers	MGM
Three Wives	20th-Fox
Thunder in the Pines	SGP
Time of Your Life	UA
T-Men	EL
To the Ends of the Earth	Col.
To the Victor	WB
Trail of the Mounties	SG
Train to Alcatraz	Rep.
Treasure of Sierra Madre	WB
Triple Threat	Col.
Trouble Preferred	20th-Fox
29 Clues	EL
Tucson	20th-Fox
Tulsa	EL
Twisted Road, The	RKO
Two Guys from Texas	WB
Tycoon	RKO

U

Unafraid, The	U-I
Unconquered	Para.
Under California Stars	Rep.
Under Capricorn	WB
Undercover Man	Col.
Unfaithfully Yours	20th-Fox
Unknown Island	FC
Untamed Breed, The	Col.
Up in Central Park	U-I

V

Variety Time	RKO
Velvet Touch, The	RKO
Vendetta	UA
Vicious Circle, The	UA
Voice of the Turtle	WB

W

Wake of the Red Witch	Rep.
Walking Hills	Col.
Wallflower	WB
Walls of Jericho	20th-Fox
Walk a Crooked Mile	Col.
Waterfront at Midnight	Para.
Weep No More	RKO
West of Tomorrow	20th-Fox
Western Heritage	RKO
When My Baby Smiles at Me	20th-Fox
When a Man's a Man	Allied
Where the North Begins	SG
While I Live	20th-Fox
Whiplash	WB
Whispering Smith	Para.
Who Killed 'Doc' Robbin?	UA
Will It Happen Again?	FC
Window, The	RKO
Winner's Circle, The	20th-Fox
Winter Meeting	WB
Woman from Tangiers	Col.
Woman in White	WB
Women in the Night	FC
Woman's Vengeance	UI
Words and Music	MGM
Wreck of the Hesperus	Col.

Y

Years Between	U-I
Yellow Sky	20th-Fox
You Gotta Stay Happy	U-I
You Were Meant for Me	20th-Fox
Younger Brothers, The	WB

	Mark of the Lash	L. LaRue-A. St. John-P. Stewart			10/29/48		
X-3	Miracle in Harlem	Stepin Fetchit		71	6/11/48		
4805	Mozart Story, The	H. Holt-W. Markus		99	9/17/48		
	Outlaw Country	Lash LaRue-Fuzzy St. John-P. Stewart					
4705	Prairie, The (D)	L. Aubert-A. Baxter		76	5/21/48		a12/27/47
4801	Return of Wildfire	R. Arlen-P. Morison-M. B. Hughes		81	8/6/48		a8/14/48
4706	Road to the Big House, The (D)A	J. Shelton-A. Doran-G. Williams		72	12/27/47		b11/1/47
	Shep Comes Home	Robert Lowery-Lanny Rees		62	12/3/48		
	Thunder in the Pines	George Reeves-Ralph Byrd		62	11/5/48		
4708	Trail of the Mounties	R. Hayden-Jennifer Holt		42	2/21/48		
4707	Where the North Begins (D)F	R. Hayden-J. Holt-T. Coffin		40	12/13/48		b4/17/48

SELZNICK RELEASING ORGANIZATION

CURRENT

	Mr. Blandings Builds His Dream House (C)F	C. Grant-M. Loy-M. Douglas		94			b3/17/48
	Paradine Case, The (D)A	G. Peck-A. Todd-C. Laughton-Valli		132	Jan. '48		b1/3/48

COMING

	Portrait of Jennie (D)	J. Jones-J. Cotten-E. Barrymore					a11/1/47

20TH-FOX

CURRENT 1947-'48

809	An Ideal Husband *T (C-D)A	P. Goddard-M. Wilding-D. Wynyard		96	Mar. '48		b11/29/47
820	Anna Karenina (D)A	V. Leigh-R. Richardson-K. Moore		110	May '48		b2/28/48
817	Arthur Takes Over (C)F	Lois Collier-Richard Crane		63	May '48		b4/10/48
805	Call Northside 777 (D)A	J. Stewart-R. Conte-L. J. Cobb		111	Feb. '48		b1/24/48
801	Captain from Castile (D)F *T	T. Power-J. Peters-C. Romero		140	Jan. '48		b11/29/47
807	Challenge, The (D)F	T. Conway-J. Vincent-R. Stapley		68	Mar. '48		b2/28/48
825	Checkered Coat, The (D)A	T. Conway-N. Nash-H. Hatfield		62	July '48		b8/14/48
819	Counterfeiters, The (My)A	John Sutton-Doris Merrick		74	June '48		b6/5/48
731	Daisy Kenyon (D)A	J. Crawford-D. Andrews-H. Fonda		98	Dec. '47		b11/29/47
804	Dangerous Years (D)F	William Halop-Ann E. Todd		61	Feb. '48		b12/20/47
821	Deep Waters (D)F	D. Andrews-J. Peters-C. Romero		85	July '48		b7/3/48
828	Fighting Back (D)F	P. Langton-J. Rogers-G. Gray		68	Aug. '48		b8/7/48
815	Fury at Furnace Creek (W)	V. Mature-C. Gray		88	May '48		b4/10/48
806	Gentleman's Agreement (D)F	G. Peck-D. McGuire-J. Garfield		118	Mar. '48		b11/15/47
827	Give My Regards to Broadway *T (C)F	D. Dailey-C. Winninger-N. Guild		89	June '48		b5/22/48
818	Green Grass of Wyoming *T (D)F	P. Cummins-C. Coburn-R. Arthur		89	June '48		b4/24/48
808	Half Past Midnight (D)F	K. Taylor-P. Knudsen-J. Sawyer		69	Mar. '48		b3/6/48
816	Iron Curtain, The (D)A	D. Andrews-G. Tierney-J. Havoc		87	May '48		b5/8/48
813	Let's Live Again (D)F	J. Emery-J. Millican-T. Holmes		68	Apr. '48		b3/6/48
812	Meet Me at Dawn (C)A	W. Eythe-S. Holloway-B. Campbell		89	Apr. '48		b3/20/48
824	Mine Own Executioner (D)A	B. Meredith-K. Moore-D. Gray		102	July '48		b12/6/47
734	Roses Are Red (My)A	Don Castle-Peggy Knudsen		67	Dec. '47		b11/8/47
823	Street With No Name, The (Doc)A	M. Stevens-R. Widmark-L. Nolan		91	July '48		b6/26/48
811	Scudda Hoo, Scudda Hay *T (D)F	J. Haver-L. McCallister-W. Brennan		95	Apr. '48		b3/6/48
810	Sitting Pretty (C)A	R. Young-M. O'Hara-C. Webb		84	Apr. '48		b2/28/48
836	That Lady in Ermine *T (M)A	B. Grable-D. Fairbanks, Jr.		89	Aug. '48		b7/17/48
814	Thirteen Lead Soldiers (My)F	Tom Conway-Maria Palmer		66	Apr. '48		b6/5/48
802	You Were Meant for Me (MC-D)F	J. Crain-D. Dailey-O. Levant		91	Feb. '48		b1/24/48
826	Walls of Jericho, The (D)A	Wilde-Darnell-Baxter-Douglas		111	Aug. '48		b7/10/48
829	Winner's Circle, The (Doc)F	Johnny Longden-Morgan Farley		75	Aug. '48		b6/19/48

COMING

	Apartment for Peggy *T	J. Crain-W. Holden-E. Gwenn					a5/1/48
	Bungalow	Tom Conway-Margaret Hamilton					
	Canadian Pacific *C	R. Scott-N. Olson-V. Jory					
	Chicken Every Sunday	D. Dailey-A. Young-C. Holm					a7/17/48
839	Creeper, The	J. Baragrey-O. Stevens-E. Clannell			Sept. '48		
	Down to the Sea in Ships	R. Widmark-C. Kellaway-D. Stockwell					
822	Escape (D)A	Rex Harrison-Peggy Cummins		78	Sept. '48		b5/29/48
838	Forever Amber *T (D)A	Linda Darnell-Cornel Wilde		139	Sept. '48		b10/16/47
840	Gay Intruders, The (C)A	John Emery-Tamara Geva		68	Sept. 48		b6/19/48
	Law And Martin Rome, The	Victor Mature-Richard Conte					a5/8/48
837	Luck of the Irish, The	T. Power-A. Baxter-C. Kellaway		99	Sept. '48		a5/15/48
	Man About the House, A	M. Johnson-D. Gray-K. Moore		94			b6/28/47
	Miss Mink of 1949	Jimmy Lydon-Lois Collier-Richard Lane					
	Mother Is a Freshman *T	L. Young-V. Johnson-B. Lawrence					
	Night Wind	C. Russell-V. Christine-G. Gray-Flame					a6/5/48
	Road House	Lupino-Wilde-Holm-Widmark					a6/5/48
	Rose of Cimarron	G. Montgomery-R. Cameron-R. Roman					
	Sand *T	M. Stevens-C. Gray-C. Grapewin					a7/17/48
	Snake Pit, The (D)	O. deHavilland-L. Genn-M. Stevens					a10/11/47
	That Wonderful Urge	T. Power-G. Tierney-R. Gardiner					a6/19/48
	This Was a Woman (D)A	Sonia Dresdel-Barbara White					a1/24/48
	Three Wives	Darnell-Crane-Lynn-Sothern					a7/17/48
	Trouble Preferred	C. Russell-P. Knudsen-L. Roberts					a6/19/48
	Tucson	J. Lydon-P. Edwards-C. Russell					a7/17/48
	Unfaithfully Yours	R. Harrison-L. Darnell-R. Vallee		108			a5/29/48
	West of Tomorrow	C. Miller-A. Franz-R. Jaeckel					
	When My Baby Smiles at Me *T	Grable-Dailey-Oakie-Havoc					a5/29/48
	While I Live (D)A	T. Walls-C. Evans-C. Raye		85			b10/18/47
	Yellow Sky *T	G. Peck-A. Baxter-R. Widmark					a7/17/48

UNITED ARTISTS

CURRENT

	Arch of Triumph (D)A Sp	I. Bergman-C. Boyer-C. Laughton		120	Mar. '48		b2/21/48
	Four Faces West (D)F	J. McCrea-F. Dee-C. Bickford		90	5/15/48		b5/15/48
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson		134			b4/27/46
	Here Comes Trouble *C (C)F	B. Tracey-J. Sawyer-E. Parnell		50	4/9/48		b4/17/48
	Intrigue (D)A	G. Raft-J. Havoc-H. Carter		88	Dec. '47		b12/27/47
	Laff-Time	W. Tracy-P. Morgan-E. Janssen		110	4/9/48		
	Kings of the Olympics (Pt. 1) (Doc.) F	Bill Slater—Narrator		65	Apr. '48		b1/24/48
	Man of Evil (D)A	J. Mason-P. Calvert-A. Stephens		90	Jan. '48		b2/7/48
	On Our Merry Way	B. Meredith-P. Goddard-F. MacMurry		107	Feb. '48		b2/7/48
	Silent Conflict (W)F	W. Boyd-A. Clyde-R. Brooks		61	Apr. '48		b4/17/48
	Sleep, My Love (D)A	C. Colbert-D. Ameche-R. Cummings		97	Jan. '48		b1/17/48
	So This Is New York (C)F	H. Morgan-R. Vallee-H. Herbert		80	May '48		b5/15/48
	Time of Your Life (D)A	J. Cagney-Wm. Bendix-J. Cagney		109	5/27/48		b5/29/48
	Who Killed 'Doc' Robbin? *C (C)F	V. Grey-D. Castle-G. Zucco		51	Apr. '48		b5/8/48

COMING

	Adventures of the Cisco Kid	Duncan Renaldo-Leo Carillo					
	Angry God, The	Alicia Parla-Casimiro Ortega					
	An Innocent Affair	Fred MacMurray-Madeleine Carroll					
	Atlantis, The Lost Continent	Maria Montez-Jean Pierre-Aumont					
	Borrowed Trouble	William Boyd-Andy Clyde					
	Cover-Up	William Bendix-Dennis O'Keefe					
	Dead Don't Dream, The (W)	W. Boyd-A. Clyde					
	False Paradise	Wm. Boyd-Andy Clyde					
	Gay Amigo	D. Renaldo-L. Carrillo-Armida-J. Sawyer					
	Girl from Manhattan, The	Montgomery-Lamour-Laughton					
	Indian Scout	George Montgomery-Ellen Drew					
	Lucky Stiff	D. Lamour-B. Donlevy-C. Trevor					
	Mad Wednesday (D)F	H. Lloyd-R. Washburn-J. Conlin		89			b2/22 47
	My Blonde Heaven	Marx Bros.-Massey-Vera Ellen-Hutton					
	My Dear Secretary	L. Day-K. Douglas-K. Wynn					
	Outpost in Morocco	George Raft-Akim Tamiroff					
	Pitfall (D)A	D. Powell-L. Scott-J. Wyatt					b8/7/48

	Red River (WD)F	J. Wayne-M. Clift-W. Brennan	125	8/26/48	b7/17/48
	Sinister Journey	Wm. Boyd-Andy Clyde			
	Strange Gamble (W)	W. Boyd-A. Clyde-R. Brooks			a12/13/47
	Texas, Brooklyn, and Heaven (CD)A	G. Madison-D. Lynn-J. Dunn	76	8/11/48	b7/17/48
	Vendetta (D)	Hillary Brooke-Faith Domergue			a5/10/47
	Vicious Circle (D)A	Conrad Nagel	77	7/24/48	b5/29/48

UNIVERSAL-INTERNATIONAL

CURRENT

664	Abbott & Costello Meet Frankenstein (C)F	Abbott-Costello-Chaney-Lugosi	83	July '48	b7/3/48
657	All My Sons (D)A	Edward G. Robinson-Burt Lancaster	94	May '48	b2/21/48
656	Are You With It? (M)F	D. O'Connor-O. San Juan-M. Stewart	90	May '48	b3/13/48
663	Bad Sister	M. Lockwood-I. Hunter	91	July '48	b12/6/47
653	Black Bart *T (W-D)A	Y. DeCarlo-D. Duryea-J. Lynn	8(	Apr. '48	b1/31/48
629	Black Narcissus *T (D)F	Deborah Kerr-David Farrar	91	Dec. '47	b5/3/47
652	Captain Boycott (D)F	Stewart Granger-Kathleen Ryan	93	Jan. '48	b9/6/47
655	Casbah (D)A	Y. DeCarlo-T. Martin-P. Lorre	94	Apr. '48	b3/6/48
658	Dear Murderer (D)A	E. Portman-G. Gynt-D. Price	94	May '48	b6/7/48
650	Double Life, A (D)A	R. Colman-S. Hasso-E. O'Brien	104	Mar. '48	b1/3/48
	End of the River, The (D)A	Sabu-Bibi Ferreira	80	June '48	b11/29/47
665	Feudin', Fussin' and A-Fightin'	D. O'Connor-M. Main-P. Kilbride	78	July '48	
679	Holiday Camp	M. Lockwood-P. Roc-D. Price	96	Mar. '48	b8/23/47
	Larceny (D)A	J. Payne-J. Caulfield-D. Duryea	89	Aug. '48	b8/7/48
659	Letter from an Unknown Woman (D)A	Joan Fontaine-Louis Jourdan	90	June '48	b4/10/48
666	Man-Eater of Kumaon (D)F	Sabu-W. Corey-J. Page	80	July '48	b6/19/48
	Mr. Peabody and the Mermaid (C)A	W. Powell-A. Blyth-I. Hervey	89	Aug. '48	b7/10/48
651	Naked City, The (D)A	B. Fitzgerald-H. Duff-D. Hart	96	Mar. '48	b1/24/48
	One Touch of Venus	R. Walker-A. Gardner-D. Haymes		Aug. '48	a5/29/48
632	Pirates of Monterey *T (D)F	M. Montez-R. Cameron-P. Reed	77	Dec. '47	b11/15/47
661	River Lady *T (D)A	Y. DeCarlo-D. Duryea	78	June '48	b5/8/48
627	Secret Beyond the Door (D)A	J. Bennett-M. Redgrave-A. Revere	98½	Feb. '48	b1/10/48
633	Senator Was Indiscreet, The (C)A	W. Powell-E. Raines	83	Jan. '48	b12/13/47
	Tap Roots *T (D)F	V. Heflin-S. Hayward-B. Karloff	109	Aug. '48	b6/26/48
662	Up in Central Park (C)F	D. Durbin-D. Haymes-V. Price	87	June '48	b5/29/48
634	Woman's Vengeance, A (D)A	Charles Boyer-Ann Blyth	96	Feb. '48	b12/20/47

COMING

	An Act of Murder	F. March-E. O'Brien-F. Eldridge		Sept. '48	
	Black Velvet	A. Blyth-H. Duff-G. Brent			a8/14/48
	Blanche Fury (D)A *T	V. Hobson-S. Granger	95		b3/20/48
677	Brothers, The (D)A	Patricia Roc-Will Fyffe	98		b5/24/47
635	Bush Christmas (D)F	C. Rafferty-J. Fernside	76	Dec. '48	b11/29/47
	Corridor of Mirrors (D)A	E. Portman-E. Romney	105		b3/27/48
	Countess of Monte Cristo	S. Henie-O. San Juan-F. Trenkler			a6/19/48
	Criss-Cross	B. Lancaster-Y. DeCarlo-D. Duryea			
	Dulcimer Street (D)A	R. Attenborough-A. Sim-F. Compton	112		b8/7/48
	Fame Is the Spur (D)A	M. Redgrave-R. Johns	112		b10/4/47
	Family Honeymoon	C. Colbert-F. MacMurray			a8/14/48
	For the Love of Mary	Durbin-O'Brien-Taylor-Lynn		Sept. '48	
	Good Time Girl (D)A	Jean Kent-Dennis Price	92		b5/28/48
	Hamlet (D)F	Laurence Olivier-Jean Simmons	150		b5/15/48
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109		b1/18/47
	Lady Surrenders, A (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/48
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/48
	Mexican Hayride	Abbott & Costello			7/17/47
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105		b3/22/47
	O'Flynn, The	D. Fairbanks-H. Carter-R. Greene			
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	One Night With You (C)F	Nino Martini-Patricia Roc	92		b5/1/48
	Rogues' Regiment	D. Powell-M. Toren-V. Price			a6/26/48
	Saxon Charm, The	R. Montgomery-S. Hayward-J. Payne	87	Sept. '48	
	Snowbound	R. Newton-D. Price	86		
	Unafraid, The	J. Fontaine-B. Lancaster-R. Newton			a6/19/48
	Years Between, The (D)A	M. Redgrave-V. Hobson-F. Robson	87		b9/13/47
	You Gotta Stay Happy	J. Fontaine-J. Stewart-E. Albert			a8/7/48

WARNER BROS.

CURRENT

713	Always Together (C)F	R. Hutton-J. Reynolds	78	1/10/48	b12/20/47
719	April Showers (C)F	J. Carson-A. Sothern-R. Alda	95	3/27/48	b3/13/48
727	Big Punch, The (D)A	W. Morris-L. Maxwell-G. MacRae	80	6/26/48	b5/29/48
717	I Became a Criminal (D)A	Sally Gray-Trevor Howard	78	3/6/48	b7/12/47
731	Key Largo (D)A	H. Bogart-E. G. Robinson-L. Bacall	101	7/31/48	b7/10/48
715	My Girl Tisa (C-D)F	L. Palmer-S. Wanamaker-A. Tamiron	95	2/7/48	b1/24/48
711	My Wild Irish Rose *T (MC-D)F	D. Morgan-A. King-A. Hale	101	12/27/47	b12/13/47
728	Romance on the High Seas *T (M)F	J. Carson-J. Paige-D. DeFore	99	7/3/48	b6/12/48
725	Silver River (W)A	Errol Flynn-Ann Sheridan	107	5/29/48	b5/8/48
720	To the Victor (D)A	D. Morgan-V. Lindfors-V. Francen	101	4/10/48	b4/3/48
714	Treasure of Sierra Madre (D)A	H. Bogart-W. Huston-T. Holt	127	1/24/48	b1/10/48
716	Voice of the Turtle (C)A	R. Reagan-E. Parker-E. Arden	103	2/21/48	b12/27/47
726	Wallflower (C)F	J. Reynolds-R. Hutton-J. Paige	77	6/12/48	b5/22/48
721	Winter Meeting (D)A	B. Davis-J. Davis-J. Paige	100	4/24/48	b4/10/48
724	Woman in White, The (My)A	A. Smith-E. Parker-S. Greenstreet	109	5/15/48	b4/24/48

COMING

	Adventures of Don Juan *T (H-R)	Errol Flynn-Viveca Lindfors			a2/7/48
	Cleopatra Arms	David Niven-Jane Wyman			a6/26/48
	Decision of Christopher Blake, The (D)	A. Smith-R. Douglas			a10/11/47
732	Embraceable You	Dane Clark-Geraldine Brooks	80	8/21/48	
	Fighter Squadron *T	Edmond O'Brien-Robert Stack			
	Flaxy Martin	Z. Scott-V. Mayo-D. Kennedy			a7/3/48
	Fountainhead, The	Gary Cooper-Patricia Neal-Kent Smith			
	Girl from Jones Beach	R. Reagan-V. Mayo-D. Clark			
	Homicide	R. Douglas-H. Westcott-R. Alda			
	House Across the Street	J. Paige-B. Bennett-J. Holden			
	Idol of Paris (D)A	Michael Rennie-Beryl Baxter	105		b2/28/48
	John Loves Mary	Reagan-Carson-Neal-Morris			a5/1/48
	Johnny Belinda (D)	L. Ayres-J. Wyman-C. Bickford			a2/28/48
	June Bride	B. Davis-R. Montgomery-B. Lyon			a7/10/48
	Kiss in the Dark	Jane Wyman-David Niven			
702	Life With Father (C)F	W. Powell-I. Dunne-E. Taylor	118	8/14/48	b8/16/47
	Look for the Silver Lining *T	J. Haver-R. Bolger-G. MacRae			a7/3/48
	My Dream Is Yours *T	Carson-Day-Bowman-Arden			a6/26/48
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors			a5/10/47
	One Last Fling	A. Smith-Z. Scott-J. Backus			a5/22/48
	One Sunday Afternoon *T	Dennis Morgan-Janis Paige			a5/22/48
802	Rope *T	Stewart-Chandler-Hardwicke		9/25/48	a6/26/48
	Smart Girls Don't Talk	V. Mayo-B. Bennett-R. Hutton			a5/15/48
	Somewhere in the City	V. Lindfors-E. O'Brien-V. Mayo			
	South of St. Louis *T	J. McCrea-A. Smith-Z. Scott			
801	Two Guys From Texas *T (C)F	J. Carson-D. Morgan-D. Malone	86	9/4/48	b8/7/48
	Under Capricorn *T	Ingrid Bergman-J. Cotten-M. Wilding			
	Whiplash (D)	D. Clarke-A. Smith-S. Z. Sakall			a11/1/47
	Younger Brothers, The *T	W. Morris-J. Paige-B. Bennett			

MISCELLANEOUS FEATURES

Listing of features of foreign and U. S. origin not distributed by major outlets. Titles are followed, in parentheses, by name of country of origin and U. S. national distributor; names of stars, running time, and date of issue in which review appeared, in that order.

A FRIEND WILL COME TONIGHT (Lopert) Michel Simon, Madeleine Sononge. 92. b7/17/48.

ALL'S WELL (U. S.-Independent) D. Lamour-C. Laughton

BLIND DESIRE (France-Discina Int'l) Jean-Louis Barbault-Edwige Feuillere. 88. b6/12/48.

CRIME AND PUNISHMENT (Sweden-Film Rights Int'l.) H. Faustman-G. Wallgren. 107. b3/20/48

DAMNED, THE (France-Discina) H. Vidal-F. Marley. 105. b5/1/48

DAY OF WRATH (Denmark-Schaefer). L. Movin-T. Roose. 100. b5/1/48

DIE FLEDERMAUS (Germany-Artkino) M. Harrell-J. Heesters. 96. b3/30/48

FANNY (France-Siritsky) Raimu-P. Fresnay. 124. b2/21/48

FARREBIQUE (France - Siritsky) Non-pro. cast. 90. b3/6/48

FIGHT NEVER ENDS, THE (U. S.-W. Alexander) Joe Louis-Mills Bros. 70. b2/28/48

FIRST OPERA FILM FESTIVAL (Italy-Classic). T. Gobbi-P. Malcarini. 95. b5/29/48

FRIC-FRAC (France-Oxford). Fernandel-Arletty. 90. b6/5/48

IDIOT, THE (France-European Copyrights) G. Phillippe-E. Feuillere. 92. b2/14/48

ILLEGALS, THE (U. S.-Mayer-Burstyn) T. Torres-Y. Mikalowitch. 75. b7/10/48

JANS MONSON IN AMERICA (Sweden-Scandia). E. Persson-S. Olin. 103. b4/17/48

JENNY LAMOUR (France-Vog Films) L. Jourdan-S. Renant. 102. b2/14/48

LAUGH, PAGLIACCI (Italy-Continental) A. Valli-B. Gigli. 83. b3/13/48

LOST HAPPINESS (Italy-Saturnia) L. Cortese-D. Sassoli. 75. b3/6/48

MARIUS (France-Siritzky Int'l). Raimu-P. Fresnay. 128. b5/15/48

NAIS (France-Siritzky-Int'l). Fernandel-J. Pagnol. 105. b6/19/48

PAISAN (Italy-Mayer-Bur.) C. Sazio-R. Von Loon. 118. b2/28/48

PASSIONNELLE (France-Distinguished) O Joyeaux-Alerme. 82. b2/21/48

PORTRAIT OF INNOCENCE (France-Siritzky-Int'l) Louis Carletti-Gilbert Gil. 90. b6/12/48.

PREJUDICE (U. S. - Independent) D. Bruce-M. Marshall.

ROOM UPSTAIRS, THE (France-Lopert). M. Dietrich-J. Gabin. 90. b6/5/48

ROSSINI (Italy-Best) N. Besozzi-P. Barbara. 95. b2/14/48

SHOWTIME (England-English Films). A. Todd-R. Greene. 91. b6/5/48

STORY OF LIFE, THE (U. S.-Crusades) J. Crehan-W. McKay. 67. b7/10/48

THEY ARE NOT ANGELS (France-Siritzky-Int'l). P. Blanchard-R. Bussieres. 130. b5/29/48

VOYAGE SURPRISE (France-Duke Inter'l) J. Henri-Duval. 80. b3/13/48

BRITISH PRODUCT

(U. S. Distribution Not Set)

AGAINST THE WIND (Rank). R. Beatty-S. Signoret. 96. b3/13/48
BEWARE OF PITY (Rank). L. Palmer-A. Lieven. 105. b11/1/47
BRIGHTON ROCK (Pathe). R. Attenborough-H. Baddeley. 92. b1/3/48
EASY MONEY (Rank). G. Gynt-D. Price. 94. b3/6/48
GHOSTS OF BERKELEY SQUARE, THE (Pathe). R. Morley-F. Aylmer. 90. b11/1/47
LOVES OF JOANNA GODDEN, THE (Rank). G. Withers-J. Macallum. 85. b6/21/47
MARK OF CAIN, THE (Rank). E. Portman-S. Gray. 88. b1/17/48
MASTER OF BANKDAM (Rank). A. Crawford-D. Price. 105. b9/6/47
MRS. FITZHERBERT (Pathe). P. Graves-J. Howard. 99. b2/14/48
VICE VERSA (Rank). R. Livesey-K. Walsh. 111. b3/6/48
WHEN THE BOUGH BREAKS (Rank). P. Roc-R. John. 81. b12/27/47
WOMAN IN THE HALL (Rank). U. Jeans-J. Simmons. 90. b11/15/47

NEWSREEL SYNOPSES

(Released Wednesday, August 18)

MOVIETONE (Vol. 31, No. 65)—Ex-U. S. government officials deny Red espionage charge; Violence marks flight of Soviet teachers in N. Y.; Sports: Argentina's Carrera triumphs in Olympics marathon—Harrison Roy, Jr., drives Demon Hanover to Hambletonian victory (except Chicago and Los Angeles)—10,000 watch Babe Didrikson and Lloyd Mangrum capture Tam O'Shanter golf title (Chicago only)—Damon Runyon Handicap at Del Mar won by Sweet Airlines (Los Angeles only).

NEWS OF THE DAY (Vol. 19, No. 299)—Sensations in Red drama; Movies prove U. S. victor in disputed Olympic race.

PARAMOUNT (No. 102)—The strange case of the Soviet teachers; New films from London climax action on Olympic track events.

UNIVERSAL (Vol. 21, No. 169)—A century of friendship; Hoover visits birthplace; Swiss mark 667th birthday; Kids on outing at beach; Mermaid displays technique; Thrills from the Olympics.

WARNER PATHE (Vol. 19, No. 104)—Red teacher leaps from consulate; Films prove U. S. victory in Olympic relay; Hambletonian trotting classic.

ALL AMERICAN (Vol. 6, No. 304)—Olympic stars compete for world titles; Wilberforce University choir pleases audiences in annual concerts; Little girls enjoy themselves at annual doll contest; Home and church remodeled by blind preacher without help; Bud Billiken Day brings exciting parade and gala picnic.

TELENEWS (Vol. 2, No. 33)—The case of the Russian teachers; Currie, White testify in Washington; Meat strike hits butchers; Soap box derby at Akron; 30,000 Filipino rebels refuse surrender; "Battle of the Warsaw Ghetto"—five years later; Last PWs return from Britain to Germany; Worst floods swamp New Zealand; Sports: Track meet at London Olympics—Football in Newark.

(Released Saturday, August 21)

MOVIETONE (Vol. 31, No. 66)—Babe Ruth passes; U. S. orders Russian teacher to testify before committee; B-29 drops lifeboat; President Truman hails Youth Month; Tyrone Power visits Madrid; Sports: Soap box derby—Water skiing.

NEWS OF THE DAY (Vol. 19, No. 300)—Baseball's idol, Babe Ruth, is dead; Operation Splash; Injured teacher finds safety against Reds; New clashes menace truce in Palestine; "Salute to Youth Month" opened by President Truman; Tribute to Michigan's state ferry service (Detroit only); Sports: Amsterdam welcomes woman Olympic star home—Akron, O., soap box derby (Detroit only).

PARAMOUNT (No. 103)—Accent on young America—new program rallies nation to its youth; Babe Ruth, 1895—1948; Hiroshima three years after; Palestine incident in no man's land; Largest airborne life boat 'chuted from B-29; Amsterdam welcomes Olympic woman star home.

UNIVERSAL (Vol. 21, No. 170)—Babe Ruth dies; Bumper wheat crop at peak in U. S. bread basket; Young America — President Truman presents new Youth stamp; Palestine truce allows Jews to retrieve bodies from no man's land; Sports: Olympic returns—Canoe jousting in France—Soap box derby at Akron.

WARNER PATHE (Vol 20, No. 1)—Babe Ruth dies; Un-American committee; Youth Stamp; Sports: Fannie Blankers Koen—Winner at golf—Soap box derby.

RE-ISSUES (Nationally Released)

			Time Mins.	Rel. Date	Orig Rel. Date
ASTOR PICTURES					
	Aces Wild	Harry Carey	63	4/30/48	1937
	Frontiers of '49	"Wild Bill" Elliott			1939
	In Early Arizona	"Wild Bill" Elliott			1938
	Jimmy Steps Out	J. Stewart-P. Goddard	89	3/25/48	1941
	Law Comes to Texas, The	"Wild Bill" Elliott			1939
	Lone Star Pioneers	"Wild Bill" Elliott			1939
	Man From Tumbleweeds, The	"Wild Bill" Elliott			1940
	Pecos Kid	Fred Kohler, Jr.	59	4/25/48	1935
	Pioneers of the Frontier	"Wild Bill" Elliott			1940
	Return of Daniel Boone, The	"Wild Bill" Elliott			1941
	Toll of the Desert	F. Kohler, Jr.-B. Mack	55	6/1/48	1937
	Wagon Trail	Harry Carey	58	5/30/48	1935
EAGLE LION					
848	Seven Sinners	M. Dietrich-J. Wayne	86	3/27/48	1936
849	Sutter's Gold	Edward Arnold	93	3/27/48	1936
FILM CLASSICS					
	Border Wolves	Bob Baker	56	8/15/48	1938
	Bury Me Not on Lone Prairie	Johnny M. Brown	60	3/15/48	1941
	Challenge, The	J. Gardner-M. Clare	78	5/20/48	1939
	Courage of the West	Bob Baker	58	3/15/48	1937
	Deep in the Heart of Texas	J. M. Brown-Ritter	61	7/15/48	1942
	Drums *T	Sabu-R. Massey		7/20/48	1938
	Eagle Squadron	R. Stack-D. Barrymore	109	6/11/48	1942
	Four Feathers *T	J. Duprez-R. Richardson		7/20/48	1939
	Gun Justice	Ken Maynard	61	9/15/48	1934
	Gung-Ho	R. Scott-R. Mitchum	87	6/11/48	1943
	Honor of the Range	Ken Maynard	63	4/15/48	
	Jungle Woman	E. Anchors-J. C. Naish		3/25/48	1944
	Last Stand	Bob Baker	57	9/15/48	1938
	Man Who Reclaimed Head	C. Rains-J. Bennett		7/1/48	1935
	Pony Post	Johnny M. Brown	60	8/15/48	1940
	Singing Outlaw	Bob Baker	57	4/15/48	
	South of Tahiti	M. Montez-B. Donlevy	75	3/1/48	1941
	Tower of London	B. Karloff-B. Rathbone		7/1/48	1939
	Wheels of Destiny	Ken Maynard	65	7/15/48	1934
METRO-GOLDWYN-MAYER					
823	Tarzan's New Adventure	J. Weismuller-M. O'Sullivan	70	Apr. '48	1942
822	Tarzan's Secret Treasure	J. Weismuller-M. O'Sullivan	81	Apr. '48	1941
MONOGRAM					
4711	Sign of the Wolf	M. Whalen-G. Bradley	69	5/2/48	1941
PARAMOUNT					
R7-3508	Crusades, The	L. Young-H. Wilcoxon	126	June '48	1935
REALART PICTURES					
5013	Argentine Nights	Ritz Bros.-Andrew Sisters	73	Mar. '48	1940
1290	Captive Wild Woman	J. Carradine-Aquanetta	60	Apr. '48	1942
1250	Corvette K-225	R. Scott-B. Fitzgerald	98	May '48	1943
1210	Drums of the Congo	S. Erwin-O. Munson	61	Apr. '48	1941
6046	Hellzapoppin	Olsen-Johnson	84	Mar. '48	1941
917	Little Tough Guy	Little Tough Guys	83	Mar. '48	1938
929	Little Tough Guys in Society	Little Tough Guys	73	Mar. '48	1938
796	Magnificent Brute	J. McLaglen-B. Barnes	78	Apr. '48	1936
361	Sea Spoilers	J. Wayne-N. Grey	63	Apr. '48	1936
871	Wings Over Honolulu	R. Milland-W. Barrie	78	May '48	1937
RKO RADIO					
892	Bambi *T	Disney Feature Cartoon	70		1942
882	Border G-Man (W)	G. O'Brien-L. Day	60		1938
818	Bring 'Em Back Alive	Frank Buck			1932
881	Gun Law (W)	G. O'Brien-R. Oehman	60		1933
884	Lawless Valley (W)	G. O'Brien			1938
883	Painted Desert (W)	G. O'Brien-L. Day	60		1938
886	Timber Stampede (W)	G. O'Brien-M. Reynolds			1939
885	Trouble in Sundown (W)	G. O'Brien-W. Bond			1939
SCREEN GUILD PRODUCTIONS					
S-7	Duke of West Point	L. Hayward-J. Fontaine	108	9/24/48	1938
S-5	Flirting With Fate	J. E. Brown-B. Roberts	72	9/10/48	1938
HC23	Hidden Gold	W. Boyd-R. Hayden	62	9/3/48	1940
S-4	King of the Turf	A. Menjou-D. Costello	89	7/16/48	1939
HC20	Law of the Pampas	W. Boyd-R. Hayden	79	6/3/48	1939
S-8	Miss Annie Rooney	S. Temple-W. Gargan	88	9/24/48	1942
HC19	Range War	W. Boyd-R. Hayden	69	5/7/48	1939
HC18	Renegade Trail (W)	W. Boyd-G. Hayes	60	4/10/48	1939
S-3	Runaway Daughter	B. Stanwyck-R. Young	71	7/23/48	
HC21	Santa Fe Marshal	W. Boyd-R. Hayden	70	7/2/48	1940
HC22	Showdown, The	W. Boyd-R. Hayden	66	7/30/48	1940
HC17	Silver on the Sage (W)	W. Boyd-G. Hayes	71	3/6/48	1939
HC24	Stagecoach War	W. Boyd-R. Hayden	64	10/8/48	1940
S-6	That's My Boy	J. Durante-R. Tauber	81	9/10/48	
20TH CENTURY-FOX					
830	Belle Starr	R. Scott-G. Tierney	87	June '48	1941
834	Blood and Sand	T. Power-L. Darnell	125	Aug. '48	1941
831	Frontier Marshal	R. Scott-N. Kelly	71	June '48	1939
835	I Wake Up Screaming	B. Grable-V. Mature	82	Aug. '48	1941
832	Rose of Washington Square	T. Power-A. Faye	86	July '48	1939
833	Slave Ship	W. Baxter-W. Beery	92	July '48	1937
WARNER BROS.					
718	Adventures of Robin Hood	E. Flynn-O. DeHavilland	102	3/13/48	1938
730	Flowing Gold	J. Garfield-P. O'Brien	82	7/17/48	1940
729	God's Country and the Woman	G. Brent-B. Roberts	71	7/17/48	1936
723	The Fighting 69th	J. Cagney-P. O'Brien	78	5/8/48	1938
722	Valley of the Giants	W. Morris-C. Trevor	79	5/8/48	1940

1947-48 SHORT SUBJECT BOOKING GUIDE

Releases (grouped in series of which they are a part) listed under name of distributor. Reading from left to right are: distributor's release number; title of subject; running time in minutes; release date; date of issue of SHOWMEN'S TRADE REVIEW in which data concerning the subject appeared.

ASTOR PICTURES

Rel. No.	Title	Rel. Date	Data
	Jimmy Fidler's Personality Parade (20)	12/20	.....
	Boss Comes to Dinner (10)	4/1	.....
	Makers of Destiny #1(17½)	5/1	6/5

COLUMBIA

SPECIAL MUSICAL FEATURETTE (1)

9451	A Voice Is Born (20½)..	1/15	.....

THREE STOOGES COMEDIES (8)

9401	Brideless Groom (16½)...	9/11	.....
9402	Sing a Song of Six Pants (17)	10/30	12/20
9403	All Gummed Up (18).....	12/11	12/20
9404	Shivering Sherlocks (17)...	1/8	6/5
9405	Pardon My Clutch (15)...	2/26	6/19
9406	Squareheads of the Round Table (18)	3/4	6/5
9407	Fiddlers Three (17).....	5/6	6/5
9408	The Hot Scots (17).....	7/8	7/31

ASSORTED & ALL-STAR COMEDIES (17)

9431	Rolling Down to Reno (16½)	9/4	.....
9432	Hectic Honeymoon (17)...	9/18	.....
9421	Wedding Belle (17).....	10/9	1/17
9422	Should Husbands Marry? (17)	11/13	12/20
9423	Silly Billy (18).....	1/29	6/19
9424	Two Nuts in a Rut (18)...	2/19	6/12
9425	Tall, Dark and Gruesome (16)	4/15	6/5
9426	Crabbin' in the Cabin (18).	5/13	6/19
9427	Pardon My Lamb Chop ( ).	6/10	7/10
9433	Wife to Spare (16).....	11/20	12/20
9434	Wedlock Deadlock (16)....	12/18	2/14
9435	Radio Romeo (17½).....	12/25	.....
9436	Man or Mouse (18).....	1/15	6/19
9437	Eight Ball Andy (17½)...	3/11	6/19
9438	Jitter Bughouse (17).....	4/29	6/12
9439	The Sheepish Wolf (17½)..	5/27	6/19
9440	Flat Feat (17½).....	6/24	7/31

COLOR RHAPSODIES (3)

9501	Swiss Tease (6).....	9/11	.....
9502	Boston Beany (6).....	12/4	12/20
9503	Flora (7)	3/18	6/19

COLOR PHANTASIES (3)

9701	Kitty Caddy (6).....	11/6	12/20
9702	Topsy Turkey (6½).....	2/5	.....
9703	Short Snorts on Sports (6½)	6/3	7/10

COLOR FAVORITES (Re-Issues) (8)

9601	Dreams on Ice (6½).....	10/30	.....
9602	Novelty Shop (6½).....	11/20	.....
9603	Dr. Bluebird (8).....	12/18	.....
9604	In My Gondola (7½).....	1/22	.....
9605	Animal Cracker Circus (7)	2/19	.....
9606	Bon Bon Parade (8½)...	4/8	.....
9607	House That Jack Built (7).	5/6	.....
9608	The Untrained Seal (7½).	7/15	.....

THRILLS OF MUSIC (8)

9951	Boyd Raeburn & Orch. (11)	9/18	.....
9952	Claude Thornhill & Orch. (11)	10/30	.....
9953	Lecuona Cuban Boys (10½)	11/13	12/20
9954	Skitch Henderson Orch. (10)	12/11	2/14
9955	Charlie Barnet & Orch. (10½)	1/15	6/5
9956	Ted Weems & Orchestra (10½)	3/25	6/5
9957	Gene Krupa Orch. (10).....	6/10	7/10
9958	Tony Pastor Orch. (10)..	7/22	.....

SCREEN SNAPSHOTS (10)

9851	Hollywood Cowboys (9½).	9/4	.....
9852	Laguna, U. S. A. (9½)..	10/9	12/20
9853	Out of This World Series (9)	11/27	12/20
9854	Off the Air (10).....	12/18	12/20
9855	Hawaii in Hollywood (10).	1/22	6/5
9856	Photoplay's Gold Medal Awards (9½)	3/18	.....
9857	Smiles and Styles (10)....	4/1	6/5
9858	Hollywood Honors Hersholt (8)	5/6	6/12
9859	Hollywood Party (9).....	6/10	7/10
9860	Hollywood Friars Honor George Jessel (9½)....	7/8	7/31

WORLD OF SPORTS (9)

9801	Cinderella Cagers (9½)..	9/25	.....
9802	Ski Demons (9).....	10/23	12/20
9803	Bowling Kings (10).....	11/13	12/20
9804	Navy Crew Champions (10).	12/25	2/14
9805	Rodeo Thrills and Spills (9½)	1/29	6/5
9806	Net Marvels (9).....	3/11	6/19
9807	Champions in the Making (8½)	5/23	6/19
9808	No Holds Barred (9).....	6/17	7/10
9809	Aqua Zanies (9).....	7/15	7/31

FILM NOVELTIES (8)

9901	Aren't We All? (10½)...	11/27	.....

COMMUNITY SINGS (9)

9651	No. 1—Linda (10)	9/4	.....
9652	No. 2—April Showers (9).	10/2	.....
9653	No. 3—Peg O' My Heart (9)	11/6	12/20
9654	No. 4—When You Were Sweet 16 (9½).....	12/4	12/20
9655	Feudin' and A-Fightin' (10½)	1/8	6/19
9656	Civilization ( )	2/12	6/5
9657	I'm Looking Over a Four-Leaf Clover (9½)..	4/29	6/5
9658	Manana (9)	6/3	6/19
9659	California Here I Come (9)	8/12	.....

SERIALS (15 Chapters) (4)

9120	The Sea Hound.....	9/4	.....
9140	Brick Bradford	12/18	1/17
9160	Tex Granger	4/1	.....
9180	Superman (Sp.)	7/15	.....

METRO-GOLDWYN-MAYER

MGM TECHNICOLOR CARTOONS (11)

W-931	Slap Happy Lion (7).....	9/20	.....
W-932	The Invisible Mouse (7)..	9/27	11/22
W-933	King Size Canary ( )....12/6		2/14
W-934	The Bear and the Bean (7).	1/31	4/3
W-935	What Price Fleadom? (6).	3/20	.....
W-936	Make Mine Freedom (10).	4/24	6/12
W-937	Kitty Foiled (8).....	5/1	6/12
W-938	Little 'Tinker (8).....	5/15	7/24
W-939	The Bear and the Hare (7).	6/26	7/24
W-940	The Truce Hurts (7).....	7/17	.....
W-941	Half-Pint Pygmy (7).....	8/7	.....

TRAVELTALKS (4)

T-911	Visiting Virginia (9).....	11/29	11/22
T-912	Cradle of a Nation (9).....	12/13	3/6
T-913	Cape Breton Island (9)....	5/8	7/24
T-914	Chicago, the Beautiful (10)	7/17	.....

THE PASSING PARADE (5)

K-971	Miracle in a Corn Field (8)	12/20	3/6
K-972	It Can't Be Done (10)...	1/10	4/3
K-973	Goodbye Miss Turlock (10).	1/24	4/3
K-974	My Old Town (9).....	2/7	4/3
K-975	Souvenirs of Death (10)..	6/19	7/24

GOLD MEDAL CARTOONS (Reissues) (6)

W-921	Goldilocks and the Three Bears (11)	11/22	.....
W-922	The Fishing Bear (8).....	12/20	.....
W-923	The Milky Way (8).....	2/14	.....
W-924	The Midnight Snack (9)..	3/27	.....
W-925	Puss 'N' Toots (7).....	4/24	.....
W-926	The Bowling Alley Cat (8).	6/12	.....

PETE SMITH SPECIALTIES (10)

S-951	Football Thrills No. 10 (8).	9/6	.....
S-952	Surfboard Rhythm (8)....10/18		11/22
S-953	What D'Ya Know? (9)....11/18		11/22
S-954	Have You Ever Wondered? (9)		.....
S-955	Bowling Tricks (10).....	1/10	4/3
S-956	I Love My Mother-in-Law But (8)	2/7	5/1
S-957	Now You See It (Tech.) (9)	3/30	.....
S-958	You Can't Win (9).....	5/29	6/12
S-959	Just Suppose (9).....	7/17	.....

MUSICAL MERRY-GO-ROUND (6)

M-981	Freddy Martin, Keenan Wynn (10)	2/14	6/5
M-982	Tex Beneke (10).....	2/13	6/5
M-983	Ray Noble, Buddy Clark (11)	6/26	7/24
M-984	Les Brown, V. O'Brien (10)	7/17	.....

TWO REEL SPECIALS (2)

A-901	Drunk Driving (21).....	3/27	.....
A-902	Going to Blazes (21).....	4/24	6/12

PARAMOUNT

PACEMAKERS (6)

K7-1	It Could Happen to You (11)	10/3	.....
K7-2	Babies, They're Wonderful (11)	11/14	11/22
K7-3	Bundle From Brazil (11)...	1/2	1/17
K7-4	Musical Miracle (11).....	3/12	.....
K7-5	A Model Is Born (7).....	5/28	6/26
K7-6	Neighbor to the North (13)..	7/22	7/24

POPULAR SCIENCE (6)

J7-1	Radar Fisherman (10).....	10/17	11/22
J7-2	Desert Destroyers (11).....	12/16	12/20
J7-3	Streamlined Luxury (10)...	2/20	3/6
J7-4	Fog Fighters (10).....	4/2	6/5
J7-5	The Big Eye (10).....	5/21	6/12
J7-6	Flying Wing ( ).....	8/6	.....

SPORTLIGHTS (10)

R7-1	Riding the Waves (10).....	10/3	11/22
R7-2	Running the Hounds (11)...	10/31	11/22
R7-3	Five Fathoms of Fun (10)..	11/28	1/17
R7-4	Stop, Look and Guess 'Em (10)	12/5	1/17
R7-5	All American Swing Stars (10)	1/16	4/3
R7-6	Double Barrelled Sport (10).	2/20	4/3
R7-7	Big Game Angling (10)....	3/26	6/5
R7-8	Riding Habits (10).....	4/30	6/5
R7-9	Big League Glory (10).....	6/11	7/10
R7-10	Her Favorite Pools ( )..	7/30	8/7

UNUSUAL OCCUPATIONS (6)

L7-1	Hula Magic (11).....	11/7	11/22
L7-2	Bagpipe Lassies (11).....	1/2	3/6
L7-3	Modern Pioneers (11).....	2/13	6/5
L7-4	Nimrod Artist (10).....	4/16	6/5
L7-5	Feather Finery (10).....	5/14	6/26
L7-6	Aerial Hot Rods ( ).....	8/13	.....

SPEAKING OF ANIMALS (6)

Y7-1	Dog Crazy (11).....	10/3	.....
Y7-2	Ain't Nature Grand (10)...	11/14	11/22
Y7-3	Monkey Shines (9).....	12/12	1/17
Y7-4	Home Sweet Home (10)....	2/6	3/6
Y7-5	'Tain't So and 'Tain't True (10)	4/16	6/5
Y7-6	As Headliners (10).....	6/18	7/3

NOVELTOONS (8)

Technicolor

P7-1	Santa's Surprise (9).....	12/5	1/17
P7-2	Cat O'Nine Ails (8).....	1/9	1/17
P7-3	Flip Flap (8).....	2/23	6/5
P7-4	We're in the Honey (8)....	3/19	6/5
P7-5	The Bored Cuckoo (8).....	4/9	6/5
P7-6	There's Good Boo's Tonite (9)	4/23	6/5
P7-7	Land of the Lost (7).....	5/7	6/12
P7-8	Butterscotch and Soda (7)..	6/4	6/26

POPEYE (8)

E7-1	All's Fair at the Fair (8)..12/19		12/20
E7-2	Olive Oyl for President (7)..	1/30	1/17
E7-3	Wigwam Whoopee (8).....	2/27	6/5
E7-4	Pre-Hysterical Man (9)....	3/26	6/5
E7-5	Popeye Meets Hercules (7).	6/18	.....
E7-6	A Wolf in Sheik's Clothing ( )	7/30	8/7
E7-7	Spinach Vs. Hamburgers ( )	8/27	.....
E7-8	Snow Place Like Home.....	9/3	.....

SCREEN SONG (8)

X7-1	The Circus Comes to Clown (7)	12/26	1/17
X7-2	Base Brawl (7).....	1/23	4/3
X7-3	Little Brown Jug (8).....	2/20	4/3
X7-4	The Golden State (8).....	3/12	6/5
X7-5	Winter Draws On (7).....	3/19	6/5
X7-6	Sing or Swim (7).....	6/4	6/26
X7-7	Camptown Races (8).....	7/16	8/7

MUSICAL PARADES (5)

FF7-1	Samba-Mania (18)	2/27	4/3
FF7-2	Footlight Rhythm (19)....	4/9	6/5
FF7-3	Gypsy Holiday (19).....	6/25	7/3
FF7-4	Tropical Masquerade ( ).	8/6	.....
FF7-5	Big Sister Blues ( )....10/1		.....

RKO RADIO

FLICKER FLASHBACKS (7)

84201	No. 1 (10)	10/24	12/20
84202	No. 2 (9)	12/5	1/17
84203	No. 3 (9)	1/16	4/3
84204	No. 4 (9)	2/27	6/5
84205	No. 5 (8)	4/9	6/5
84206	No. 6 (9)	5/21	6/26
84207	No. 7 (9)	7/2	.....

THIS IS AMERICA (13)

83101	Border Without Bayonets (16)	11/14	12/20
83102	Switzerland Today (18)...	12/12	1/17
83103	Children's Village (19)....	1/9	3/6
83104	Operation White Tower (18)	2/6	3/6
83105	Photo Frenzy (16).....	3/5	5/1
83106	Funny Business (18).....	4/2	6/5
83107	Democracy's Diary (16)..	4/30	6/19
83108	Crime Lab (17).....	5/28	6/26
83109	Letter to a Rebel (16)....	6/25	7/3
83110	Sports Golden Age (17)...	7/23	8/7

SPORTSCOPES (13)

84301	Ski Holiday (8).....	9/19	.....
84302	Golf Doctor (8).....	10/17	.....
84303	Quail Pointers (8).....	11/14	12/20
84304	Pin Games (8).....	12/12	1/17
84305	Racing Day (8).....	1/9	3/6
84306	Sports Coverage (8).....	2/6	3/6
84307	Teen Age Tars (9).....	3/5	5/1
84308	Doggone Clever (8).....	4/2	6/19
84309	Big Mouth Bass (8).....	4/30	6/19
84310	Muscles and the Lady (9).	5/28	6/26
84311	Ladies in Wading (8).....	6/25	7/31
84312	Athletic Varieties (8).....	7/23	.....

MUSICAL JAMBOREES (Revivals) (7)

84401	Enric Madriguera & Orch. (8)	9/5	.....
84402	Tommy Tucker Time (8)...10/3		.....
84403	Johnny Long & Orch. (8)..10/31		.....
84404	Duke Elligton (9).....11/28		.....
84405	Jerry Wald &Orch. (9)...12/26		.....
84406	Ray McKinley & Orch. (8).	1/23	.....
84407	Dick Stabile & Orch. (8)..	2/20	.....

LEON ERROL (4)

83701	Bet Your Life (14).....	1/16	4/3
83702	Don't Fool Your Wife (18).	3/5	6/5
83703	Secretary Trouble (17)....	4/9	6/5

EDGAR KENNEDY (6)

83401	Mind Over Mouse (17)....11/21		1/17
83402	Brother Knows Best (17)..	1/2	4/3
83403	No More Relatives (18)...	2/6	5/1
83404	How to Clean House (18)..	5/14	6/26
83405	Dig That Gold (17).....	6/25	7/31
83406	Home Canning (16).....	8/6	.....

RAY WHITLEY REVIVALS (4)

83501	Molly Cures a Cowboy (19).	9/5	.....
83502	Musical Bandit (16).....10/10		.....
83503	Corralling a School Marm (14) 11/14		.....
83504	Prairie Spooners (13)....12/19		.....

SPECIAL (3)

83601	20 Years of Academy Awards (19)	4/2	6/5
83801	Basketball Headliners of 1948 (18)	4/23	6/19
842	Louis-Walcott Fight Picture (19)	6/26	.....

WALT DISNEY CARTOONS (6)

Reissues

84701	Hawaiian Holiday (8).....10/17		.....
84702	Clock Cleaners (8).....12/12		2/14
84703	Little Hiawatha (9).....	2/20	.....
84704	Alpine Climbers (10).....	4/2	.....
84705	Woodland Cafe (7).....	4/14	6/19
84706	Three Little Pigs ( ).....		.....

REPUBLIC

SERIALS

791	G-Men Never Forget (12 Chapters)	1/31	.....
792	Dangers of the Canadian Mounted (12 Chapters).	4/24	.....
793	Dick Tracy Returns (15 Chapters)	7/17	.....

CARTOON

Trucolor

761	It's A Grand Old Nag (8).12/20		12/20

20th CENTURY-FOX

MOVIETONE ADVENTURES

8201	Horizons of Tomorrow (8).	9/12	12/20
8202	The 3 R's Go Modern (9)..11/7		.....
8203	Sky Thrills (9).....	3/	5/1
8204	Majesty of Yellowstone (9).	7/	6/19
8251	Holiday in South Africa (8)	8/22	.....
8252	Home of the Danes (8)....10/17		.....
8253	Jungle Closeups (8).....	12/12	5/1
8254	Copenhagen Pageantry (T) (8).....	1/	5/1
8255	Scenic Sweden (T) (8)...	6/	6/19
8256	Riddle of Rhodesia (T) (8).	7/	.....
8257	Bermuda (T) (8).....	8/	.....
8258	Desert Lights (T) ( )...	8/	.....

SPORTS REVIEW

8301	Gridiron Greatness (9)....	8/1	.....
8302	Olympic Class (10).....	2/	5/1
8303	Everglades Adventure (9).....		5/1
8351	Vacation Magic (8).....	9/26	.....
8352	Aqua Capers (T) (8).....	1/	5/1
8353	Playtime in Scandinavia (T) (8)....	4/	6/5

TERRYTOONS

Technicolor

8501	One Note Tony (7).....	2/	.....
8502	Talking Magpies in Flying South (7)	8/15	.....
8503	Mighty Mouse in a Date for Dinner (7).....	8/29	.....
8504	Talking Magpies in Fishing by the Sea (7).....	9/19	1/17
8505	Mighty Mouse in the First Snow (7)	10/10	1/17
8506	Talking Magpies in the Super Salesman (7)....10/24		1/17
8507	Mighty Mouse in a Fight to the Finish (7).....11/14		1/17
8508	The Wolf's Pardon (7).....12/5		1/17
8509	Mighty Mouse in Swiss Cheese Family Robinson (7) 12/19		5/1
8510	Talking Magpies in Hitch Hikers (7) 12/12		6/5
8511	Mighty Mouse in Lazy Little Beavers (7).....12/26		6/5
8512	Felix the Fox (7).....	1/	6/5
8513	The Talking Magpies in Taming the Cat (7)....	1/	6/5
8514	Mighty Mouse and the Magician (7)	3/	6/19
8515	Gady Goose and the Chipper Chipmunk (7)...	3/	.....
8516	Hounding the Hares (7)...	4/	6/19
8517	Mighty Mouse in the Feudin' Hillbillies (7)..	4/	6/19
8518	Mystery in the Moonlight (7)	5/	6/19
8519	Seeing Ghosts (7).....	6/	6/19
8520	The Talking Magpies in a Sleepless Night (7)....	6/	.....

Rel. No	Title	Rel Date	Data
8521	Mighty Mouse in the Witch's Cat	7/	.....
8522	The Talking Magpies in Magpie Madness (7)	7/	...
8523	Mighty Mouse in Love's Labor Won (7)	8/	.....
	TERRYTOONS		
	Technicolor-Reissues		
8531	The Butcher of Seville (7)	5/	.....
8532	Mighty Mouse in the Green Line (7)	5/	.....
	DRIBBLE PUSS PARADE		
8901	Album of Animals (8)	11/21	.....
8902	Dying to Live (9)	5/	6/19
	FEMININE WORLD		
8601	Something Old—Something New (8)	2/	5/1
8602	Fashioned for Action (8)	4/	6/5
	MARCH OF TIME		
1	Is Everybody Listening? (19)	9/5	9/6
2	T-Men in Action (18)	10/3	10/4
3	End of an Empire (18)	10/31	11/1
4	Public Relations . . . This Means You!	11/28	12/20
5	The Presidential Year ( )	12/26	12/20
6	The Cold War ( )	1/	.....
7	Marriage and Divorce ( )	2/20	3/6
8	Crisis in Italy ( )	3/	.....
9	Life With Junior ( )	4/	.....
10	Battle for Greece (17)	5/	.....
11	The Fight Game (19)	5/	6/26
12	The Case of Mrs. Conrad (18)	7/	.....
13	White-Collar Girls (18)	8/6	8/7

UNITED ARTISTS

	LANTZ CARTUNES (7)		
	The Bandmaster (7)	12/	1/17
	The Mad Hatter (7)	2/	/6/19
	Pixie Picnic (7)		6/5
	Banquet Busters (7)		6/19
	Kiddie Koncert (7)		6/5

UNIVERSAL-INTERNATIONAL

	NAME BAND MUSICALS (13)		
3301	Alvino Rey and Orch. (15)	10/22	2/14
3302	Drummer Man (15)	12/3	2/14
3303	Carlos Molina & His Orch. (15)	12/13	2/14
3304	Tex Beneke & His Orch. (15)	3/3	6/19
3305	Woody Herman & His Orch. (15)	3/31	.....
3306	Reg Ingle & His National Seven (15)	6/16	6/19
3307	Tex Williams and His Orch. in Western Whoopee (15)	6/23	7/31

Rel. No.	Title	Rel. Date	Data
	TECHNICOLOR CARTUNES (5)		
	Reissues		
3321	Knock Knock (7)	3/	.....
3322	Syncopated Sioux (7)	5/	.....
3323	Woody Woodpecker (7)	7/	.....
	THE ANSWER MAN (8)		
3391	Wind, Curves and Trapped Doors (10)	12/22	2/14
3392	Hall of Fame (10)	1/19	.....
3393	Men, Women & Motion (10)	3/15	6/19
3394	Flood Water (10)	4/26	7/31
3395	Mighty Timber (10)	6/21	7/31
3396	Rockets of the Future (10)	7/5	.....
	VARIETY VIEWS (8)		
3341	Tropical Harmony (9)	9/29	11/22
3342	Chimp Aviator (9)	11/17	11/22
3343	Brooklyn Makes Capital (27)	2/9	6/19
3344	Whatta Built (10)	6/7	6/19
3345	Copa Carnival (9)	6/28	7/31
	SING AND BE HAPPY SERIES (8)		
3381	Spotlight Serenade (10)	3/29	.....
3382	Singing the Blues (10)	5/	7/31
3383	River Melodies (8)	7/5	7/31
	MUSICAL WESTERNS (3)		
3351	Hidden Valley Days (27)	2/5	6/19
3352	Powder River Gunfire (24)	2/26	.....
3353	Echo Ranch (25)	4/1	6/19
	SPECIALS (2)		
3201	Snow Capers (19)	2/18	6/19

WARNER BROS.

	TECHNICOLOR SPECIALS (8)		
4001	Celebration Days (20)	1/31	2/14
4002	Soap Box Derby (20)	10/18	.....
4003	Teddy, the Roughrider (20)	2/21	.....
4004	King of the Carnival (20)	4/3	.....
4005	Calgary Stampede (20)	5/29	.....
4006	A Day at the Fair (20)	7/3	7/24
4007	The Man From New Orleans (19)	9/4	.....
4008	My Own United States (19)	10/16	.....
	MEMORIES FROM MELODY LANE (6)		
4201	A Song of the West (10)	9/27	.....
4202	An Old Time Song (10)	12/27	.....
4203	A Song About the Moonlight (10)	1/24	3/6
4204	Grandfather's Favorites	3/13	6/5
4205	A Stephen Foster Song (10)	5/8	6/19
4206	A Song From the Movies (10)	7/17	.....

Rel. No.	Title	Rel. Date	Data
	BLUE RIBBON HIT PARADE (13)		
	(Revivals)		
	Technicolor		
4301	Dangerous Dan McFoo (7)	12/20	.....
4302	Hobo Gadget Band (7)	1/17	.....
4303	Little Pancho Vanilla (7)	3/20	.....
4304	Don't Look Now (7)	4/10	.....
4305	Curious Puppy (7)	4/24	.....
4306	Circus Today (7)	5/22	.....
4307	Little Blabber Mouse (7)	6/12	.....
4308	The Squawkin' Hawk (7)	7/10	.....
4309	A Tale of Two Kitties (7)	7/31	.....
4310	Pigs in a Polka (7)	8/14	.....
4311	Greetings Bait (7)	8/28	.....
4312	Hiss and Make Up (7)	9/18	.....
4313	Hollywood Steps Out (7)	10/2	.....
	JOE McDOAKES COMEDIES (6)		
4401	So You Want to Be a Salesman (10)	9/13	.....
4402	So You Want to Hold Your Wife (10)	11/22	12/20
4403	So You Want An Apartment (10)	1/3	3/6
4404	So You Want to Be a Gambler (10)	2/4	.....
4405	So You Want to Build a House (10)	5/15	.....
4406	So You Want to Be a Detective (10)	6/26	.....
5401	So You Want to Be in Politics (10)	10 23	.....
	SPORTS PARADE (13)		
	Technicolor		
4501	Las Vegas Frontier Town (10)	11/1	.....
4502	Action in Sports (10)	12/13	.....
4503	A Nation on Skis (10)	7/31	....
4504	Sun Valley Fun (10)	2/14	....
4505	Trip to Sportland (10)	3/6	6/5
4506	Ride, Ranchero, Ride (10)	3/20	6/5
4507	Holiday for Sports (10)	4/17	6/19
4508	Built for Speed (10)	6/5	.....
4509	Fighting Athletes (10)	5/1	6/19
4510	The Race Rider (10)	6/19	7/24
4511	Playtime in Rio (10)	8/14	.....
4512	Sports Down Under (10)	9/18	.....
4513	Gauchos of the Pampas (10)	10/9	.....
	MELODY MASTERS BANDS (8)		
4601	Freddy Martin & His Orch. (10)	9/13	.....
4602	Swing Styles (10)	10/25	....
4603	Borrah Minevitch & Har. Sch. (10)	12/6	.....
4604	Rubinoff and His Violin (10)	1/10	.....
4605	Artie Shaw & His Orch. (10)	2/7	....
4606	Henry Busse & His Orch. (10)	5/15	.....
4607	The Saturday Night Swing Club (10)	6/19	....
4608	Joe Reichman & His Orch. (10)	7/17	..

Rel No.	Title	Rel. Date	Data
	MERRIE MELODIES (18)		
	Cinecolor		
4702	Bone Sweet Bone (7)	5/22	7/24
4704	Up-Standing Sitter (7)	7/3	.....
4707	Dough Ray Me-Ow (7)	8/14	.....
4709	Odor of the Day (7)	10/2	.....
4712	Daffy Dilly (7)	10/30	.....
	MERRIE MELODIES		
	Technicolor		
4701	Nothing But the Tooth (7)	5/1	.....
4703	The Shell-Shocked Egg (7)	7/10	.....
4704	The Rattled Rooster (7)	6/26	.....
4706	You Were Never Duckier (7)	8/7	.....
4708	The Pest That Came to Dinner (7)	9/11	.....
4710	The Foghorn Leghorn (7)	10/9	.....
4711	A Lad in His Lamp (7)	10/23	.....
	M.M. BUGS BUNNY SPECIAL		
4719	Hot Cross Bunny (7)	8/21	.....
4720	Hare Splitter (7)	9/25	.....
	ADVENTURE SPECIALS (6)		
	Technicolor		
4801	Land of Romance (10)	9/6	.....
4802	Beautiful Bali (10)	11/15	12/20
4803	Dad Minds the Baby (10)	12/20	.....
4804	What's Hatchin'? (10)	2/28	.....
4805	Rhythm of a Big City (10)	3/27	6/5
4806	Living With Lions (10)	6/5	7/24

1948-49

RKO RADIO

	WALT DISNEY CARTOONS		
	Reissues		
94101	Pluto's Purchase (7)	7/9	.....

WARNER BROS.

	ADVENTURE SPECIALS		
5801	Mysterious Ceylon (10)	9/25	.....
	FEATURETTES		
5101	Football Magic (20)	9/11	.....
	SPORTS NEWS REVIEWS		
5601	Roaring Wheels (10)	10/2	.....
	BLUE RIBBON CARTOONS		
	Reissues		
5301	An Itch in Time (7)	10/30	.....

Studio Roundup

(*Continued from Page 32*)

to roll Aug. 23, co-producers Robert Paige and Monty Collins were frantically searching for a replacement. Wiliam D. Russell directs this tale of the 4-H Clubs.

Christine Helene, 10-month-old daughter of chubby Lou Costello, made her movie bow in Universal-International's "Mexican Hayride" the last day of production. She appeared as background atmosphere in the arms of actress Poppy del Vanzo, but the comedian said she will have a screen career if she wants one. Howard Duff was recalled last week by director George Sherman for special scenes and close-ups in "Black Velvet," the first picture in which Duff has been given star billing.

A casting chore was easily accomplished at Warner Bros. when Director Richard Bare needed a pretty girl with good legs: he went home and brought back his bride of a few months, Phyllis Coates. Meanwhile, David Butler, who was an actor before he was a director, got a crack at both in his latest WB picture, "Two Guys and a Gal." Butler appeared in two scenes, directing himself in the role of David Butler, director. In the first he didn't speak a line; in the second scene he said six words: "Citation. In the seventh at Pimlico."

Stil another off-the-beam addition was Pamela Kellino, British film star and authoress, who made her American debut last week in Enterprise's "The Best Things in Life Are Free." Miss Kellino, who actually expects a baby in October, portrayed a patient in the obstetrics office of her real-life husband, James Mason. Her part came as a complete surprise to Mason, the gag having been cooked up by the actress and Director Max Opuls.

Virginia Welles replaced Elyse Knox in Hal E. Chester's Monogram film, "Joe Palooka in the Big Fight," which rolled Tuesday. Miss Knox, wife of Tommy Harmon, has played opposite Joe Kirkwood in all previous Palookas, but retired temporarily to await the birth of a baby. Leon Errol again plays Kirkwood's manager, Knobby Walsh, and David Bruce heads the supporting cast. Two of the studio's western stars are taking to the road: Johnny Mack Brown makes his initial p.a. tour through Pennsylvania, Ohio and West Virginia when he visits 23 cities next month. He leaves right after his next outdoor film, which starts Aug. 23. "Cannonball" Taylor, Jimmy Wakely's sidekick, left Aug. 15 on a 26-day p.a. trip through six states following completion of "Call of the Cactus."

Columbia and Sam Katzman again went to the comics for a serial. This time it's "Bruce Gentry," a 15-chapter cliff-hanger which just began on location. Tom Neal and Judy Clark are the leads, with Spencer Bennet and Thomas Carr co-directing. They are at Kernville, Cal., for the last film work there; soon the town will be under water for a federal dam project.

John Lund won the role Ray Milland refused to play in Paramount's "A Mask for Lucretia," which starts Aug. 23. He co-stars with Paulette Goddard and Macdonald Carey. The disputed role, that put Milland on suspension. is a duke who heads a tiny, independent monarchy in Renaissance Italy.

VIEWS ON NEW SHORT SUBJECTS

FOOTBALL FINESSE (20th-Fox—8304) Sports Review. 10 mins. Future football heroes from Philadelphia's William Penn Charter School learn their gridiron ABCs from Coach Heinie Miller. Appearing in this short, which Mel Allen narrates, are Bob Chappuis, all-American halfback; Jack Weisenberger, fullback, of Michigan; Frank Leahy, guiding genius of Notre Dame; Johnny Lujack, Terry Brennan, Red Sitko, Columbia's Bill Swiacki, and others.

THE CHIPPER CHIPMUNK (20th-Fox—8515) Terrytoon in Technicolor. 7 mins. Gandy Goose and his pal, the Cat, set off for a picnic, only to be harassed by Chipper the Chipmunk, who tries to make away with their food.

A SLEEPLESS NIGHT (20th-Fox—8520) Terrytoon in Technicolor. 7 mins. Heckle and Jeckle, the Talking Magpies, move in on a quietly dozing Grizzly Bear, and thus find themselves behind the eight-ball. The two ne'er-do-wells bamboozle the huge cave-dweller, however.

FOOTBALL THRILLS No. 11 (MGM—Release Number S-960) Pete Smith Specialty. Running Time 9 mins. In the past this series has dealt with the highlights of the previous season's football games. This new subject, however, features dramatic moments in the last 10 years of gridiron history. Release date, 8/21/48.

CHICAGO, THE BEAUTIFUL (MGM—T-914) FitzPatrick Traveltalk. Technicolor. 10 mins. A trip along the Outer Drive, scenes of the Merchandise Mart, Wrigley Building, Chicago Board of Trade, Michigan Boulevard and the Loop are the highlights of this Technicolored travelog treatment of America's second city. Release date, 7/31/48.



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SEP -1 1948

SHOWMEN'S TRADE REVIEW

The Service Paper of The Motion Picture Industry

PER.

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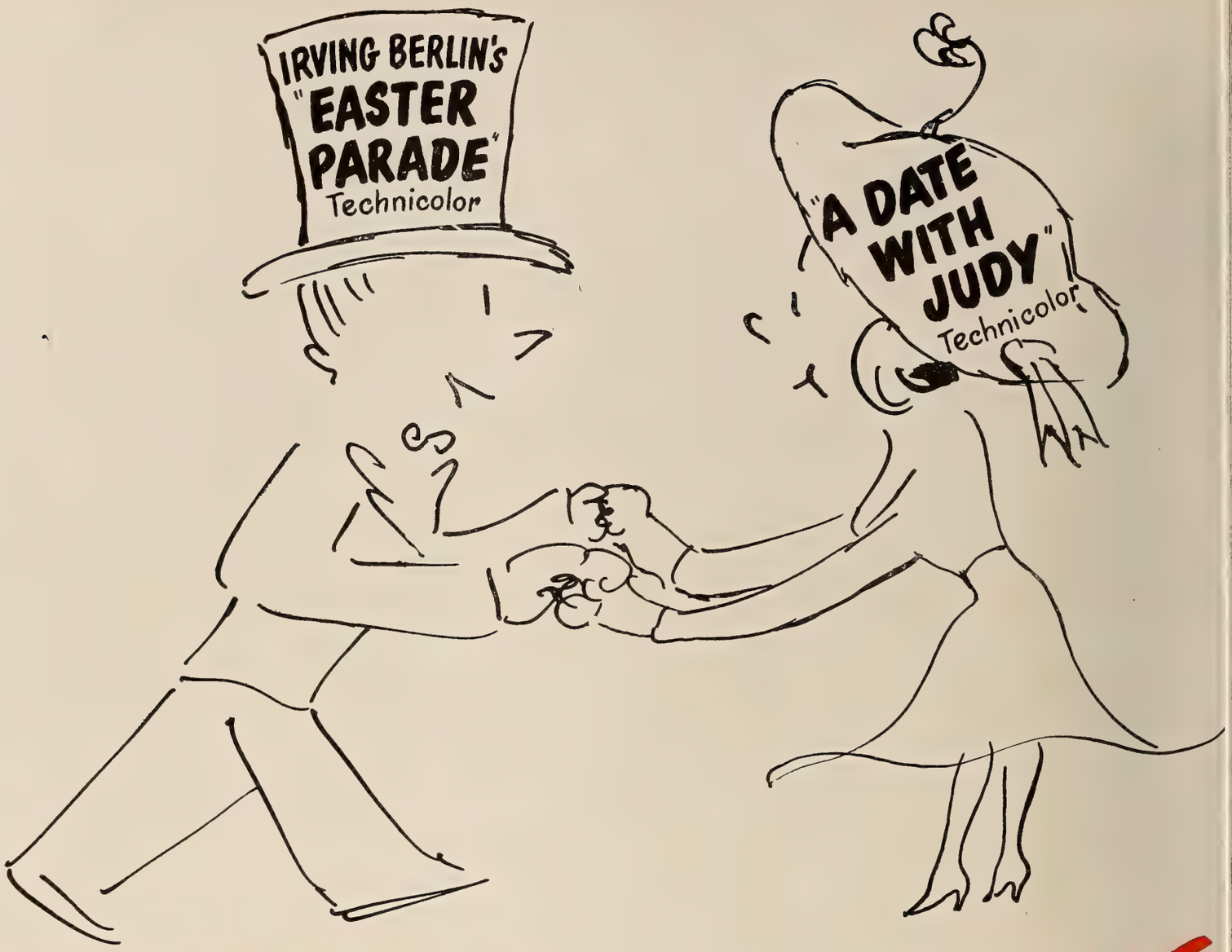
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Regional Newsreel
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Selling the Picture
Theatre Management
Shorts Booking Guide
Feature Booking Guide

CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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AUGUST 28, 1948
Vol. 49 No. 9



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Original Screenplay by Jonathan Latimer, Charles Marquis Warren and William Wister Haines

THE EDITORIAL PAGE

Current Observations

The suit instituted by the Society of Independent Motion Picture Producers, against Michigan Cooperative Theatres, a buying combine, certainly hit the eastern part of the industry like a bombshell.

It had been rumored on several occasions that the Department of Justice was casting an inquisitive eye in the direction of buying combines and many expected the government to take some action.

The big buying combines which have mushroomed around the country are a far cry from the original idea through which limited numbers of independents found it a great advantage over individual buying and in many instances the combines, through the buying power they developed, were able to negotiate better deals and terms.

However, if some of the things the government charges against the major companies are sustained by the courts, and many have already been sustained, then it becomes highly probable that the buying combines may find themselves in the same predicament.

Power is a wonderful but dangerous thing. In the right hands and used fairly and discreetly it can be a source of efficiency for all concerned. But power often hurts the other fellow, and then its justification ends.

Should the plaintiffs in this latest of lawsuits be successful, there is no telling what the repercussions could be, for, obviously, if the SIMPP wins, every other buying combine in the country will be affected.

Perhaps those not presently involved might take stock and determine whether or not they have left or are leaving themselves open to such suits. For do not forget, if they are found to be wrong their exhibitor members may be involved as defendants in future suits.

▲ ▲ ▲

Talk About Glamor!

Some months ago there appeared to be a growing consciousness within the industry that public relation-wise this moving picture business could improve things materially. Too bad that the interest then so promising appears to have flickered out, for if ever the picture industry was right square in the middle of a series of events which focus public attention on movies, not as a form of amusement or entertainment or art, but as something made up entirely of commercial endeavor, this is it.

They started putting the "business" spotlight on movies out there in Hollywood with their public bellyaching about high costs and diminished returns from the British and other markets. They were facing up to a critical condition, it is only too true. But it's a question if they had any concept of the utterly stupid way the publicity was handled, or not handled.

Then over in Britain there were governmental quota moves that poured oil on the movies' backyard bonfires of "dollar glamor."

It's getting so the movies are associated in the public mind only as a commercial entity.

Some of the industry's spokesmen have further confused the issue with conflicting statements. Mr. Eric Johnston was quoted as telling the world that Hollywood is gearing itself ("re-tooling," was the word, if memory serves) to make pictures within the budgets of the domestic market, since foreign fields were being made fallow by tariffs, quotas, and whatnot. The $4 million pictures were out, and so forth. A short time later a Hollywood producer who specializes in high-priced product had it announced, with fitting fanfare, that his company was planning to make the most expensive picture in all movie history.

This horsing around would be not so bad if it posed problems only for the big shots. But the exhibitors out there on the firing line need public interest, glamor and true movie-fan enthusiasm in order to bring in the crowds to see the pictures and thus serve as the medium for collecting revenue the pictures must realize if producers, distributors, actors, authors, directors, and high-placed spokesmen are to get their checks on payday.

It's getting so "color" in the movies is the shade of the greenback, or the pound note. It is not the color—that brilliant, rainbow hue—that creates an aura of illusion about movies and makes them beckon to people weary of the dull cares, money matters, political dispute, commercial conflict and such realities as make up the drab routine they seek to temporarily interrupt with a bit of exciting make-believe.

▲ ▲ ▲

"Dry Humor is Safer"

Script writers, producers and directors continue to toy with the notion that a slightly tipsy person is funny. Well, comedy relief can be built on that device, but so far as a very large segment of the exhibitors is concerned 'twere better to hit on something else to arouse amusement. Alcohol is a dangerously "emotional" subject—many people associating it with personal tragedy, to say nothing of the constitutional drys who can make life—and box-office business—pretty sour for the exhibitor whose screen presents scenes in which characters of the play show "attractively" (as the antis put it) the effects of over indulgence.

—CHICK LEWIS

WHAT'S NEWS

In the Film Industry This Week

Litigation

Years ago Samuel Goldwyn got his Irish up about the pushing around he was convinced his pictures were getting from exhibitors. Goldwyn, never a man to mince words, indicated he was going to do something about it. In fact he did. Goldwyn films which couldn't get the terms Sam thought they were worth, played dance halls, rented houses, broke away from established sales channels.

In Detroit where Goldwyn was having trouble, Jim Mulvey, who knows as much about the game as anyone, 10 years ago lined up a number of independent theatres to play day-and-date at advanced admission.

Tuesday Goldwyn was back in Detroit, this time with his lawyers and with plenty of producer support as the Society of Independent Motion Picture Producers, and its members entered suit under the anti-trust laws against Paramount's 16-theatre subsidiary, United Detroit Theatres, and Cooperative Theatres of Michigan, a buying-booking outfit which serves from 124 to 128 theatres.

The charge: That United and Detroit between them through concerted action dominated the Detroit scene and practically fixed rents, clearances, playing-time, etc., to the detriment of the suing producers and the independents, that both controlled the largest playing time. The suggested remedy: Dissolution of both outfits; a declaration that their practices were illegal and an order to all parties not to continue them; treble damages amounting to $8,750,000. (P. 7)

In Washington attorneys for K-B, which is trying to force Warners to divest itself of half interest in the jointly-owned MacArthur Theatre, claimed that the court could order it on the grounds of the Supreme Court ruling. In St. Louis the St. Louis Amusement Company seeks a stay of judgment in the suit it lost against the American Arbitration Association wherein the AAA tribunals were declared legal.

Milton Weisman, attorney for the Independent Theatre Owners of America announced he would appeal the Ascap suit which he won in part, seeking even greater relief and the damages which the trial court denied him along with lawyers' fees. Weisman advised exhibitors not to pay Ascap fees.

Exhibition

Federal taxes for general admissions during June dropped to $33,054,712.64 or almost $2,000,000 below the June, 1947 figure of $34,972,435.07. The Army is trying to get permission for GI's to bring their wives, sweethearts, visitors into army post theatres and the distributors are mulling the request which is supposed to make army life easier for the draftees. The Army said nothing about eliminating KP to make the boys happier.

Wayne Coy, chairman of the Federal Communications Commission is scheduled to speak at the Theatre Owners of America convention in Chicago Sept. 24-25. George A. Crouch has been appointed zone manager for Warners' theatres in Washington to succeed the late John J. Payette.

In Milwaukee the suing Towne Theatre is said to have been granted bids on MGM and Paramount product. In East St. Louis cops called off bank nights in what is regarded as a pre-election morals bath. In Nashville the Crescent Amusement Company is applying to federal court for permission to construct theatres in Tennessee, Alabama and Kentucky. In Davenport, Ia., RKO bought the Orpheum there for $1,232,000, nosing out Tri-States and Chicago investors.

Distribution

Twentieth-Fox, which will hold a domestic sales convention in Chicago Sept. 8-11 has concluded a deal to distribute for RKO in South Africa. RKO is offering pictures on bid in the New Orleans territory and finds the chains won't bid. Republic is not for sale, President Herbert J. Yates says, adding he'll take $5,000,000 for his share but doesn't think it's worth that.

Foreign

Great Britain was reported ready to hit American films again, this time by arbitrarily placing all British films in the A class and all American as B which would give the British the lion's share of the gross on dual bills. Motion Picture Association of America President Eric Johnston went to England on the quota matter, but Society of Independent Motion Picture Producers' Jim Mulvey didn't go along, the report being that SIMPP can't see eye to eye with MPAA on its quota solution or on the French revision of the Blum-Brynes agreement. The latter agreement was denounced by Walt Disney as placing the independents at the mercy of majors.

American films are facing both the dollar difficulty and the political views of nations abroad, Irving Maas, vice-president of the Motion Picture Export Association, declared after a 10-week tour of Europe. Maas was not optimistic over the future.

General

Films are still sound bankers' loans, Bernard Giannini, in charge of such loans for the Bank of America in Hollywood, claims. He says the bank loaned $300,000,000 without a single loss. Export of motion picture film and equipment showed a drop, the Commerce Department reported.

In Cleveland the International Alliance of Theatrical Stage Employes closed its convention committed to fighting those who passed the Taft-Hartley bill and to seek repeal of the measure. Walsh is suggesting that a movie be made to help the fight. All over the country the drive for the Will Rogers Memorial Hospital was under way with New York spark plugging the move.

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Films a Sound Loan Banker Declares

Finds Industry Potent Factor in Nation's Economy

Motion pictures are still a sound investment for bankers' loans, Bernard Giannini, vice-president in charge of motion picture loans for the Bank of America in Hollywood told SHOWMEN'S TRADE REVIEW last Friday.

The Bank of America, probably the largest institution of its kind in the world, has made some $300,000,000 in film loans without a single loss, Giannini declared, adding that despite the changing domestic situation accompanied by a reduction of foreign business, his bank's volume of loans remained large. He also expressed confidence in the industry's ability to keep "pace with all entertainment innovations."

"The film industry is a potent factor in the nation's economy." Giannini asserted. "Its growth in a relatively short time exceeds the performance of most other major industries. Motion pictures promise to expand even more in the years ahead. We expect films to maintain their pace with all entertainment innovations."

Giannini claimed that newcomers to the production field are being encouraged with financing available to those of ability.

They Want To Laugh, Film Man Learns

Rube Perlman, representing Edward Small Productions, who is touring the country on a survey, this week declared in Cleveland that from big city to small hamlet, motion picture audiences want comedy on the screen.

Perlman's report, which he claims was made on the basis of interviews with theatre managers, came on the heels of a similar statement by Universal-International Vice-President and General Sales Manager William A. Scully last week, who pointed to the U-I record of success with "The Egg and I" and the comedies on the forthcoming U-I lineup. Both statements confirmed an exclusive story printed by SHOWMEN'S TRADE REVIEW on July 10 after it had conducted a nation-wide survey.

In his survey Perlman found slapstick comedy in great demand but that propaganda and problem pictures were off. Musicals, he said, were in second place.

Hughes Drops Suit Over 'Red River'

Howard Hughes has withdrawn a copyright infringement suit filed in Judge W. H. Atwell's court at Dallas, following deletion of a "draw" scene from "Red River". Hughes had contended that a similarity existed between the controversial scene and one in "The Outlaw". "Red River" opened Thursday in the Majestic, as a part of a four-state world premiere.

Problem Pictures

RKO in New Orleans this week was reported offering a series of six or seven pictures on a bid basis. But the snag is that the principal circuits and those which book through the state's largest booking unit are refusing to bid, which leaves the pictures largely a matter for independents to fight over.

SIMPP Producers Turn to Anti-Trust Laws Against Michigan Circuit, Buying Combine

Ask $8,750,000 Damages And Dissolution of United Detroit and Cooperative

In a move wholly without precedent the Society of Independent Motion Picture Producers Tuesday filed suit in federal court at Detroit asking $8,750,000 triple damages against United Detroit Theatres and Cooperative Theatres of Michigan together with a request that both organizations be dissolved as monopolies.

The action also names as defendants United Manager Earl J. Hudson and Cooperative General Manager James F. Sharkey. It is unique in the annals of motion picture history in that it marks the first time producers have used the anti-trust laws against a theatre circuit such as United and a buying-booking combine such as Cooperative. Hitherto such actions have either been instituted by the Government in cases like the Schine and Crescent suits, or by individual exhibitors against theatres, as in the Jackson Park Theatre case.

The suit charges that both United, a Paramount subsidiary which operates 16 theatres, and Cooperative, which buys and books for some 120 to 128 theatres in the Detroit area, conspired together to control runs in the territory to such an extent that they dictated runs, clearances, held down rents, fixed playing time, denied percentage deals and even, in one circumstance, prevented independent distributors from doing business with a rival exhibitor without first obtaining their permission.

Plaintiffs

The plaintiffs, which in addition to SIMPP consist of Samuel Goldwyn, Walt Disney, Vanguard, Walter Wanger, Edward Small, Reliance, Benedict Bogeaus, Empire, Mars Films, Oakmont Pictures, Cagney Productions, ask the court to:

1) Appoint a receiver for United and order the sale of its theatres to independents.

2) Order dissolution of Cooperative.

3) Declare their alleged acts illegal and enjoin them from continuing such practices in the future.

4) Award triple damages under the Sherman

(*Continued on Page* 17)

How They Run

Detroit's clearance and run system as described by the Society of Independent Motion Picture Producers in its suit against United Detroit Theatres and Cooperative follows:

First run, seven theatres, four (Michigan, Palm State, United Artists, Broadway Capitol) owned by United.

Second run, plays 28 days after first run, eight theatres, four (Riviera, Fisher, Cinderella, Madison) owned by United; a fifth, the Royal, partly owned by United, two others (Roosevelt and Hollywood) buying through Cooperative.

Pre-key run (suburban) plays one day after second run, eight theatres. Six (Royal, Washington, Dearborn, Calvin, State, Wyandotte) buy through Cooperative; a seventh the Mel, is owned by United.

Key-run (neighborhood houses) seven or more days after second run, 29 houses. Cooperative buys for Avalon, Colonial, Roxy, DeLuxe, Delthe, Eastown, Farnum, Great Lakes, Haroer, Mack Uptown, Martha Washington, Mercury, Redford, Rialto, Tower, Tuxedo, Warren, Westown. United reportedly operates Ramond, Varsity, Vogue, Woods.

Second week run, seven days after key run, 18 theatres, 10 (Laskey, Berkley, Clawson, Century, Duke, Grand Linwood, Lincoln, Rio, Oriole).

Third week-run, seven days after key run, 39 theatres Cooperative has 29 (the Ace, Admiral, Aloma, Booth, East End, Plaza, Fenkwell, Picadilly, Flamingo, Granada, Gran, Home Iris, Irving, Lakewood, Loop Majestic, Mayfair, Maxine, Oakman, Palmer Park, Rivola, Shores, Temple, Warfield, Whittier, Your, Midway, Lakeview, Civic). United operates Alger, Norwest and Rosedale.

They Say

Declaring that there would be no compromise in the SIMPP vs. United Theatre-Cooperative suit, Samuel Goldwyn said Wednesday in Hollywood that the case was the "opening gun in the fight of independent producers for the freedom of the screen, adding:

"Theatres are the pipeline between producers and the public. When obstacles are put in the way of that line functioning freely, the public is deprived of the opportunity of seeing pictures promptly. . . . We do not intend to let theatre chains turn the silver screen into an iron curtain between the public and our pictures."

Walt Disney, also in Hollywood, declared SIMPP supported the Government anti-trust suits and that he believed "the Government will not brook any compromise in its fight against screen monopoly."

Yates Would Stop Shipments To Britain if Quota Persists

In a blunt interview which hinted he disagreed with current policies of the Motion Picture Association of America, Republic President Herbert J. Yates Tuesday declared that the American industry should stop film shipments to Britain if the quota persisted and openly said that the current situation "was produced basically by (J. Arthur) Rank and the British Government."



Herbert Yates

Yates further declared that blocked funds were so much "cabbage" since when they amounted to any large sum of money, the British could easily cut them down by devaluing the pound. He was critical of the present situation and doubtful whether the American industry could achieve any better conditions unless the U. S. Government got behind it in the matter.

The Republic chief openly said it was an error to have started shipping films to England after the embargo which arose over the one-time *ad valorem* tax.

Had Them Licked

"We had them licked the last time," he said. "If we had held out we could have written our own ticket."

At present he advocated stopping shipments again, though he acknowledged there was little possibility that the Motion Picture Association of America would do this. Of the MPAA, he said:

"They just can't sit on their fannies and disagree. They've got to do something desperate. They've either got to quit shipping or something equally drastic. . . . It's a question of what we can do about it and what the British Government will do in retaliation. . . .

"I don't believe that in '49 the American distributor will take out more than 25 per cent of what he took out in '46 or '47," he continued making it plain that he spoke of remittable dollars. "As far as your blocked funds are concerned you don't have what you can't take out; you're just blocking a lot of cabbage."

Devalue Pound

It was at this time that Yates brought up the possibility of devaluation of the pound by the British, a possibility which has been considered in film circles before.

Yates further said that the quota situation arose from the connection of J. Arthur Rank and the British Government through heavy loans made by the Bank of England.

"The Bank of England," he claimed, "has loaned millions to Rank to promote all over the world." He said he felt this had been done because Rank sold the Government on the use of British films as a means of selling British goods to the world.

He added that he thought the British Government might eventually give up film financing since British film costs were high and the bulk of British pictures was not in a position to recoup these costs on the world market.

He intimated that the present quotas and the like arose from this situation, adding that

(*Continued on Page* 9)

For $5,000,000, Yes

Republic President Herbert J. Yates Tuesday made it clear in New York that he and his family were not ready to sell their interests but that if $5,000,000 were offered they would consider.

"There's no chance of anybody offering me $5,000,000," he remarked. "It isn't worth $5,000,000."

Yates' statement came after he had been questioned on reports of pending deals with various film industryites.

IATSE Convention Prepares For Fight on Taft-Hartley Law

The International Alliance of Theatrical Stage Employes closed its 39th biennial convention in Cleveland last Thursday night committed to a policy of international cooperation and to a vigorous fight for repeal of the Taft-Hartley law through political action.

Outright repeal of the labor measure, denounced from the floor as the "anti-labor slave act," will be sought by the IATSE, which went on record to support the Democratic Party and to take an active part in the fall elections. Part of this political program will be carried through Labor's League for Political Education and part of it will consist in fighting congressmen and senators for reelection who supported the Taft-Hartley act.

International Move

The note of international cooperation was sounded as Laborite member of Parliament Tom O'Brien, who is also general secretary of the IATSE's British equivalent—the National Association of Theatrical and Kine Employes—was presented with a gold life membership card.

Deviating from a prepared speech, O'Brien noted a spirit of "acidity" between the two English speaking countries, whereas there had previously existed comradeship.

"How foolish it is for Hollywood and England to be at odds," he said. "We have the same problems that you have and we have had our Taft-Hartley laws from which we would be suffering today if we had not put back into power people who looked after the workers of the country."

O'Brien proposed a joint international council for the industries consisting of management and labor to examine mutual problems.

Television held a brief but important part in the meeting with President Richard F. Walsh's declaration indicating that there would eventually be jurisdictional fights in the industry.

"It is important to organize television in its infancy and to bring all work in this field into the IATSE fold," Walsh said. (At present some video unions are chartered by other organizations.)

Walsh also reported on the Hollywood labor situation, bringing it up to date for the members.

Suggests Arbitration

Edward Arnold, member of the executive board of the Screen Actors Guild, suggested to the convention that studio and jurisdictional disputes be settled by an arbitration board.

"I don't believe in strikes," Arnold said. "And the way the crafts now overlap is stupid and a waste of time. Any one of us will be glad to sit down and set up some type of arbitration group."

Some 60 resolutions were offered covering various trade subjects including pensions, vacations, six-day working schedule with present wages and a request for legislation fixing an 85-cent an hour minimum hourly wage for unskilled labor.

Ernest Schwartz, president of the Cleveland Motion Picture Exhibitors Association, addressed the convention, and International First Vice-President Harland Holmden paid tribute to him for the years of successful negotiations which had existed between Schwartz and the local because of fair labor policies.

Reelects Officers

The convention gave its international representatives a 15 per cent salary boost, bringing Walsh's salary up from $20,000 to $23,000 a year and reelected all officers unanimously. James B. McNabb of Local 154, Seattle, was elected to succeed Eugene J. Atkinson as one of the two AFL convention delegates and Oliver M. Lynn, Local 210, was elected delegate to the Dominion Trades and Labor Congress, succeeding D. B. McKenzie.

What They Did

The International Alliance of Theatrical Stage Employes Convention:

Voted to fight the Taft-Hartley Act through support of the Democratic Party and attempts to defeat congressmen and senators who supported the measure; voted to organize television, for international cooperation; heard Tom O'Brien propose an international industry council consisting of labor and management; heard Edward Arnold of the Screen Actors Guild propose arbitration for strikes and jurisdictional disputes; raised its international officers' salaries 15 per cent; re-elected all officers.

Minn. Amusement Sets Aside Ascap Payments

While the Minnesota Amusement Company has not taken any definite action against payment of the music license fee demanded by the American Society of Composers, Authors and Publishers, the circuit is setting aside the payments pending further consideration of the ruling against Ascap, it was stated this week in Minneapolis by Harry B. French, president of the circuit.

North Central Allied Sets 3 More Regionals

Three more regional meetings of North Central Allied will be held within the next month, Executive Director Stanley Kane announced in Minneapolis this week. They will be at Bismarck, N. D., Duluth, Minn., and Sioux Falls, S. D., with dates as yet unannounced.

20th-Fox to Distribute For RKO in South Africa

Twentieth Century-Fox and RKO this week announced conclusion of a 10-year agreement whereby 20th-Fox will distribute RKO product exclusively throughout the Union of South Africa. The agreement was negotiated by President Spyros Skouras and Foreign Chief Murray Silverstone for 20th-Fox and by Executive Vice-President Ned Depinet and Foreign Chief Phil Reisman for RKO.

20th-Fox Sales Convention Set for Chicago

Twentieth Century-Fox will hold a domestic sales convention at the Drake Hotel in Chicago Sept. 8-11, General Sales Manager Andy W. Smith, Jr., announced in New York this week.

The single convention will replace four regional meetings originally scheduled for New York, Dallas, Chicago and San Francisco, Smith said and would be the occasion of an important policy announcement by President Spyros Skouras.

Tax Drop

Federal admission tax collections reported during July which reflect the June box-office returns, amounted to $33,054,712.64 or almost $2,000,000 below the $34,972,435.07 reported in the same period last year, the Internal Revenue Bureau revealed in Washington this week. These figures represent taxes on general admissions, the bulk of which comes from theatres.

In only two months during 1948—March and June—have collections exceeded those for the corresponding months in 1947.

By Way of Explanation

Say British Ruling Will Hit Americans

By BILL SPECHT (News Editor)

The British aimed another body blow at the American motion picture industry this week.

This blow, which would further cut into American earnings in Great Britain reportedly calls for an arbitrary designation of British product as top pictures, a move which would automatically place British Bs in the A category and designate American As as Bs regardless of merit or earning however. Since most houses in England play duals, where this puts American product is obvious.

This move which obviously is discriminatory and is aimed at giving British product the cream of profits which American films would more than help earn, is also designed to conserve dollars in a country which needs them desperately. But its announcements, which came after Motion Picture Association of America President Eric Johnston sailed for London, set up a case of jitters in the American industry which has been jittery and factional about the British situation ever since the *ad valorem* tax came up.

Hits Purse

To the Americans it is another blow at their purse, since if British Bs can become As by government order and American As can become Bs by the same order, the percentage system is upset. In Britain as elsewhere, the top picture on a dual bill draws the top end of the gross.

If Johnston can't prevail on the British to change this, the Americans have at least one alternative—that is to refuse to sell American pictures singly and insist that dual bills containing American films be "all-American." This would enable the American distributors in Britain to pair their own programs as they do in America and take their fair share of the grosses. There doesn't seem to be anything illegal about this at the moment, but then????

The entire British situation was a hot potato this week. In the first place Johnston went to England without James F. Mulvey, who represents the Society of Independent Motion Picture Producers in these matters, and who was scheduled to go.

This move gave rise to a trade rumor that Johnston and Mulvey had split. As a matter of fact there is some disagreement—and it appears serious—between the Society of Independent Motion Picture Producers and the Motion Picture Association of America. But whether there is any differences between Johnston and Mulvey is an open question since neither side is talking.

Mulvey reportedly wrote Johnston a one-paragraph letter stating that there were no differences between them on the settlement

(*Continued on Page 9*)

In Explanation

(*Continued from Page 8*)

reached over the *ad valorem* tax and the Control Council set up to work under this agreement.

This presumably is the letter Johnston had before leaving but whose contents he did not reveal and whose contents the MPAA in New York said it did not know.

But Mulvey didn't tell Johnston he was behind him on the British quota or on the French revision of the Blum-Byrnes agreement. And therein lies the rub. For reliable sources clearly indicate that the SIMPP does not agree about the Johnston ideas on the quota.

And an open statement from Walt Disney protested the French deal, asking the State Department not to put it into effect until all independents had their say so. The Disney statement, based on a telegram sent to the State Department, minced no words.

'Unfair'

It termed the revised agreement, reached by the French Government and U. S. Ambassador Jefferson Caffrey as "highly discriminatory and unfair to the Disney company and others like it" on the ground that it favored the major distributors and left "only a few crumbs to independent and less-powerful elements."

"These independent elements," Disney wrote of the revised agreement "are being frozen out and being made completely dependent upon those major companies which have been accorded permits. . . . The agreement equally divides over-all quota of 110 pictures among 10 companies. It gives most allocations to 10 separate large companies, thus freezing out independent elements and smaller producers or making them completely dependent on those who were so favored with permits."

The Disney views on the French situation are apparently accepted by SIMPP on the British quota matter. There seems to be the thought that the MPAA would work out a deal which would make SIMPP members dependent upon the majors and the rumors going about on the subject, such as an unverified report that the MPAA would offer British guaranteed screen time in the U. S. in return for guaranteed British screen time for American pictures, are not helping to clear the atmosphere any.

There is also the belief said to be held by SIMPP members that the thought of an industry attempting to deal with a Government is fantastic and that until the Government itself gets into the deal, nothing much will be accomplished.

FCC Chief to Speak At TOA Convention

Wayne Coy, chairman of the Federal Communications Commission is scheduled to be a speaker at the national convention of the Theatre Owners of America at the Drake Hotel, Chicago, Sept. 24-25, Executive Director Gael Sullivan said this week. Coy, who will speak on Sept. 25, is expected to clarify the television vs. theatre question.

Towne Bidding?

Milwaukee's Towne Theatre apparently has gotten the opportunity to bid for Paramount and MGM product, it was reported this week in trade circles. The house, which is suing the majors under the anti-trust laws, recently has played "The Pirate" and "Easter Parade" and is ready to play "A Date with Judy" as well as Paramount's "Foreign Affairs" and "Dream Girl."

NEWSREEL CLIPS

Don't Get Typed

Dick Powell is one thespian who doesn't believe that it profits an actor to be typed. The actor, who is associate producer in Regal Films which now has its first, "Pitfall," in release and plans a second on "Mrs. Mike" and a possible third either on "Cry Danger," or "Breakaway," is pretty blunt about typing.

"It ran me out of the business once," he declared in his dressing room at the New York Capitol Monday between shows. "It took me five years to do it," he continued, meaning to get out of type casting, adding that Warner Bros., had him as a musical star and his value "deteriorated."

Powell found his producer experience satisfying, declaring he believed that honesty was needed in pictures since what he considered one of the greatest deterrents to movie going lay in the public getting fed up over "small things which aren't right."

Second money "is getting tough out there," he finds as a producer, but it is obtainable if your previous picture clicks, and he will continue to act for others as well as produce. "Mrs. Mike" will start camera work probably in November with Canada as a locale.

Calendar

AUGUST

30-Sept. 1, convention, Allied Theatres of Michigan, Inc., Book-Cadillac Hotel, Detroit.

31, RKO shareholders' meeting, Wilmington, Del.

31, annual meeting of New England zone managers of Warner Bros. Theatres, Racebrook Country Club, Orange, Conn.

SEPTEMBER

8-11, sales convention, 20th Century-Fox, Drake Hotel, Chicago.

14, 15, convention, Independent Theatre Owners of Ohio, Deshler-Wallick Hotel, Columbus, O.

14-16, annual meeting of trustees of the Pacific Coast Conference of Independent Theatre Owners, Ambassador Hotel, Los Angeles, Calif.

16-17, Mid-year meeting Variety Clubs International, Statler Hotel, Washington, D. C.

18, Variety Clubs International Humanitarian Award dinner and presentation to Secretary of State George C. Marshall, Statler Hotel, Washington, D. C.

24, annual golf tournament, Variety Club of Philadelphia, Whitemarsh Valley Country Club.

24-25, convention, Theatre Owners of America, Drake Hotel, Chicago.

27, fall midwest meeting, Theatre Owners of America, Jefferson Hotel, St. Louis.

27, annual convention, Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois, Hotel Jefferson. St. Louis.

28-30, joint convention, Theatre Equipment Dealers Protective Ass'n and Theatre Equipment Supply Manufacturers Ass'n, Hotel Jefferson, St. Louis.

OCTOBER

17, ninth annual dinner dance, Motion Picture Bookers Club, Hotel Commodore, New York.

27-28, annual convention, Kentucky Association of Theatre Owners, Seelbach Hotel, Louisville.

NOVEMBER

1-2, convention, Allied Theatre Owners of Texas, Dallas.

27-28, fall board meeting of National Allied, New Orleans.

29-Dec. 1, annual convention, National Allied, New Orleans.

Financial

Directors of 20th Century-Fox have declared a quarterly dividend of 50 cents a share on outstanding common stock, payable Sept. 25, a quarterly cash dividend of $1.12½ a share of outstanding prior preferred, payable Sept. 15, and a quarterly cash dividend of 37½ cents a share of convertible preferred, payable Sept. 3. The dividend announcement came simultaneously with the financial statement which shows that 20th-Fox and all subsidiaries, including National Theatres, had a consolidated net profit of $6,894,659 for the 26 weeks ending June 26, 1948, or a profit of $2.37 a share of common. This compares with the $8,401,778 for the similar period in 1948 when the net profit was $2.91 a share of common.

RKO's consolidated net profit for the second quarter of 1948 was $556,536 or 14 cents a share of common compared with the $2,836,663 net (73 cents a share) for the same period in 1947. Directors declared a dividend of 15 cents a share of common to be paid Oct. 1.

'Ruth' Prints

Allied Artists is claiming that it probably has the largest print order for any independent on "The Babe Ruth Story," with an additional 200 prints, bringing the total up to 500.

Names

MGM Vice-President and Director of Publicity, Advertising and Exploitation Howard Dietz is due back from Paris. Melvin L. Gold, ad and publicity director for National Screen Service is a cinch for the president of the National Television Council, insiders say.

Would Stop Shipments To Britain—Yates

(*Continued from Page 7*)

English exhibitors "by and large, except Rank, don't like the situation as it is today. They don't feel that theatres can show as much profit without American pictures. . . . In Scotland they'll tell you it's more difficult to sell English pictures than it is in America. . . .

"Unfortunately we don't have our Government fighting behind us. Till our Government takes this up anything can happen."

Under questioning he declared he favored use of the Marshall plan to help American films, pointing to the funds allocated under it to help the British buy American tobacco as an example of Government help. He did not favor subsidies, he said.

Yates declared Republic's distribution deal with British Lion allowed it to withhold product if the Government discriminated. He said the company planned to open Paris and Rome branches to handle product there, selling direct in the immediate territory and franchising in the branches.

On the local front Yates said of television: "We're studying that situation now and undoubtedly in the near future we will be in on it." He said the company is not selling old pictures to telecasters. Republic, he said, would make some 50 pictures for the coming season, 22 of which would be westerns with four serials and some 16 to 18 in color.

Rename Majestic

The Majestic, Dallas, will assume the name of New Majestic, Sept. 27, it has been announced by James Owen Cherry, Interstate city manager. The new title follows extensive renovation and remodeling of the 2,700 seat house. The Melba and Palace, both Interstate theaters, will have "New" added to their names after remodeling.

The picture that "Racked up by far in one week since grosses!"* Is ready for Septem

REGULAR FOREVER

Color by TECHNICOLOR



* *Reprinted from Variety, October, 1947!*

"FOREVER AMBER" • Color by TECHNICOLOR • Starring LINDA DARNELL • CORNEL WILDE • RICHARD GREENE and GEORGE SANDERS with GLENN LANGAN, RICHARD HAYDN, JESSICA TANDY, ANNE REVERE, John Russell, Jane Ball, Robert Coote, Leo G. Carroll, Natalie Draper, Margaret Wycherly, Alma Kruger, Edmond Breon, Alan Napier • Directed by OTTO PREMINGER • Produced by WILLIAM PERLBERG • From the Novel by KATHLEEN WINSOR • Screen Play by Philip Dunne and Ring Lardner, Jr. • Adaptation by Jerome Cady

SEPTEMBER IS YOUTH MONTH—SALUTING YOUNG AMERICA!

he greatest amount of money

Variety began tabulating

ber first-run dates first-time at

PRICES AMBER



September is LUCKY month from 20th CENTURY-FOX

THE LUCK OF THE IRISH • THAT LADY IN ERMINE • THE WALLS OF JERICHO

TECHNICOLOR

Selling the Picture

News and Ideas Concerning Profitable Advertising, Publicity and Exploitation

I.M.P.S. Clinic

What To Do About The Seat Slashers

(Continuing Clinic discussions of the problems posed by patrons, the I.M.P.S. members in this session concentrate on that most costly of all damages to property the theatreman experiences, seat slashing. How to handle the problem has been a topic of debate and matter of experimental action for years. Here there develop some mighty interesting and helpful suggestions and the members who offer them, as do those who have been quoted in earlier sessions of this Clinic, deserve a big hand for their contributions to know-how in an important phase of theatre management.)

The seat-slashing problem, everybody agrees, is one of the most exasperating in the whole job of running a theatre. Editors have made suggestions by the bushel on what to do; managers have tried all kinds of ideas, but no general plan has ever been advanced that can be depended upon. Now, through I.M.P.S. clinic, we are able to present a consensus of opinion based on actual experience.

One thing especially stands out. In the case of children seat-slashers, most theatremen seem to make a practice of taking the time to march the offending child home and tell his parents what has happened. Invariably the child gets some rough treatment from the parents and does not try the cutting stunt again. Here is what some of the I.M.P.S. members do about the problem,

GERMAIN GERMAIN, Palace Theatre, Pittsfield, Mass. "We tried trailers. No good, except to educate those already not in on it. Finally we watched and caught some and simply barred them from the theatre after explaining it to them—barred them for as long as six months in some cases. That stopped it—that and, in the case of the kids we talked to their parents, who in every case we met with were really cooperative and tanned the kids, but good. This, after all, is the best remedy. It's hard to make some parents believe that little Willie is destructive, but once they get the idea they help out—and how! As a matter of fact, for the past year and a half we have enjoyed trouble-free shows on account of the fact that we started a Saturday Morning Club Show. To remain a member in good standing they have to be good. Just bar them one Saturday and their parents are on the phone; then all you have to do is explain to Mrs. Smith what Willie did—and there you are. Next Saturday Willie is first in line at the box office and will look you up to tell you how good he is going to be."

VINCENT MASTRACCO, Smalley's Theatre, Camden, N. Y. "By putting them out of the theatre for two or three weeks and advising their folks. This is the only theatre in this village and the next one is 20 miles away. It is usually the grown boys and girls who do the damage. When caught they are made to pay the damages."

REED WHATLEY. Showboat & Ora theatres, Freeport, Texas. "When caught they are barred from the theatre for a month or so, and this is a greater punishment for a youngster than a spanking. Also, the parents are usually informed of the matter."

L. TOWNSEND, Royal Theatre, Hoisington, Kan. "We usually have a warrant sworn out and call the offender to the police station. After the offender is scared by the local police he will think twice before committing the nuisance again. A sign in the lobby that the management will pay a reward for the catching of seat-slashers will also help eliminate this form of nuisance."

FRED REETH, Capitol Theatre, Madison, Wis. "When we catch a youngster or 'teen ager cutting seats we usually give them a good talking to and insist on taking them home and explaining to their parents just what they have done. Once this gets around the kids just don't destroy things, as usually the parents are harder on them than we are."

E. SCHWARZBART, Tivoli Theatre, Brooklyn, N. Y. "When I pick up a child who has destroyed something I take time off, or delegate my assistant, to get in touch with the parents personally—not by phone—to inform them of the happening. I assure them I'm not asking them to replace the item; I merely want to inform them of their child's actions. The child usually receives a sound lashing, and in most cases behaves from then on."

W. C. BOSTON, Midwest Theatre, Scottsbluff, Neb. "We have several children keep watch while they are in the house. We have caught several kids this way and made them pay for the re-covering. Since that has gotten around our seat trouble has nearly ceased."

ED KIDWELL, Plains Theatre, Roswell, New Mexico. "Extremely close supervision by ushers and manager, with publicity given offenders when caught, has proved best corrective method for me. I know some managers use trailers on the subject, but personally haven't felt they were the answer."

BILLY LOVORN, Strand Theatre, Georgetown, S. C. "By offering a reward for the arrest and conviction of the seat slasher or slashers."

RUFUS C. NEAS, Cameo Theatre, Bristol, Va. "Keep the staff watching at all times for such people. Once they are caught in the act immediately bar them from the theatre until they learn better. It is better not to have the patron who destroys more than his admission brings in."

IF YOU ARE A PROGRESSIVE, GOING-PLACES MEMBER OF THE THEATRE BRANCH OF THE FILM INDUSTRY YOU CAN PROVE IT BY SHOWING YOUR MEMBERSHIP CARD IN I.M.P.S. JOIN NOW. YOUR MEMBERSHIP CARD WILL BE SENT IMMEDIATELY UPON RECEIPT OF YOUR APPLICATION. USE BLANK BELOW.

Chick Lewis, General Director
Institute of Motion Picture Showmanship
Showmen's Trade Review
1501 Broadway, New York 18, N. Y.

I hereby apply for membership in the Institute of Motion Picture Showmanship, with the understanding that such membership in no way obligates me to pay dues nor spend money for any commodity or article by reason of such membership.

Name .....

Theatre .....

Street .....

City ..... State .....

I.M.P.S. Member Report

Modernized Theatre Gets Major Publicity Campaign

JAMES W. BERGEN of the RKO Greenpoint, Brooklyn, N. Y. feels that when his theatre receives a complete furbishing job the matter is of major importance and should be brought to the attention of his patrons and neighbors. While the house was renovated from tip to tail, the chief acquisitions were a new cooling plant and new seats. Bergen proceeded to tell them about these things.

About four weeks before the actual work started Bergen used special trailers, newsettes, heralds, lobby set pieces, and radio tieups, all under the lead catchline: "The New Look Is Coming to Greenpoint." About the cooling plant he used the slug: "Everybody Switches to Cool Comfort," while concerning the new seats he advised: "Greenpoint Be Seated." This advance ballyhoo had them all wondering what was going on even before the things took place.

Bergen wasn't satisfied just with printed ma-

(*Continued on Page* 15)

SELLING SLANTS

Current Theatre Exploitation Briefed Down to Basic Ideas

Monty Salmon, Rivoli, New York, managing director, has set a "Youth Theatre Staff for a Day" stunt in observance of Youth Month. Essay competition (open to all boys and girls) will determine youths elected to take over various jobs for one day. Subject of the essay: "How I Would Run a Movie Theatre." Members of the Rivoli's "Youth Theatre Staff" for the day will receive payment in the form of a $25 savings bond.

Robert Whelan, RKO Orpheum, Minneapolis, staged a "Black Arrow" Archery Tournament sponsored by the Minnesota Archers Club. The event was announced in a notice to club members which included information about playdates of "The Black Arrow" at the Orpheum—and by newspaper, radio and sporting goods store window displays.

Fred R. Greenway, manager, and **Howard R. Padwitz,** assistant, Loew-Poli Palace, Hartford Conn., developed some effective local plugs for a revival booking of "Gung Ho!" and "Eagle Squadron" by contacting the local Marine Corps League, Marine Corps Recruiting Station, and some local Marine veterans. The League sponsored the first evening show, selling tickets; the recruiting station used displays, and the radio station featured a broadcast of interviews on the stage with prominent local veterans.

H. W. Reisinger, Loew's Theatre, Dayton, got together with record shops in his town when he played "The Pirate," with the result that the theatre's playdates were featured in copy for advertising of the MGM record album of musical numbers from the film.

Passes for Jingles

While Manager Clyde Griffin of the Fox, Phoenix, Ariz., was vacationing in Arkansas, District Manager Dick Smith of the Fox, doubling for him, tied up with the *Arizona Times* for a jingles contest through which the *Times* is promoting its want-ads. Writers of the best limericks received passes to the Fox Theatre.—PHOE.



VARIATION on the usual "walking book" ballyhoo was this "walking T" stunt which Manager M. E. Lofgren of Westland circuit's Chief Theatre, Greeley, Colo., used in advance of the showing of Eagle Lion's "T-Men."



GOOD STUNT. Manager W. G. Thomas, of the Sketty Odeon, Swansea, Wales, is the first to enter wholeheartedly into a good stunt. Sitting on assistant R. E. Gordon's shoulders, he was carried around the town as "Willie the Giant," when he played Walt Disney's RKO release, "Fun and Fancy Free." Stunt drew attention and, best of all, made the local press.

El Rey's Ed Harris Gets Sockdolager Triple Tieup

If you wanted to make the perfect tieup what would you try for? Right. A triple-header between the theatre, the local newspaper and the community's businessmen. This perfect tieup was achieved recently by the El Rey Theatre, Los Angeles in connection with the second anniversary of its first-run policy. The man responsible for this sockdolager was Manager Ed Harris.

The idea was worked out this way: twenty-five local merchants of the Wilshire district got together and set up a full-page ad in the Los Angeles *Reporter* announcing an anniversary performance outside of regular hours, with doings both inside and outside the theatre, the chief feature being the Monterey Park All-Girl Drum and Bugle Corps of 125 members. Then the paper got to work, plugging the occasion beforehand, and then reporting it as a first-page story when it happened. At the top of the page was a five-column cut (the paper is a tabloid) showing the event and some of the participants.

A side angle was the awarding of a beautiful corsage to the woman who purchased the millionth ticket. The setup is simple enough in theory, but always hard to bring about. This time Harris put it over 100 per cent.

Year-Round Mother's Day

Of course, Mother's Day was a natural for RKO Radio's "I Remember Mama," as demonstrated by a number of theatres. For instance, Reynold Wallach of the Strand, Cumberland, Ky., had a hundred special cards, 5¼ x 14, made up and placed in downtown store windows. Wording went this way: "Remember Mama. Shop here for Mother's Day and take Mama to the Strand Theatre to 'I Remember Mama' starring Irene Dunne." The idea can be used any time by heading your card "Every Day is Mother's Day. Take Mama to see etc."

Invites Detectives

Members of the detective division of the Salt Lake City police force were invited by Bob Workman, house manager of Intermountain's Capitol Theatre, to see 20th-Fox's "The Street With No Name."—SLC.

GRIST for the SHOWMANSHIP MILL

The 20th-Fox exploitation department under the direction of Charles Schlaifer has completed plans for a "Lucky Month" campaign covering promotion for each of the company's September releases. (Pictures include "The Luck of the Irish," "Escape," "Forever Amber"—popular-priced engagements—"The Walls of Jericho" and "That Lady in Ermine.") A "Lucky Month" press sheet, being distributed to supplement campaigns now in work on the individual pictures, is designed to provide "package" exploitation for theatres playing the films during the month.

* * *

Having supervised the final details of the campaign for "A Song Is Born," Samuel Goldwyn is now occupying his showmanship talents to advertising, publicity and exploitation plans for his next picture, "Enchantment." This, it is said, is regarded by Goldwyn as his most romantic offering since "Wuthering Heights," and he plans to give it an A-1 advertising treatment along the lines followed for selling "The Best Years of Our Lives."

* * *

Allied Artists has distributed 2,500 platters containing all the music in "The Babe Ruth Story" to radio stations throughout the country.

* * *

Orders for the "Carmen doll," being merchandised by W. I. Gould Enterprises, passed the million-dollar mark in the first 20 days of selling, Columbia's promotion department announces. Butler Brothers, handling the sale of the item tied up with "Loves of Carmen" is backing the doll with a promotion campaign of their own. It includes a kit containing promotional material for cooperation with local theatres.

* * *

RKO will step up its general magazine advertising during the month of September, S. Barret McCormick announces. "Mourning Becomes Electra" will be the first to get breaks of full pages in *Life* and *Look,* with "The Boy with Green Hair" to be featured in those two magazines and *Saturday Evening Post* in mid-September and early October. "Mourning Becomes Electra" has been a unit of almost a score of RKO's Pic-Tour ads dating back to October, 1947.

Mayan Holds Matinee For Newsboys

Newsboys and carriers of the *Daily News* were recent guests at a Saturday morning special screening of "Africa Speaks" and "Goona Goona" at the Mayan, Hollywood. The paper sponsored the party.—LA.

Portable Radio Stunt

As a street ballyhoo for MGM's "Easter Parade," Manager Bill Reisinger of Loew's, Dayton, Ohio, sent two girls and two men in full dress—canes, top hats and boutonnieres—and ushers with portable radios to traverse the streets for three days in advance of playdate, with the radio broadcasting station WING's half-hour program of tunes from "Easter Parade." Passersby gathered to listen to the music and hear about the picture.

Fire Dept. Tiein Like Going to Fire For 'Going to Blazes' in Muncie, Ind.

When you get the Fire Department to help in your exploitation you've really won a great assister, as was discovered recently by Vic Sicilia, city manager for Y & W Theatres in Muncie, Ind. Sicilia was playing MGM's 2-reel fact film, "Going to Blazes," in his Rivoli Theatre. As you know, the film deals with the work done by Fire Departments over the country.



Fireman taking a 45-foot jump into a net during the campaign put on by the Muncie, Ind. Fire Department and the Rivoli Theatre for MGM's two-reel subject, "Going to Blazes."

Probably no two-reeler ever had such an exploitation campaign as did "Going to Blazes" in Muncie. The Fire Department acted as if it were going to a fire. The highlight was a demonstration of fire-fighting methods and equipment. Several thousand persons jammed the front of the theatre to watch the goings-on.

The biggest thrills came when the 100-foot ladder was raised in the middle of the street and the firemen gave an exhibition of speed and surety on the job. Then another fire laddie made a spectacular 45-foot jump from the Rivoli's roof into a net held by the "boys."

A big display of equipment (which would be the envy of any manager) was set up in the lobby. Some of the items included an iron lung, pulmotor, resuscitators, and a fire alarm box that really worked. Patrons could ring in an alarm and watch the signaling device actually ring the bell summoning fire equipment. The town's oldest piece of equipment, a pumper dating back to 1870, was displayed in front of the theatre.

Besides all this, the Fire Department cooperated still further when all actual fire equipment in Muncie carried banners advertising the picture.

Doesn't that make your eyes green?

Kleper Goes Right Thru Exploitation Book in Campaign on 'Summer Holiday'

The job of planning a campaign is one thing; the job of realizing the plans is something else again; So when we look at an exploitation report like that of Sid Kleper of the Loew Poli College Theatre in New Haven on "Sitting Pretty" we bow in admiration and some awe. About the only thing Sid didn't do was to tear the theatre itself apart and put it together again.

Just to give an idea, Sid and his assistant, Norm Levinson, accomplished 28 different items of exploitation for this one attraction. Let us go through some of them briefly:

First, there were co-op ads and window tieups in six fields of retailing—furniture, fashions, swim suits, beach wear, music and cosmetics. Then came newspaper tieups. The boys got up a human interest story on Mickey Rooney and his dad, Joe Yule, who once played the theatre when it was the famous old Hyperion.

The New Haven *Register* was running a fresh air fund, so Kleper offered a pair of seats to anyone donating $5 to the fund. The offer appeared on the front page and also in a separate story on the second page. He also promoted an 8-column streamer on the resort page of the Sunday *Herald*.

A good stunt was the distribution of 100 Summer Holiday Soda streamers for soda fountain mirrors and windows—a neat piece of printing, by the way.

And along this printing line was the imprinting of a large Summer Holiday ad on 5000 clothes bags and 5000 shoe bags used by two leading stores. Another printing job called for 250 "A" cards, distributed to soda fountains and restaurants.

There were so many stunts and other ideas used that to name them all would take a column. Here are some of the others in brief:

Ushers, doormen, cashiers and candy attendants wore bordered straw hats. Bars featured a Summer Holiday cocktail. Fifty balloons carrying guest tickets were released from the city's highest building. Used girls at beach as sand writers—you can imagine what they wrote. Imprinted sailor hats for newsboys.

Ties Up Traffic

A tie-in that tied up traffic was a stunt arranged by the management of Pantages, Hollywood, for the RKO-Walt Disney "Melody Time." On the opening day a special free treat was advertised for boys and girls attending the first show. An "Icy-Frost Twin" and a Donald Dick comic books were the inducements for a kid turnout. Tie-in was with the Icyclair Corporation and brought out so many children afoot and on bicycles that cops were called to disentangle the traffic.—LA.



BURIED TREASURE. The treasure chest you see above was buried at a local beach by Manager Ervin Clumb of the Towne Theatre, Milwaukee, as a stunt for MGM's "The Pirate." Finder received merchandise prizes. Pictured with the chest are (l-r) Clumb; Louis Orlove, MGM exploiteer, and John Kemptgen, Milwaukee branch manager.

An STR Showmanalysis

Campaign Material for METRO-GOLDWYN-MAYER'S "A Date With Judy"

GENERAL APPROACH: A folksy musical comedy with plenty of songs and dances to please every member of the family, and a love story directed to teenagers. It's filmed in Technicolor with a cast of six top players whose names are a "draw" on any marquee. The press book material does a good job stressing the film's entertainment angles.

NEWSPAPER ADS: The 35 reproduced ads are, for the most part, eye-arresting and reflect the comedy, singing and dancing aspects of the film. Many of the mats contain portraits of some or all of the six stars with small stills of intriguing action scenes. Standing out among the ads are those showing Elizabeth Taylor clasping to her breast a large heart which bears the picture's title (Nos. 3002, 3005, 406, 208). Also provocative of reader interest are those carrying heads of the six stars and their names in panels (Nos. 206, 306 and the two 1-col. ads 108, 109). The catchlines are really catching. There's enough white space in most ads to make them stand out on an amusement page.

POSTERS: The four posters are susceptible of other uses than on billboards—as cutouts and standees for lobby, marquee and windows. A most effective standee can be made from the full-length dancing figure of Carmen Miranda in the six- and three-sheets. The bust of Robert Stack, Jane Powell and Elizabeth Taylor from the 24-sheet, with Xavier Cugat fiddling, displayed on theatre front, should prove a draw with all teenagers and most adults. And don't overlook the large head of Wallace Beery in the 24-sheet. Lobby accessories will do a good selling job, particularly the two 22x28 cards which contain caricatured portraits of several of the players. The eight 11x14 stills will pique interest, as will the insert and window cards.

EXPLOITATION: Exploitation section is filled with many valuable teaser and other stunts. With eight stills showing Jane Powell in teenage costumes suitable for many occasions, the exhibitor can tie up department stores which have teenage clubs. Among telephone stunts based on the title are: A phone in the lobby for those wishing to make "A Date With Judy"; Advice to men to remain home at 6 P.M. and that if "Judy" calls they have a "date"; a traveling telephone street ballyhoo; cardboard figure of a man in a phone booth in the lobby with "Do not disturb, I'm trying to make a 'A Date With Judy'," on his back, and many others. Four of the film's songs with movie cover tie-ins and Jane Powell records are suitable for store display. There's a suggested shopping identification contest with tickets for those identifying "Judy" to be used in merchants' co-op ad; Powell and Elizabeth Taylor interviews for disc jockeys; Taylor Lux Soap tieup, Cugats Nugats; radio spot announcements, etc.

NEWSPAPER PUBLICITY: Exhibitors will find the Hirschfield caricatures of the star players valuable for obtaining newspaper space. Also straight player cuts and scene stills, and six stills showing Carmen Miranda teaching Wallace Beery to rhumba. Many press stories are out of the run-of-the-mill classification. Players' home towns and past performances are listed.

Selling the Theatre

(*Continued from Page 12*)

terial. He placed one of the new chairs in the lobby and invited patrons to try it out. He says one out of every two patrons sat in the new chair to see what it was like.

On the practical side, Bergen had 10,000 special folders printed and distributed house-to-house in sections outside of the immediate neighborhood in an attempt to get new business on the strength of the modernized theatre. He used 400 window cards on the cooling plant over a wide area. He had an ace-in-the-hole on this matter, because the Greenpoint is the only theatre anywhere near the neighborhood with a cooling plant.

The Greenpoint has occasional Stage Show Nights, and Bergen took advantage of this to put on a quiz show in which the questions all had to do with the theatre modernization. A sample question: "How many new seats are going to be put in this theatre?" (Anyone answering that one correctly certainly deserved a prize.)

Bergen reports great personal satisfaction with the campaign and feels that this activity, plus the actual freshening of the theatre, has brought in plenty of new business.

I.M.P.S. Member Report

Merchant Ads Help Pay Cost of Program

GEORGE PAJONAS, manager of the Traymore, Brooklyn, N. Y., neighborhood house, makes his bi-weekly program a solid bread-and-butter selling effort in which some enterprising salesmanship to community merchants contributes not only added interest but goes a long way towards paying for the printing and distribution—to a mailing list.

The program—an 11 x 8½ inch offset job folded two ways to form a neat mailing piece with a front cover featuring the name of the theatre, its address and phone number in a reverse black and white panel—is used to play up the attractions but also carries messages of an institutional sort in marginal lines of type. For example: "A licensed matron always on duty in children's section—it is unlawful for adults to sit in children's section." When special events come along, there is full-page space devoted to it. Recently Pajonas put on a special midnight show "for lovers of great music." This showing of "The Life of Giuseppe Verdi" was sponsored by a local social club. Since it was an outright purchase of the house by the organization it provided a neat additional boost to the week's receipts from regular performances.

I.M.P.S. Member Report

How to Cover a Town; Get Throwaways to All

When VINCENT MASTRACCO, manager of Smalley's Theatre in Camden, N. Y., sets out to cover his community, he ain't foolin'. Camden has a population of 2,000, and any time Mastracco puts out a herald or other kind of throwaway he always has 1,000 printed. That sort of takes care of the town, doesn't it?

Recently he took advantage of a local scare about night prowlers and hooked it into his showing of "Big Town." He had a small card printed telling night prowlers to beware because Steve Wilson was coming to Smalley's Theatre. (Wilson is the hero of "Big Town.") The stunt brought a lot of attention because the night prowler situation was still news.



STRIKING DISPLAY. A close look at the above photo should convince anyone that plenty of thought and effort went into the display on MGM's "The Unfinished Dance" in the important showrooms of His Master's Voice (HWV), British recording affiliate of RCA Victor. Display, which tied-in the MGM recording of Holiday for Strings, featured in the picture, was arranged for the film's premiere at the Empire Theatre, Leicester Square, London.

Western Star Photos To Boost Kid Business

To promote juvenile attendance at the North Birmingham Theatre, Birmingham, Ala., Manager Joe Larkey has arranged for the giveaway of a series of autographed color photographs of leading western stars.

A different picture is offered each Saturday matinee, and at the close of his campaign, Larkey plans to offer prizes to the youngster having the most complete set of photographs.

5,000 Bags Imprinted

Harry Welch, publicist of the Mayfair Theatre, Baltimore, had 5,000 bags for Read's Drug Stores imprinted with copy on Paramount's Cecil B. DeMille reissue, "The Crusades."—BA.

'Triumph' Debut Part Of Reading Anniversary

The world premiere of Eagle Lion's "Hollow Triumph" at the Astor Theatre, Reading, Pa., was made a part of the city's observance of its bi-centennial, and was touched off by Mayor John F. Davis proclaiming the week "Hollow Triumph" week in that city. The Mayor sent a key to the city and a supply of pretzels, peanuts and peanut butter, for which Reading is famous, to all Philadelphia newspaper critics, columnists and trade paper editors.

The Astor Theatre itself was given a big false front with large blowups of Star-Producer Paul Henreid, while a banner with full premiere credits was stretched from the theatre across the main street. Heading contingent of stars making personal appearances were Henreid, Audrey Long and Benny Rubin, who led off a big city-wide parade of bannered floats and cars to the theatre.

Exploitation campaign was set by the staff of Max E. Youngstein, EL head of publicity, advertising and exploitation, in collaboration with Astor Manager Lester Stallman.

Youth Month Promotion

Copy for a 1,000-line advertisement to be sponsored by local community business firms on an individual or cooperative basis this week is being distributed to national and local advertisers and about 17,000 exhibitors by Advertising Council, Inc. The advertisement features a picture of a typical American family group with the legend, "98 per cent OK" across the face. Copy includes a panel of questions for parents. Incorporated with the brochure containing the ad is a proof sheet outlining late news on Youth Month and campaign suggestions.

The Youth Month Campaign received the support of a group of 22 mayors and officials of 7 additional California cities and towns at a meeting in Los Angeles at which National Chairman Charles P. Skouras played host.

Ohio's Governor Thomas J. Herbert this week sent a letter, bearing the Youth Month stamp on its envelope, to all Ohio exhibitors inviting their active support of the September campaign



OSCARS ON THE LOOSE. Nine—count 'em—Oscars are lined up in the window of a Bradford, England savings bank to form an eye-stopping display for Samuel Goldwyn's "The Best Years of Our Lives" at the Odeon Theatre. This savings bank tieup has just about become worldwide during the exhibition of this RKO Radio release. With such a title, why shouldn't it be?

Theatre Management

Guide to Modern Methods in the Administrative and Executive Phases of Theatre Operation



The Brass Tacks of Efficient Picture Theatre Management*

WHEN LEADERSHIP CEASES TO LEAD

By Jack Jackson

I don't like to peck out yarns like this one is going to be. But as self-appointed, and STR sponsored, guardian of the Showmanship Fort, it becomes a matter of duty to dole out literary spankings when I find important officers of the brigade letting their own muskets get rusty and allowing their actions to betray those in their command to "cease firing" out of sheer bad example, or worse—directives which practically penalize the aggressive spirit.

It is a sad indictment—and hardly explainable in view of the persistent gripes about the drop in theatre business—but it is fact that there are entirely too many big men, in positions of influence, who are content to recline on their greenback-padded couches and let their empires fall to the termite army that always thrives where action, energy and enterprise are AWOL.

Unfortunately, that precisely is what has happened, is happening and in the future probably will happen again when conditions at the top of an outfit are sleek and fat from the growth and prosperity which owe their very existence to vigorous action touched with daring and industriousness to go ahead and get ahead. The drive which is the fruit of ambition seems to evaporate in the effulgent glow of the rewards of success. That's all well and good, provided those affected step aside and allow others to carry the torch of leadership. But when they hang on to the power as well as the glory, their influence affects those in the domain they rule and proves a damper on enterprise which is essential to good service to the public and continued growth of the motion picture.

The presence of such a condition in the theatre end of film business cannot be denied—not if one digs in for impartial assessment of theatre operations in the overall view of a wide area of the country. Close scrutiny of these manifestations of "old age" in a business that grew and flourished because everything about it was young of heart and spirit, reveals that there are too many cases of the mogul who, having made his mark, actually becomes a "dog in the manger" who won't let the virile young bullocks rustle up the hay for the kind of nourishment that will make and keep the showmanship body strong.

Brakes on the Progress of Showmanship

It's not a pretty sight to see these big men, among them real leaders of the industry, going to seed; the drive for conquest that made them successful, and important to the industry, apparently gone with the years; their personal desires evidently completely, perhaps, excessively satisfied, and, through some inexplicable mental or emotional quirk, not only content to signal the "cease fire" order to their own personnel but appearing to get satisfaction from throwing up road blocks to impede the progress of aggressive competition.

We recall a fellow, in the days of the "infant industry," who made a fortune taking over junk theatre operations and engaging in showmanship and presentations aimed to appeal to those in the lower of life's levels while letting the establishments sink in the mire of ruin and accumulated filth. At that time he was frowned upon as a menace to the industry and, when interrogated about his lack of progressive instinct or effort, would retort: "I'll never fix 'em up. Shows were intended to make money and I'll operate 'em as they are until the walls cave in and then go get me another one."

Well, I have seen—and any observing person who gets around can see—evidences of that very philosophy creeping into high places—into the minds and actions of men who when they were building up their theatre businesses would have shuddered at the remarks of the fly-by-night cited above. For there are operations going on in theatres which do not deserve the name. And the tough part to take is that some of these are still being operated as representative movie theatres showing the best Hollywood product rather than disreputable rat traps better suited to obscene tab and sex exhibitions.

With materials available there is no reason, other than selfishness or mental decadence, for not spending the few dollars necessary to modernize or reconstruct. Each of these theatres must have paid for itself times over and the citizens of the community that bought the tickets that swelled the owners' bank account to present impressive dimensions are deserving of reward in the way of needed modernized improvements—to say nothing of the requirements for proper presentation of the efforts, artistic and financial, of Hollywood and other production centers. Such improvements would be certain to reflect in the box-office take at these theatres. Yet, I have been told that not only is thought of this necessary and financially sound action completely ignored by the high command, but there is indication that any recommendation for improvement from the individual managers is violently frowned upon, if not reprimanded.

One fellow I queried about the condition of a formerly impressive marquee, told me of repeated attempts to get the funds necessary for refurbishing and of finally being advised by a superior: "If you want to hold your job, shut up and run the theatre as it is." This is a top operation, showing top-line product in a bigger than average city.

On several instances I encountered signs in hotel lobbies and windows telling of attractions at theatres competing with a mogul-owned circuit. When I asked the manager of the top house about his lack of such advertising he advised of instructions to eliminate all but screen and newspaper ads. I found blank billboards—the 24 sheet size—on the walls of theatres that had not even been blanked out. Query as to why these stands were not being used resulted in information to the effect that funds for the necessary paper had been stricken from the budget.

The 'Minimum' Directive

I sat at the desk of a circuit executive discussing picture product, advertising, etc., and was somewhat surprised when he informed me that the owner, formerly one of the nation's most aggressive and progressive showmen, had instructed that the circuit be run on a minimum of manpower and that activity be curtailed as follows:

Minimum newspaper space on all attractions.

No special front displays of any kind.

No cooperative advertising effort of any kind if a single dollar was to come from theatre tills.

So far as possible only standard accessories to be used in lobbies.

Of necessity A, B and C pictures all get the same treatment on this big circuit. It's true, of course the houses are doing business because the national efforts of the producers and distributors are certain to attract a healthy share of the movie-going populace. But, in a way, they are parasites living on the efforts of others and doing little or nothing to guarantee their own sustenance or survival.

In every instance I encountered where a competitive house was in operation the difference in box-office activity was overly apparent. The competitor, with an abbreviated line of product, was doing a selling job and getting patrons on an almost two-for-one basis. But the competitive houses were modern and well maintained as well as being well advertised and exploited. The big men who operate this way may be kidding themselves and also kidding the heads of production and distribution companies from which they get pictures, but they certainly are not kidding the public. Mr. and Mrs. Ticket Buyer have an impressive way of demonstrating their appreciation of establishments evidencing a desire to please with service and accommodations.

Of course, influence begets money and vice versa but there is certain to be an end to any trail that leads to public disfavor and the producers and distributors can't forever remain unaware of the lacing they are taking in lost

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customers. When they wake up there will be still more new theatres in these cities and the new theatres will be favored with the better product. Then the termites will have the once powerful empire and the owner will have his dollars for company.

But there's more to it than that. How about the men and the brains of the men working for such outfits? It is not possible for the minds of men to do other than deteriorate when forced into protracted idleness. These men are being forced to decay faster than the theatres they operate and, while the theatre has paid for itself and represents no loss to the owner or the community where it will be immediately replaced by another and finer edifice, there is little prospect of anything other than mental and physical retrogression as an ultimate for the neglected brain and brawn. No amount of weekly dollars can possibly compensate for the harm an owner like this can do to his employes.

I said I didn't like to write articles like this and I don't. I've always been proud of my association with this business and encountering circumstances like this really distress me. And I know that they don't go to make you readers any happier. It can only do good for these fellows trying to exist and do a good job despite the restraint placed upon them by self-satisfied despots who have already attained success beyond their fondest dreams and are either unfair to or unaware of the ambitions of those whose lives they control with pay checks.

By way of antidote, let me promise that I'll relate the exact antithesis of this narrative in many a following essay. In fact, it was the severe contrast to many outstanding examples of fine showmanship recently observed that brought on the urge to scold the laggards as I have in the above.

Manager Gives Star a Publicity Workout

The personal appearance of Paul Henreid and Audrey Long for the world premiere of "Hollow Triumph" at the Senate, Harrisburg, Pa. on Aug. 19, was the highlight of the week's movie activities. Henreid, who produced as well as appeared in the film, made three personal appearances from the Senate stage, addressed a club meeting, met the press and Governor James H. Duff, and participated in several radio shows. Robert Sidman, Senate manager, arranged the affairs. Henreid told about a hundred members of the Optimist Club and their wives at a luncheon in his honor, that he plans to continue producing pictures. In a press interview he spoke of his work as a publisher. The star was guest on the "Under 21" teen-age broadcast from Boyd Hall.

Urges 'Make Ads Pay'

The importance of getting dollar-value for advertising is stressed in a special bulletin to managers of Century Circuit, New York, by General Theatre Manager J. R. Springer. The bulletin is concerned with the circuit's plan for Fall campaigning.

"A manager's most important job," says Springer, "is to see that he receives full dollar value on any advertising he places." He urges theatremen to get together with local newspapers to promote cooperative page tieups.

Regarding exploitation, Springer stresses the value of "good old days" type of selling and says the managers should dig down and use stunts which have proved successful in the past.

SIMPP Sues Circuit, Buying Combine; Charges Monopoly

(*Continued from Page 7*)

and Clayton acts amounting to $8,750,000.

Robert J. Rubin, 36-year-old former trust-buster who is counsel for SIMPP, indicated there would be no rash of similar suits as far as the Society is concerned, but that if this particular suit should be prolonged, the Society would seek court action in other sectors where it thought similar conditions prevailed.

That it already has such other sectors in mind came out when Rubin remarked "particularly in the south" when speaking on the subject. Questioning of a SIMPP spokesman brought out that the Society thought it had some complaints in that area among Paramount partners and other circuits and also that there might be ground for complaint in the New York city subsequent-run situation.

(More emphatic was Samuel Goldwyn in Hollywood. Goldwyn who is generally thought to be the motive power behind the suits in view of his opinions on what he terms exhibitor monopoly declared: "This is the first but not the last action. . . ")

Long Rumored

The SIMPP suit has been the subject of rumor for over a year. It has been known for some time that independent producers chafed under what they considered practices inimical to them. Selection of Detroit as a test spot may arise from the fact that the Department of Justice once indicated it had that situation under observation.

United Detroit Theatres Manager Earl J. Hudson had no comment shortly after the suit was filed, declaring he preferred to await a study of the papers before making a statement. United controls four of Detroit's downtown first-runs—the Michigan, Palm State, United Artists and Broadway Capitol—which SIMPP contends account for approximately 65 per cent of first-run grosses.

Started 1930

Cooperative's roots run back to 1930 and has operated since then under several different names. At present it buys and books for its stockholder members in whose theatres it does not necessarily have an owner's interest. SIMPP contends that the members are prevented from dealing directly with the distributors, though the exhibitor does sign the contract jointly with Cooperative. Further claim is made that Cooperative recently closed down the buying market still further by taking competitive theatres in the same zone, thereby eliminating possible buying spots for the independent distributor directly. These competitive areas Cooperative serves, according to SIMPP, by dividing the major product in half and alloting one-half to each house.

SIMPP charges that United and Cooperative, which together, it says, control 95 per cent of the most important subsequent-run theatres, have agreed together to suppress competition and have eliminated any competition between themselves and distributors to such a point that neither will date a picture unless the other has concluded a deal for the same picture. SIMPP further charges that both defendants fix prices for pictures and through concerted action compel distributors to accept the prices they fix.

United is further charged, through domination of first-runs, with getting for itself the right of first refused on Paramount, MGM, Warner Bros.. RKO and United Artists product and that both United and Cooperative have maintained their position in first-run and subsequent-run fields by penalizing distributors who do not comply with less advantageous deals, booking and the like in their operations.

Hudson and Sharkey are accused of having agreed that neither United nor Cooperative will bid exclusively for film.

Harms Public

These practices have further led to a situation which harms the public, SIMPP claims, since the dual bills by agreement play day and day in each run with the result that the Detroit area with a population of 2,500,000 can only see an average of four different feature programs in its 62 leading theatres.

"By reason of the designation of theatres for the respective runs," the complaint reads, " . . . and the practice of determining a double feature program and of day-and-date play-offs thereof, defendants have been enabled to dictate the prices, terms, conditions and playing time for the licensing. supply and exhibition of motion pictures in the Detroit area and, by eliminating competition among themselves, to depress and lessen the financial returns which would otherwise accrue to the distributors. . ."

Some 60 motion pictures are involved in the suit. The treble damages which total $8,750,000, asked by each plaintiff follows:

Goldwyn, $1,521,000; Disney, $974,220; Vanguard, $836,817; Bogeaus, $808,896; Cagney, $704,748; Wanger, $637,500; Small, $746,844; Reliance, $375,000; Empire, $695,880; Mars, $403,443; Oakmont, $322,968 and SIMPP $724,500.

Crouch Named Warner Washington Zone Manager

George A. Crouch, formerly chief booker and assistant to the late John J. Payette, has been appointed zone manager for Warner Bros. theatres in the Washington territory, Harry Kalmine, president and general manager of the circuit, announced this week.



George Crouch

Crouch, who steps up into Payette's former post, will have jurisdiction of 45 theatres in the District of Columbia, Maryland, Virginia, West Virginia, and Pennsylvania. He started in the motion picture business in 1908 with the late Harry M. Crandall who was then operating an open-air theatre. In 1931 when Crandall opened his downtown Joy, Crouch was treasurer and office manager. As the Crandall interests merged with the Stanley Company of America in 1923 and later with Warner Bros., Crouch remained as booker, and as the Washington circuit expanded, Crouch became Payette's assistant.

Wants to Build

The Crescent Amusement Company has asked the federal district court at Nashville for permission to build several theatres in Tennessee, Alabama and Kentucky.

NOW! FOR THE FIRST TIME TO



NOTHING EVER HELD
WALTER WINCHELL
LIKE ALFRED
HITCHCOCK'S

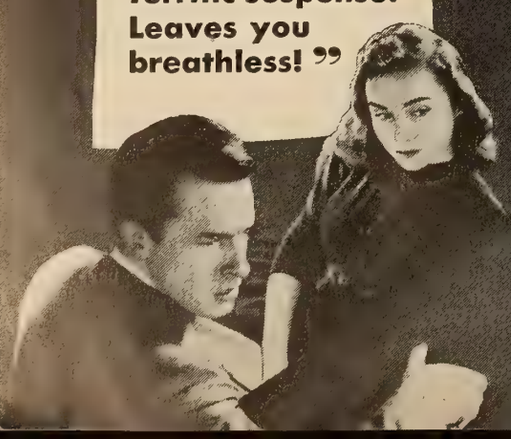
ROPE

"It ties you into knots! Hitchcock at his big-time best!"

NOTHING
EVER
HELD
J. EDGAR HOOVER
F.B.I. CHIEF
LIKE
ALFRED
HITCHCOCK'S

ROPE

"Never saw anything like it! Terrific suspense! Leaves you breathless!"



NOTHING
EVER HELD
DOROTHY KILGALLEN
FAMED COLUMNIST
LIKE
ALFRED
HITCHCOCK'S



ROPE

"Nerve-racking from the opening until the end! Audiences will remain cemented to their seats! The fan who doesn't hurry to see ROPE is cheating himself of screen history!"

THE PUBLIC, AT THE GLOBE N.Y.

NOTHING EVER HELD YOU LIKE ALFRED HITCHCOCK'S

ROPE

IN COLOR BY TECHNICOLOR

IT STARS

JAMES STEWART

WITH

JOHN DALL · FARLEY GRANGER · SIR CEDRIC HARDWICKE

AND

CONSTANCE COLLIER · JOAN CHANDLER

Screen Play by Arthur Laurents
From the Play by Patrick Hamilton
Director of Photography,
Joseph Valentine, A.S.C.



PRESENTED BY WARNER BROS. A TRANSATLANTIC PICTURE

The Box-Office Slant

Current and Forthcoming Feature Product Reviewed from the Theatreman's Standpoint

Rope

(Technicolor)

Warner Bros. Drama 83 mins.

AUDIENCE SLANT: (Adult) Introducing a revolutionary new production technique, this latest Hitchcock offering also has fine performances, Technicolor photography and skillful direction to make it thrilling and suspenseful entertainment for most moviegoers.

BOX-OFFICE SLANT: Due to publicity it has already reaped in connection with Hitchcock's new technique, not to mention its name values, Technicolor photography and Warners' intriguing advance advertising campaign, "Rope" should create lively activity at every box-office. The title alone shoud stir a great deal of curiosty.

Cast: James Stewart, John Dall, Farley Granger, Sir Cedric Hardwicke, Constance Collier, Douglas Dick, Edith Evanson, Dick Hogan, Joan Chandler. Credits: A Transatlantic Pictures Production. Produced and directed by Alfred Hitchcock. Screenplay by Arthur Laurents. Adapted by Hume Cronyn from the play by Patrick Hamilton. Photography, Joseph Valentine and William V. Skall. Technicolor color direction, Natalie Kalmus. Associate, Robert Brower. Art direction, Perry Ferguson. Musical direction, Leo F. Forbstein.

Plot: Two young men murder for the thrill, and then have a party in the room of the apartment where they killed their victim and hid his body. How the murder is solved within a few hours is the theme of the picture.

Comment: Having earned the title of "master of suspense" because of his original ideas in that field, Alfred Hitchcock proves once again that not only does he excel in suspense but also in introducing new techniques in picture-making. In "Rope" he has practically revolutionized production through use of the "fluid camera" which photographs a continuous flow of action, without a halt, as it follows actors through narrow doors and, seemingly, through walls. This latest technique adds considerable novelty and suspense which combined with the fine performances, the Technicolor and Hitchcock's customary skillful direction, make "Rope" a picture that will entertain and thrill most moviegoers. In a departure from his usual characterizations, James Stewart plays a serious, suave sophisticate whose theories are responsible for a murder. Many will consider this the best acting job he has ever done. John Dall makes an arrogant psycopath seem real, and Farley Granger is a convincing neurotic. Edith Evanson is outstanding as a garrulous housekeeper, while the balance of the cast—Joan Chandler, Douglas Dick, Sir Cedric Hardwicke and Constance Collier—are all splendid in their assignments. A new Hitchcock picture is always news, but the publicity that has gotten around on "Rope" in connection with its revolutionary production technique, not to mention its name values, Technicolor photography and Warners' intriguing advance advertising campaign, should create lively activity at every box-office. The title, in itself, is sufficient to stir a great deal of curiosity. Hitchcock's first production under his own banner of Transatlantic Pictures is a tribute to his skill in picture-making.

National Reviewing Committees' Classifications

16 FATHOMS DEEP (Mono.)
FAMILY—National Board of Review.
CLASS A—SEC. 1—National Legion of Decency.

THE MAN FROM COLORADO (Col.)
FAMILY—National Board of Review.
CLASS A—SEC. 1—National Legion of Decency.

GENTLEMAN FROM NOWHERE (Col.)
FAMILY—National Board of Review.
CLASS A—SEC. 1—National Legion of Decency.

A SOUTHERN YANKEE (MGM)
FAMILY—National Board of Review.
CLASS A—SEC. 1—National Legion of Decency.

The Secret Land

(Printed by Technicolor)

MGM Documentary 70 mins.

AUDIENCE SLANT: (Family) The best photographic record ever made of an expedition, "The Secret Land" stands as a model for future documentaries to shoot at.

BOX-OFFICE SLANT: The men and boys will get a big thrill, and the whole family SHOULD see it. Can take its half on regular bill.

Cast: Admiral Richard F. Byrd, Comdr. David F. Bunger and 4000 volunteers from the U. S. Navy. Narration spoken by Comdr. Robert Montgomery, Lt. Robert Taylor, and Lt. Van Heflin. Credits: Photographed by Navy, Marine Corps, Coast Guard and Army cameramen. Commentary written by Capt. Harvey S. Haislip, USN (retired) and Comdr. William C. Park, USNR. Music, Bronislau Kaper. Produced by Orville O. Dull.

Comment: "The Secret Land" is the film record of "Operation Highjump," Admiral Byrd's recent expedition to Antarctica, which brought back such a wealth of new scientific discovery and data. Like the expedition itself, the film is probably the most complete of its kind. The expedition was made in three groups—the central, the east and the west, with all in touch with one another via radio. In the main caravan were a dozen ships, planes, helicopters, tractors, jeeps, and tons of other equipment including radar. The tremendous amount of supply material has to be seen to be believed. The central group breaks through the Ross Sea ice pack with the help of a Coast Guard ice-breaker The Northwind. without which the expedition might well have come to grief. Vivid scenes on the ice shelf off the Bay of Whales show how the small city was set up, complete with electric lights and other conveniences. Admiral Byrd visits Shackleton's old hut to find nothing there but a sled. He digs into his headquarters of an earlier expedition, now covered to the roof with snow. He flies over the South Pole itself, dropping the United Nations flag (the U. S. has made no legal claim to the region). The east group maps its portion of territory. Then Comdr. David F. Bunger of the west group makes the biggest discovery of the expedition. Flying over the great ice cap he is astounded to come upon a 300-mile square area of chocolate-colored land, dotted by fresh water lakes. Examining the land, he finds the water to be 40 degrees. Great veins of coal break through the surface and many other minerals are found. Later on a mass flight one of the planes crashes and the others search the area for ten days, at length finding the men in fair condition, although two died in the crash. This is the dramatic climax of the film. Penguins and seals furnish most of the comedy, and good comedy it is.

Where Words Fail . . .

(Spanish dialog—English titles)

Lopert Films Drama with Music 90 mins.

AUDIENCE SLANT: (Adult) A finely-produced picture, incorporating good music and ballet, that will be a real treat for cultured audiences.

BOX-OFFICE SLANT: Excellent for all art theatres and possibly elsewhere with a special selling campaign through schools and women's clubs.

Cast: Enrique Muino, Italo Bertini, Hector Medez, Dario Garzay, Linda Lorena, Aurelia Ferrer, Rene Mugica, Pablo Cumo, Maria Hurtado, Jose A. Vazquez, Enrique Ferraro, Maria Ruanova. Also the Podrecca Puppets and the Ballet and Orchestra of the Buenos Aires Philharmonic Society. Credits: Directed by Hugo Fregonese from a screenplay by Ulysses Petit de Murat and Homero Manzi. Photography by Jose M. Beltran. Settings by Germen Gelpi. Choreography by Marita Wallman. (Filmed in Argentina).

Plot: "Where words fail, music begins" is the complete phrase. and it is the theme that runs through the story. Enrique Muino, once a great impresario, feels himself a criminal because his daughter died of an over-strained heart while dancing in his ballet based on Beethoven's Seventh Symphony. He retires from the world as a night watchman in Bertini's puppet theatre. He lives once more when he coaches a young pianist, but is temporarily deranged when a puppet designer makes a doll with his daughter's face. He wanders to the roof and falls to his death.

Comment: "Where Words Fail . . ." reveals convincingly that the Argentinians have made long strides in film production. This picture is a work of art in every meaning of the word. In acting, music, dancing and production values it is really fine. Enrique Muino, evidently a big star in the Argentine, shows himself a character actor of top rank, and Rario Garzay, who plays the young pianist, not only does a good acting job. but—from the looks of things—also is a real musician. The orchestra and ballet are of first class caliber, and an excellent sound track gets full value out of the music. While the film has Spanish dialog, the producers have chosen in many instances to carry an English spoken explanation of the action rather than printed titles, so that the latter are not so numerous as in most foreign films. This is all to the good. Art theatres should fight for this one, and other houses might be able to do something with it if they want to go to the trouble of lining up women's clubs, music societies and the schools.

Francois Villon

(French Dialog—English titles)

Creative Films Romantic Drama 81 mins.

AUDIENCE SLANT: (Adult) Strictly for the artistic-minded, but of its kind the picture is something of a classic, with ace

production, fine acting and a great music score.

BOX-OFFICE SLANT: To lovers of literature and artistic matters generally, the title holds real lure; if you have enough of such people around, either singly or through schools, go to it.

Cast: Serge Reggiani, Renee Faure, Jacques-Henri Duval, Denise Noel, Michel Vitold, Guy Decomble, Montigny, Morel, Mariotti, Larive, Valcour, Gabrielle Fontan, Gustave Gallet, Micheline Francey, Andre Cremieux, Claudine Dupuis, and others. Credits: Corona-Films production. Direction, Andre Zwobada. Story and screenplay by Pierre MacOrlan. Music by Toni Aubin. Settings by Max Douy. Pictorial composition by Louis Page. English titles by Harold J. Salemson.

Plot: This is a dramatized version of the life of the great poet, Francois Villon, who, though highly educated, chose an existence of love, laughter and some crime, out of which sprang his poetry. He kills an admirer of his sweetheart, Catherine, and is forced into exile. Inadvertently he reveals to the police the name of a gang member, and the others of the "Coquillards" stab him to death after he is lured by Catherine.

Comment: Francois Villon, although an actual French poet of the 15th century, has been used as a subject for so many plays, operas and other entertainments that he has become a half-fictional character. That about explains the stand taken by author Pierre MacOrlan in his version (it was perhaps E. H. Sothern's most famous role on the stage). The result is a highly artistic production, beautifully done on all counts. Photography, groupings, and acting routine are of top order, with Serge Reggiani and Renee Faure (of the Comedie-Francaise) getting the most attention in this regard. The English-speaking audience is at a special disadvantage in this film, for the titles can not convey the poetry and sweep of the French dialog, but even so the general effect comes over remarkably well. Along with all this, Toni Aubin has written a music score that surely must be one of the best ever composed for a picture. It is really first-class music, fit to be compared favorably with the standard symphonic repertoire. We go into this because it offers a second selling angle. Where there are artistic-minded people, there usually are music-lovers. So appeal both to those interested in the famous subject and those who follow good music. If you go at it in a special way there should be money in "Francois Villon."

Murderers Among Us

(German Dialog—English Titles)

Artkino **Post-War Drama** **84 mins.**

AUDIENCE SLANT: (Adult) The first picture made in Berlin after the war, it offers a graphic understanding of the devastation wrought on the city and its people. It also contains a dramatic story of a war-shocked doctor and a girl who brings him love.

BOX-OFFICE SLANT: If you can get them in they'll see something worthwhile, but the film seems limited to foreign-language houses.

Cast: Hildegard Knef, Ernst Borchert, Arno Paulson, Erna Sellmer, Robert Forsch, Albert Johann. Credits: A Defa Production. Written and directed by Wolfgang Staudte. Photography, Friedl Behn-Grund and Eugen Klagrmann. Music, Ernst Roters. Design, Otto Hunte.

Plot: The story opens with Ernst Borchert walking through the ruins of Berlin—drunk. He is drunk because it is the only way he can get his mind off what he has been through. Hildegard Knef returns from a concentration camp and reclaims her apartment, now held by Borchert. They compromise by using it together. They gradually fall in love. But the thing that is driving Borchert so hard, mentally, is his war captain's (Arno Paulson) act of liquidating more than a hundred Polish citizens on Christmas eve. Paulson, back from the war, becomes successful immediately, hardly remembering what he had done. Borchert, on this post-war Christmas eve, sets out to kill him. Hildegard catches up with him at the last moment, saying that they themselves cannot judge. Borchert comes out of his rage, and the theme at the end is hope for a long-lasting peace.

Comment: This picture, entirely up to the standards of the pre-Nazi era, is a bitter, startling, shocking indictment of war as felt from the postwar German viewpoint. We have seen this idea before, but not through the Berliners' eyes; earlier versions are child's play leading up to this. And yet, on this ruin-strewn background rises a peculiarly affecting love story that gains by sordid surroundings. The two concerned are Hildegard Knef and Ernst Borchert, who turn in outstanding performances throughout. Miss (or should we say Fraulein?) Knef has a striking personality, looking something like Ginger Rogers in a somber mood. The production is something worth exclaiming over, the story unfolding bit by bit until you can put it all together only near the end. The famous German technical side is there too, with fine photography and superb lighting. Anyone wishing to see the authentic devastated Berlin, a strong drama affecting love story, and terrific production will want to see "Muderers Among Us." The art theatres will all want it, but what about the regular theatres? The only chance we see is that some GIs who were there might want to view the ruins—and again, they might not.

The Spirit and the Flesh

(Italian Dialog—English Titles.)

Variety Film **Drama** **98 mins.**

AUDIENCE SLANT: (Family) This story of thwarted love in an inspirational background will be appreciated by those with religious fervor. It is dark and brooding, but impressive in its way.

BOX-OFFICE SLANT: Should do well if brought to the attention of Catholic organizations; otherwise, it is for art theatres and special church showings.

Cast: Gino Cervi, Dina Sassoli, Ruggero Ruggeri, Armando Falcone, Enrico Glori, Carlo Ninchi, Luis Hurtado, Ines Zacconi, Franco Scandurra, Gilda Marchio, Dino Di Lucca, Enzo Biliotti. Credits: Lux Production. From the novel "The Betrothed" by Alessandro Manzoni. Direction, Valentino Brosio. Production, Mario Canerini. Music by Ildebrando Pizzeti. Music direction, Fernando Previtali. English titles by John Erskine.

Plot: Two lovers, Renzo and Lucia, are thwarted on their wedding day through the avariciousness of a local tyrant, Rodrigo. Through the help of a padre, Lucia is sent for safety to a convent, while he escapes to Milan. Renzo gets into political trouble and, fleeing again, is out of touch with Lucia. She, in turn, is captured through a ruse by Don Abbondio, working in concert with Rodrigo. He embraces religion, however, and frees her. Then a great plague hits Italy (probably the black plague), when people die by the thousands. Renzo, seeking Lucia, finds her with the "pest" at the local hospital, but she is a convalescent. The wicked Rodrigo dies.

Comment: The story, which contains a good deal of fury and crowds, is fundamentally a religious preachment on how wicked men can be regenerated by embracing the faith. As such it offers many splendid scenes of pageantry and authentic Church practice that will greatly appeal to Catholics—and not a few others. The picture is too heavy for ordinary patronage, although it might do well at a regular theatre provided the manager worked far enough ahead with Catholic organizations. It all depends on the percentage of Catholic population. The production itself which, it is said, was made during the war, is lavish indeed with its big sets and enormous crowds. It affords a spectacle that cannot be duplicated today—even in Italy. One suspects the actors and technicians were not overpaid. The actors are all competent, with Dina Sassoli an appealing, albeit extremely tearful, heroine. The author of the original novel, Alessandro Manzoni, lived around 1800 and is a classic name to Italians, a fact not to be ignored in billing. A fine piece of work truly, but hardly for the average audience except under the circumstances related above.

Quiet Weekend

Distinguished Films **Comedy** **83 mins.**

AUDIENCE SLANT: (Family) An English-made comedy of manners—weekend manners— that will be a joy to the more discriminating type of patron.

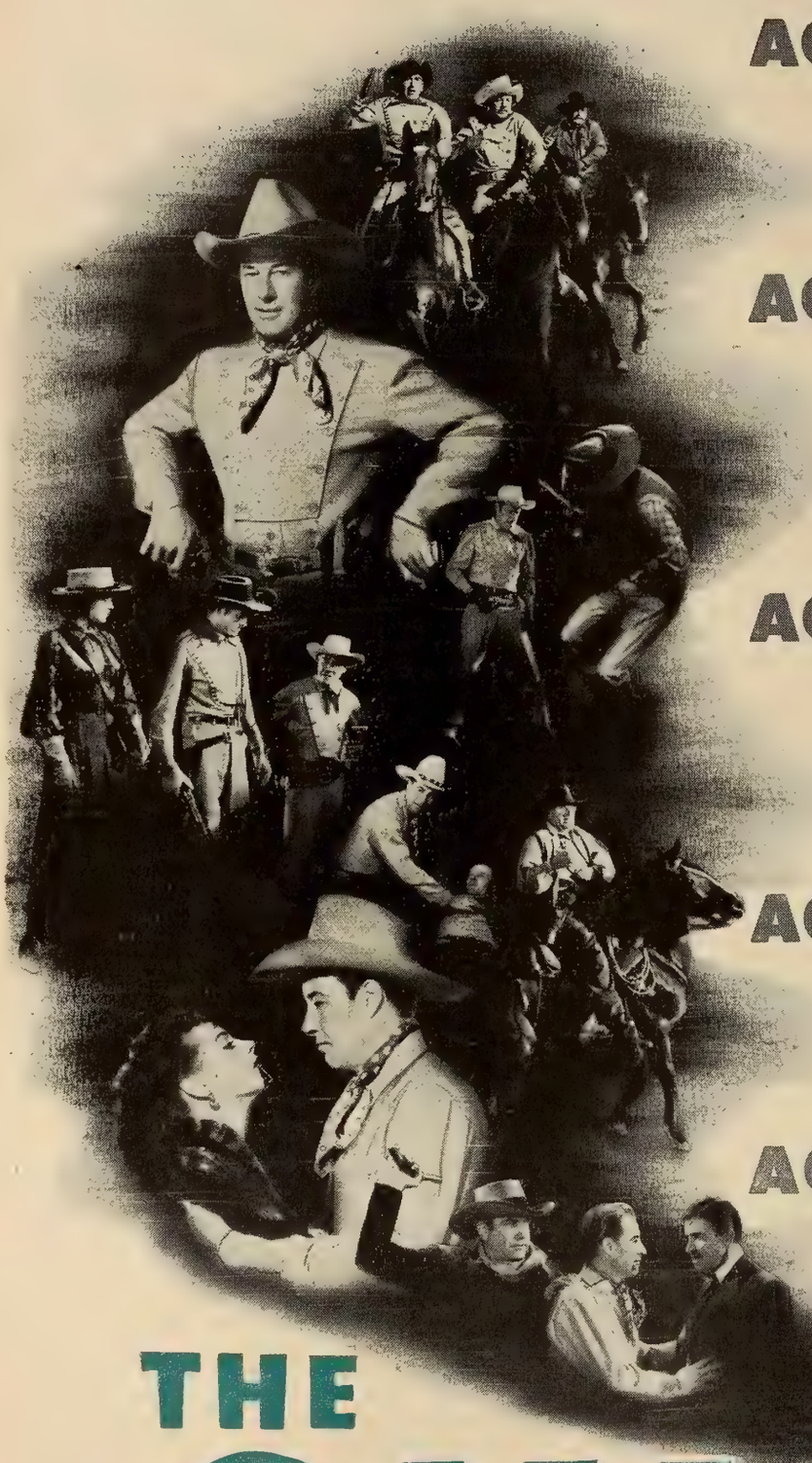
BOX-OFFICE SLANT: This one is on the order of "Tawny Pipit." If your audiences like that sort of thing, play it by all means. In the right neighborhood you can build up a regular trade for these English comedies.

Cast: Derek Farr, Frank Cellier, Marjorie Fielding, George Thorpe, Barbara White, Helen Shingler, Edward Rigby, Josephine Wilson, Gwen Whitby, Baliard Berkeley, Judith Furze, Pat Field, Helen Burls, George Merritt, Christoper Steele, Mary Martlew, Conway Palmer, Richard George, Brian Weske. Credits: Produced in England by Warwick Ward. Directed by Harold French. Adapted from play by Esther McCracken. Screenplay, Victory Skutezky, Stephen Black, T. J. Morrison, Warwick Ward. Music, Charles Williams. Photography, Eric Cross.

Plot: The Royds go to their country place for a quiet week-end. But son Derek Farr, it seems, has invited his latest flame, Helen Shingler. The Spenders are along too. Then arrives Barbara White, almost eighteen, who has always hero-worshipped Derek. The sparks fly. Father George Thorpe and friend Frank Cellier, local barrister, get into trouble poaching for salmon on a bet. Cellier hasn't the courage to propose to Josephine Wilson. Helen gravitates toward an older man. Mother Marjorie Fielding finally fixes everything up by Monday morning, and Derek decides that maybe Barbara isn't too young to feel love after all.

Comment: Here is a typical English tongue-in-cheek comedy played before the background of an authentic British country village. It has something of the same quality as "Tawny Pipit," in that it deals with little things so amusingly that they appear important to the onlooker. Some good lines in the English manner will have appreciative patrons in gales of polite laughter. The point is: the picture is polite, and unless you have the right kind of audience the comedy will float entirely over the audience's collective heads. That's the problem for commercial theatres; for the arts it is a natural. The players are all personable, with Marjorie Fielding and Frank Cellier shining especially among the older group, and Bar-

(*Continued on Page* 24)



ACTION Big

Big-scale western. Well-stocked with actionful moments.

— *HARRISON'S REPORTS*

ACTION Superior

Head-and-shoulders above routine western. Production, camera, acting, story, direction unquestionably superior.

— *MOTION PICTURE HERALD*

ACTION Super

Sufficiently impressive to easily earn designation of super-western. Highly-competent cast. Spectacular production values. Hair-trigger direction.

— *BOXOFFICE*

ACTION Suspense

Good western. Generous helping of suspense.

— *THE EXHIBITOR*

ACTION First Class

More men, more horses, more shooting, all help make this western more effective than usual. First class production.

— *SHOWMEN'S TRADE REVIEW*

THE GALLANT L

with **ANDY DEVINE · JACK HOLT** and **GRANT WITHERS**

Screen Play by Gerald Adams Original Story by John K. Butler and Gerald Geraghty Associ

A REPUBLIC PI

ACTION **Tops**

Well plotted western. Top production. High satisfaction.

— *FILM DAILY*

ACTION **Strong**

Tightly-woven story. Tense and credible outdoor drama. Will bring strong boxoffice results. High above average appeal for entire family. Sure bet.

— *INDEPENDENT FILM JOURNAL*

ACTION **Wallop**

Big brawling western that will stand up in any situation. Solidly based story. Director has given a wallop that spells sturdy entertainment.

— *DAILY VARIETY*

ACTION **Slam Bang**

Slam-bang oater. Will be big hit with action fans and all who like good entertainment. Lots of suspense.

— *HOLLYWOOD REPORTER*



EGION

LE MARA • JAMES BROWN

rer-Director JOSEPH KANE

U R E

(*Continued from Page 21*)

bara White a most delightful teenager. She is definitely Hollywood star material. Most city situations will find this a useful second-placer, which in many cases may be better liked than the main feature.

Mr. Perrin and Mr. Traill

(Reviewed in London)

Eagle Lion **Drama** **92 mins.**

AUDIENCE SLANT: (Adult) This story of pent-up emotions and frustrations in a British school will hold audiences with its fine acting and sly humor.

BOX-OFFICE SLANT: Nothing much to attract the customers but this will thoroughly satisfy those who see it.

Cast: David Farrar, Marius Goring, Greta Gynt, Edward Chapman, Raymond Huntley and others. Credits: Adapted from Hugh Walpole's novel by L. A. G. Strong. Additional dialogue Tom Harrison. Produced by Alexander Galperson. Directed by Lawrence Huntingdon. A Two Cities Film presented by J. Arthur Rank. UK distribution, GFD.

Plot: Life at a tradition-bound British public school is upset by the arrival of Mr. Traill (David Farrar), a new master. Good natured, progressive, he falls afoul of his die-hard colleagues and, in particular the crusty, prematurely old Mr. Perrin (Marius Goring) who cherishes a secret passion for the assistant matron (Greta Gynt). Matters reach a climax when Traill announces his engagement to her. Perrin attempts to murder him but later gives his life in rescuing Traill after he falls down a cliff.

Comment: A tradition-bound British school and the pent-up emotions of its crusty, frustrated masters do not provide ideal cinema material, yet the film has an undeniable charm and does not fall down as entertainment. Romance is not forgotten and a pleasant line in sly humor will have audiences chuckling throughout. However, it is in the characterization rather than the writing the power of the production lies. Ray Huntley is the sardonic, bullying headmaster who saps the enthusiasm of his colleagues. Marius Goring is superb as the prematurely aged, eminently respectable and fussy Mr. Perrin. An easier part is that of Mr. Traill who wishes to bring the school up to date and full justice is done to it by David Farrar. In the smaller role of the essentially human chemistry master, Edward Chapman is excellent. Greta Gynt brings glamor to the otherwise drab background of Banfield School as the matron. Directions by Lawrence Huntingdon is thoroughly competent and a good pace is maintained. "Mr. Perrin and Mr. Traill" however, remains a problem picture. Giving an excellent idea of life in a British public school, it is a fine art-theatre proposition for the U. S. but its quality and entertainment values justify a wider showing.

The Fallen Idol

(Reviewed in London)

20th Century-Fox **Drama** **92 mins.**

AUDIENCE SLANT: (Adult) Introducing an outstanding child discovery in Bobby Henrey, this enthralling psychological drama is designed mainly for the thinking patron, but has undeniable feminine appeal.

BOX-OFFICE SLANT: Bobby Henrey's performance is such that the word of mouth publicity may well make this a sleeper.

Cast: Michele Morgan, Ralph Richardson, Bobby Henrey, Sonia Dresdel, Denis O'Dea, Jack Hawkins, Dora Bryan, Walter Fitzgerald, Bernard Lee, Karel Stepanek, Joan Young, Danby Nichols, Hay Petrie, George Woodbridge, Torin Thatcher and others. Credits: Screenplay by Graham Greene. Additional dialogue by Lesley Storm and William Templeton. Produced and directed by Carol Reed. A London Film released in the UK by British Lion.

Plot: Bobby Henrey, the neglected small son of an ambassador, adores the butler, Ralph Richardson who is unhappily married to the nagging housekeeper, Sonia Dresdel. Accidentally discovering that Richardson is in love with Michele Morgan, a secretary, he is asked to keep it a secret. Sonia tricks him into breaking his word and in trying to get evidence against her husband falls off a ledge, killing herself. The police accept it as an accident, but the child, knowing they have rowed, believes Richardson has murdered her. His young mind is muddled and he lies, contradicts himself out of loyalty to his idol and in doing so focuses guilt on him.

Comment: This enthralling study in child psychology tells how a youngster gets a distorted view of an accident, believes his champion has committed murder on his behalf and out of loyalty lies and contradicts himself in such a manner as to get him nearly arrested. While this is an unusual subject, it has been so beautifully handled and acted that it will hold most audiences, particularly those who like a little depth to their entertainment. Credit for this goes to Carol Reed for fine direction and to eight-year-old Bobby Henrey for his delightful performance. Unspoilt and natural, he is an outstanding discovery. Despite first class portrayals from such experienced artists as Michele Morgan and Ralph Richardson, he dominates the scene. A nice line in humor is maintained by the introduction of some amusing cameos, particularly Dora Bryan's very human streetwalker, Bernard Lee's educated detective and Hay Petrie's clockwinder. While it is obviously aimed at better class audiences, "The Fallen Idol" may well turn out a sleeper through its undeniable feminine appeal and the word-of-mouth publicity Bobby Henrey's performance will create.

An Act of Murder

U-I **Drama** **91 mins.**

AUDIENCE SLANT: (Adult) A powerful, dramatic picture (excellent in every phase) that will be found unusually good entertainment by most adult audiences. Performances by Fredric March and Florence Eldridge are memorable.

BOX-OFFICE SLANT: A top-grade offering with good marquee names. Powerful picture for situations catering to the patron who likes drama.

Cast: Fredric March, Edmond O'Brien, Florence Eldridge, Geraldine Brooks, Stanley Ridges, John McIntire, Frederic Tozere, Will Wright, Virginia Brissac, Francis McDonald, Mary Servoss, Don Beddoe, Clarence Muse. Credits: Directed by Michael Gordon. Screenplay by Michael Blankfort and Robert Thoren. Based upon the Novel "The Mills of God" by Ernst Lothar. Director of Photography, Hal Mohr. Produced by Jerry Bresler.

Plot: A judge who has been handing out sentences, regardless of circumstances, learns that he must use his heart in dealing with these cases after he himself is acquitted of the killing of his wife. This was, according to his interpretations, a mercy killing. But the court rules that he is not guilty of the crime, because the wife was dead before he wrecked his car with the two of them in it.

Comment: Excellent performances in a powerful, dramatic story and other production phases that are on a par with these two strong factors, makes this picture an offering that will be found unusual entertainment by most adult audiences. Fredric March, turning in a memorable performance in the role of the Judge whose love for his wife causes him to commit "An Act of Murder," plays the part with extradordinary understanding and skillful shadings of emotion; Florence Eldridge is magnificent as his wife, and Edmond O'Brien capably handles the young lawyer's part. Geraldine Brooks has little to do as March's daughter. A splendid portrayal is contributed by Stanley Ridges as the family friend and physician and there is standout work by John McIntire, Frederic Tozere and Will Wright in supporting roles. The sensitive, sure direction of Michael Gordon, the photography by Hal Mohr and the music by Daniele Amfitheatrof all add greatly to the film's worth. Picture is an outstanding offering, worthy of extra exploitation.

Joe Palooka in Winner Take All

Monogram **Drama** **64 mins.**

AUDIENCE SLANT: (Family) Entertaining entry in the Joe Palooka series; plenty of action and laughs.

BOX-OFFICE SLANT: Should mean added business where series has built solid reputation.

Cast: Joe Kirkwood, Elyse Knox, William Frawley, Stanley Clements, John Shelton, Mary Beth Hughes, Sheldon Leonard, Frank Jenks, Jack Roper, Eddie Gribbon, Wally Vernon. Credits: Producer, Hal E. Chester. Director, Reginald LeBorg. Associate producer, Bernard W. Burton. Fights staged by John Indrisano. Screenplay, Stanley Rubin. Additional dialogue, Monte F. Collins. Photography, William Sickner.

Plot: Joe takes a 16-year-old into custody from a boys' home because the youngster is the brother of his best pal, in the army overseas. The boy nearly causes Joe to lose the championship by getting in with crooks. At the last minute, though, the boy redeems himself and the champ knocks out his opponent.

Comment: Here is an entertaining entry in the Joe Palooka series, with plenty of action and laughs. William Frawley does an excellent job in substituting for Leon Errol. Stanley Clements handles his 16-year-old roughneck role well, but the script errs in actually making the part a first-class juvenile delinquent. Even at the finish his redemption doesn't ring true. Sheldon Leonard is outstanding in a part of a dumb gangster, and Mary Beth Hughes is mighty fetching as the moll. Picture should mean added business where played because of the solid reputation the series has built, plus the tremendous popularity of the comic strip on which it is based.

Sofia

(Cinecolor)

Film Classics **Drama** **82 mins.**

AUDIENCE SLANT: (Adult) An intriguing, exciting timely spy drama that will please average patrons.

BOX-OFFICE SLANT: This should prove a winner, if showmen take advantage of its exploitation possibilities. Picture is worthy of extra selling, for it is the kind of product that pays off.

Cast: Gene Raymond, Sigrid Gurie, Patricia Morison, Mischa Auer, John Wengraf, George Baxter, Charles Rooner, Fernando Wagner, Lux Alba, Egon Zappert, Hamil Petroff, Peter O'Crotty, John Kelly, Chel Lopez, Jose Torvay. Credits: Directd by John Reinhardt. Original Screenplay by Frederick Stephani. Produced by Robert R. Presnell, Sr., and John Reinhardt.

Photoplay, William Clothier. Photographed in Cinecolor at Churubusco Studios, Mexico City.

Plot: A former O.S.S. man has remained in Europe, because he likes the excitement attached to intrigue and a phony career. However, he falls in love with a noted woman scientist from whom the Russians are trying to get information. He sets out to rescue her and after much trouble accomplishes his mission.

Comment: "Sofia" is a timely action drama that should pay off well in all situations, for it has splendid exploitation possibilities and is worthy of extra selling. Made as an independent production by Robert R. Presnell, Sr., and John Reinhardt for Film Classics release, it is a colorful tale filled with intrigue and gunplay and plenty of entertaining, melodramatic excitement. Photographed in Cinecolor and made in Mexico, it makes use of the colorful locations and the natives for realistic scenic value. Splendid performances are turned in by all the members of the cast, headed by Gene Raymond, Sigrid Gurie and Patricia Morison, with good stints by Mischa Auer, George Baxter and John Wengraf. Picture even includes several songs, capably presented by Miss Morison. The supporting cast, most of whom are Mexican actors, have all been hand-picked, and their fine portrayals heighten the interest one finds in the story. Reinhardt's direction packs plenty of action and thrills throughout most of the running time.

A Song Is Born

(Color by Technicolor)

RKO Radio Comedy-Melodrama 113 mins

AUDIENCE SLANT: (Family) In eye-appeal this is up to the best standards of the producer who makes the classiest pictures in the world—Samuel Goldwyn. The plot gets in the way so far as Danny Kaye is concerned, but the fat opportunities for Virginia Mayo give her everything with which to display her own sparkling beauty of face and form and her undoubted talents in comedy-drama portrayals. Compared to the best Danny Kayes of the past, this is feeble on the comedy side, but the interest holds by reason of the novel modern vs. classic music theme and the sound story construction.

BOX-OFFICE SLANT: The star combination, plus the Technicolor, plus the glittering array of names high up in the band music world are enough to give this very strong drawing power.

Cast: Danny Kaye, Virginia Mayo, Benny Goodman, Louis Armstrong, Charlie Barnet, Buck & Bubbles, Golden Gate Quartet, Tommy Dorsey, Lionel Hampton, Mel Powell, The Page Cavanough Trio, Russo and the Samba Kings, Hugh Herbert. J. Edward Bromberg, Steve Cochran, Felix Bressart, Ludwig Stossel, O. Z. Whitehead, Ester Dale, and others. Credits: Produced by Samuel Goldwyn. Directed by Howard Hawks. Based on the story "From A to Z" by Thomas Monroe & Billy Wilder. Director of Photography, Gregg Toland. Technicolor Color Director, Natalie Kalmus; Associate, William Fritzsche. Words and music of "A Song Is Born" and "Daddy-O," Don Raye & Gene De Paul.

Plot: Danny Kaye is head of a group of "long hair" musicians engaged in compiling a serious work on the History of Music. Suggestion that music has advanced and that modern jazz, swing, jive and boogie-woogie are important sends Kaye to various night clubs, where he invites such band kings as Tommy Dorsey, Charlie Barnet, Mel Powell and others to visit his retreat. Also invited is singer Virginia Mayo, who finds it convenient to accept and stay as an unwanted guest—because she is hiding from the cops who are after her boy friend for a little job of murder. Kaye falls in love with her, is duped into taking her to see her "daddy" and then learns the truth about the girl. However, love is love, and it triumphs.

Comment: Danny Kaye and Virginia Mayo as a starring combination again surrounded by opulent settings—seen at their best in Technicolor—and a cast of fine film players plus a galaxy of stars of the modern music world. This is a reworking of the "Ball of Fire" story with a wholly new, modern-jazz vs. classic music twist. The under-current of melodrama involving the cops-and-robbers chase in which Virginia Mayo figures, enlivens the serio-comic central characterizations of the long-hair musicians working out their problems in writing a history at their musty old mansion. The comedy is of the chuckling, not the belly-laugh, sort and Kaye seems unable to generate the kind of abandon which marked his earlier and now quite familiar type of comedy. But if the picture never bursts forth into rapid pace nor robust fun, it is always captivating and good humored. The devotees of modern jazz, jive,

(*Continued on Page 32*)

LONDON OBSERVATIONS

Ratoff "Shoots Around" Weather on London Location; Independents' Gross Booms as MGM By-Passes Circuit

By JOCK MacGREGOR

Board of Trade President Harold Wilson recently queried in the House of Commons why local producers do not make more of the countryside. While the Britons, native and naturalized, seek continental locations (blaming the English weather and other difficulties) visiting Americans are overcoming these and putting London on the screen. On Wednesday, Piccadilly rush-hour traffic was completely disrupted by Gregory Ratoff who had all but taken over the Circus for exteriors on "Autumn Violin." Not content with a mere camera set-up, he had tracking shots, a recording channel for dialogue and arc lamps to bolster the light. Rain or shine Ratoff does not worry for he is cheating the English weather with a script which allows for either—a simple enough expedient.



Jock MacGregor

Another Hollywood director, Jean Negulesco, is also taking advantage of genuine locations for 20th-Fox's "Britannia Mews" and on Sunday morning I watched him shooting in the shadow of the Houses of Parliament.

Meanwhile the Archers have gone to France for the exteriors on "The Elusive Pimpernel" which has David Niven for the top role.

* * *

One imagines the BOT will not be too happy over Paramount's recent trade paper advertisement in which they reproduce a letter from the official RAF Cinema Corporation stating that from Hong Kong to Scotland the demand is for Paramount. Apparently, in practically every RAF station cinema, their product has come out a top grosser. This suggests the troops are not so keen on British films.

Meanwhile the Army Kinema Corporation after a flourishing start cannot get any more Hollywood product for overseas. The Treasury's advance of dollars has run out and there is a hitch over a further supply.

* * *

First major release to go out without a circuit deal was MGM's "Unfinished Dance." Taken by Granada and independents, it got several circuit dates including the Finchley Gaumont. Business was excellent and quite an imposing array of product is available to those who will either become first-run or break away from a circuit split. Snag lies with the difficulties participants will have meeting quota obligations.

Ironically, ABC which normally take the MGM product is offering a weak bill in opposition; a re-issue of Korda's "Jungle Book" and "Call of the Blood," one of the poorest British features in years.

* * *

Gabriel Pascal has found a supporter in Korda and is going ahead with "Doctor's Dilemma." He wanted to do Jean Paul Sartre's "Crime Passionnelle," but since he has an eye on Wilson's twenty million celluloid dollars this has been dropped because of its political flavor.

* * *

A mercury vapor projection lamp has been invented by a Rugby (England) firm. It is still in the experimental stage and is restricted for 16-mm. use. Snags not yet overcome are a ten-minute warming up period and inability to give full range to color films.

* * *

With candy still rationed, soft fruit is providing cinema owners with a menace. Bad plums, peel and stones are causing much damage.

* * *

Continuing the Anna Neagle-Michael Wilding London tour Herbert Wilcox's next will be "Maytime in Mayfair." "Blossom Time in Bayswater" and "Eventide in Earl's Court" will no doubt follow.

* * *

Hard working John Sullivan of the enterprising "Film Industry" has brought out a useful year book devoted to the technician. Visiting American producers should find it invaluable for it gives at a glance the qualifications of the various craftsmen.

* * *

False economy. A London group wanted a second opinion before booking an epic which is currently running in the West End. They asked for two passes. "Sorry, no can do" came the reply, "free list is entirely suspended." An argument followed and as a compromise a Technicolor print was provided for screening in their own projection room, but this had to be transported from a provincial exchange.

* * *

It is hard to be impartial regarding Korda's "The Fallen Idol" since Bobby Henrey's pet snake—nice as it is—is called "MacGregor," which to my way of thinking is a strange name for a reptile and I felt the snigger which greeted its first appearance at the preview most unwarranted.

Regional Newsreel

News of Events and Personalities Reported by Correspondents Throughout the Nation

PHILADELPHIA

The local committee in charge of the Will Rogers Hospital fund drive, headed by Paramount Mideastern Division Manager Earle Sweigert, last week held a meeting to push the campaign to the utmost.

William Ehrenberg revealed this week that the $5,000,000 deposit on his offer for Stanley-Warner Theatres in this area had been oversubscribed. It is planned to send a group of eight to the coast in a few weeks to negotiate.

Charlotte Williamson, Republic telephone operator, will middle-aisle it with Bernard Brown on Sept. 5. Sylvia Sacks, Paramount accounting clerk, and Jack Tubin plan a Sept. 25 wedding. Dorothy Fink, Y and Y Popcorn Supply secretary, moved into her new home recently.

Moe Verbin, Price Premium, had his car smashed last week to the tune of several hundred dollars. The motorist who crashed into him was uninsured, but fortunately no one was hurt.

Air-conditioning is being installed in the Screen Guild offices. Toby Goldstein, secretary to Monogram Manager Al Davis, is vacationing in Atlantic City. New in the cashier's department at Columbia is Nancy Greenbaum. Stanley-Warner has given up operation of the Community, Red Lion, due to expiration of the lease on Aug. 7.

Lionel Keene, a former localite, has returned from Atlanta where he was division manager for Loew's Theatres. He is planning a kiddies' program over a local radio station. Mike Weiss, 20th Century-Fox publicist, is spending a few weeks in the New York office.

LOS ANGELES

Vicky Chapman arrived here last month from Wilmington, Ohio, to take over the Kaybee Agency, newly-formed organization to handle actors.

Local 150, Moving Picture Projectionists, has entered the 16-mm. commercial film field. A division has been established within the union to handle these films, with Paul E. Heiser in charge and rates are being offered advertisers.

Two more theatres have announced plans to turn over their sites for special Jewish Holy Day services. The Esquire on Fairfax and the Regina on Wilshire are the latest.

The first thing the new owners of the Music Halls did was to give employes two weeks' notice. Publicist Auriel Macfie, one of those given a release, has gone into television promotion and will also complete a book for future publication.

Reg Streeter, formerly of the Mission, Santa Barbara, has been made manager of the Forum here. Both are Warner Bros. houses.

CHARLOTTE

Al Burks, for nine years MGM manager here and previously B&K district manager in Chicago, has been named publicity director for the H. B. Meiselman Circuit. The circuit will build two more theatres in Charlotte.

September—Youth Month—will give exhibitors of the Carolinas an opportunity to serve the young folks, barred for many weeks from movies due to the polio ban. Youth Month chairman in North Carolina is H. F. Kincey, treasurer of North Carolina Theatres, and Ben L. Strozier for South Carolina.

Variety Club Tent 24 of Charlotte has appointed the following committees to handle the Variety Home Show to be held Oct. 5-9 on the fair grounds: Finance—Chairman Roy L. Smart, Bel Allen, T. A. Little, Earl Mulwee; Donations—Chairman J. H. Dillon, Harry Hardy, W. L. Parker, Ruth Hardin, Mrs. F. E. Dyer, R. L. Simpson, R. D. Williamson; Home Show Planning and Decoration—Chairman Walter Griffith, J. B. Erskine, W. P. White, C. G. Lawing, Jake Houston, Frank Strange, Frank Harris, W. G. Boling; Promotion and Publicity—Chairman A. L. Burks, Earl Crawford, Emery Wister, Dick Pitts, Bomar Lowrance, Francis Fitzgerald, Perry Reavis; Home Show Talent—Chairman Ralph Iannuzzi, T. D. Kemp, Frank Beddingfield, A. B. Craver, Charlie Leonard, Bob Jeffress, Bill Lawrence, Barney Slaughter, Jay Schrader. Scott Lett is general chairman and Everett Olson, executive director.

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Front-Porch Fans

Many residents of Decatur, Ill., near the new drive-in on Jesper Street, have become front-porch movie fans since the theatre was opened on July 30. From porches and lawns they can see the pictures on the huge screen of the drive-in some three blocks away. Most of the films are silent, but the watchers seem to enjoy the talkies even though they can't make out the words. One woman went out and cut down a patch of high weeds which prevented her from having a clear view of the screen.

OMAHA

Thirty exhibitors, something of a record for no special attraction, were seen on film row Monday. L. R. Howarth sold the Manilla, Manilla, Ia., to M. H. Noragon who took over Aug. 15. RKO Salesman Dave Arthur is the father of a boy, Gerald Lee. Howard Kennedy, exhibitor at Broken Bow, Neb., who was injured in an accident in Washington, D. C., is out of the hospital.

Film Row vacationists include: Bill Nedley, MGM, in Detroit; Anita Bruno, MGM; Jack Renfro, RKO branch manager, Houghton, Kans.; Julia Leahy, Paramount, St. Louis; Nancy Peri, Warner Brothers, California. Ralph Cramblett, United Artists district manager, was here from Chicago. Bill Wink, Warners salesman, is improving after an operation; Mrs. Marilyn Fritz is a new booking stenographer at Paramount. Nate Galbreath, Universal-International salesman, underwent an operation. Cheri Sherman is promoted to secretary to Columbia Branch Manager Joe Jacobs. She succeeds Dorothy Linn, resigned.

H. A. Parrott will open the Lakeland Drive-in near Milford, Ia., about Sept. 1. He owns the Strand there now.

Paramount Western Division Sales Chief George Smith and his assistant, Harold Wirthwein, were to arrive here Aug. 26.

PORTLAND

Early fall rains helped first-run box offices, showing both new and re-issue movie fare.

Included in the new $200,000 Dodge-Plymouth Home of S. L. Savidge, Seattle, is the smallest movie theatre in the country, designed to show technical and sales films.

William McCraw, executive director Variety Clubs International, was honor guest at luncheon tendered by B. F. Shearer Company at the Olympic Hotel.

Ford Brasher, recently sold his Drive-In near San Diego, Calif., and is vacationing on Puget Sound.

William C. Gehring, 20th-Fox assistant general sales manager, and Buck Stoner, western district sales manager, are holding sales conferences with Chilton Robinette, Seattle branch manager.

CLEVELAND

Mayland Theatre, half million dollar neighborhood house built by P. E. Essick, Howard Reif and J. S. Jossey, opened on Aug. 26 with Hollywood fanfare, including Klieg lights, introduction of invited celebrities, and speeches by civic leaders. John Newkirk is manager.

Helen Ertle in charge of the Berlo concession stand in the Lincoln Theatre, Massilon, owes her life to a surgeon, who while performing a minor operation, resorted to massaging her heart when her pulse suddenly stopped. Phil Smith, the Drive-In circuit operator, was in town on business last week. Traveling via his own airplane, E. L. Staub of Delphos was in town buying and booking. With him was Robert

(Continued on Page 28)





Artist with chintz and Chippendale...

WHEN this room says "home, sweet home" to movie-goers, it also speaks in praise of its creator—the man who dressed the set so understandingly.

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REGIONAL NEWSREEL

(*Continued from Page 26*)

Boyd of Leipsig.

Ronald Gamble of the Palace, Akron, is northern Ohio chairman for the September Youth Movement Month. Maurice White of Cincinnati is southern Ohio chairman. August vacationists include MGM Office Manager Dorsey Brown, who, with his wife and two children, is at nearby Alberta Beach, and RKO Office Manager Otto Braeunig, who went to Michigan. Sanford Leavitt of the Washington Circuit and Mrs. Leavitt last Friday celebrated their ninth wedding anniversary. Irving Dreeben of Nu-Art Films, Inc., was a visitor.

John Spurlock, veteran owner of the Rex, Ottawa, O., died suddenly in his sleep last week He is survived by his 92-year-old mother. His wife died several years ago.

PHOENIX

The Times Theatre, Mesa, had a slight scare when 150 feet of film caught fire following a sudden power shutoff. No damage was done, however, except to the film, which was jerked from the projector and spliced. The performance continued with the audience unaware of the incident.

Clarence Shartzer, manager of the Flagstaff Theaters, Inc., since 1939, has resigned effective Aug. 30. The Rowena, Chandler, has suspended shows while the theatre is being completely remodeled.

The Rialto, Tucson, has changed its name to the Paramount and is also changing its physical setup. A new marquee has been added and will be illuminated by searchlights from the roof of the Congress Hotel. Other improvements include a new cooling and heating system. The theatre has purchased additional property to be incorporated into the present building, with plans calling for a revamped lobby and lounge. Manager Dana Roehrig figures the renovation should take about two months.

TORONTO

Famous Players Canadian has started work on three additions to its drive-ins—at Windsor, London and Hamilton. The three are units of Skyway Drive-In Theatres, Ltd. Rumor that FP had acquired control of Herb Ochs' two drive-ins at Toronto proved baseless. Odeon Theatres of Canada has opened new Odeons at Fort William and Port Arthur, Ont. Steve McManus of the Odeon, Kingston, will manage the Fort William house and will supervise the one at Port Arthur which will have Leo McGuire as manager.

Archibald H. Newman, film and Dominion Department of Trade and Commerce liaison officer, has long been in the rubber industry, recently with the synthetic plant at Sarnia, Ont. Manager Al Perly of the independent Biltmore, Toronto, claims a Canadian long-run record for Columbia's "Mating of Millie," now in its twelfth week. Limited lighting of show windows from 4:30 to 9 P.M., daily, will be permitted when the dimout in Ontario goes into effect, probably in September. Canada's Thanksgiving day will be observed as a legal holiday on Monday, Oct. 11.

Lilly Whalen, checkroom attendant at Shea's Toronto, is being congratulated on the start of her 50th year in show business. Her first job was at the late Jerry Shea's original Yonge Street Theatre. Peter Myers has resigned as Toronto branch manager for Eagle Lion here to take a similar post at 20th-Fox Film Corporation of Canada, where he succeeds Harry J. Bailey, resigned after many years of service. Reconstruction of Camp Borden military camp included two movie theatres.



INDUSTRY TOPICS, INDUSTRY TALK. Officers and members of national Allied's newest unit—Mid-Central Allied—gathered at Cape Girardeau, Mo., last week for a powwow on industry matters at the first regional meeting of the organization. Above, top row standing, are: Charles Niles, Anamosa, Iowa, national Allied secretary; William T. Zimmerman, Warrenton Mo.; Charles Beninati Carlyle, Ill.; E. H. Wieck, Staunton, Ill.; Earl Vandiver, Kennett, Mo.—all directors. Bottom row seated: Director Andy Dietz; Secretary-Treasurer Hugh Graham; President Henry Holloway—all of St. Louis; Vice-President Jeff Jefferis of Piedmont, Mo.

COLUMBUS

Theatremen here are wondering just how much competition they will face when the $4,500,000 Veterans Memorial, across the Scioto River from the downtown theatre section, is completed, for it will have a 9,500-seat convention hall, a 750-seat recital hall, a 3,000-seat music hall and a large exposition hall. The convention hall will be one of the two first units to be constructed.

Chancellor Brothers, operators of the Rex, Arcanum, O., have begun remodeling that old showshop. Gertrude Zweig, secretary to Loew's Central Division Manager Martin C. Burnett, spent her vacation in Florida. Mr. and Mrs. J. Real Neth have returned from a trip to New York. Republic Cincinnati Manager George Kirby was a visitor here, calling on Central Ohio exhibitors. "Shifty" Bolen, manager of Academy circuit's Arlington, was among vacationers.

Manager Carl Rogers of Loew's Broad will play host at a screening of the MGM film, "The Search," to honor carriers of the Columbus *Dispatch* and Ohio's typical farm family.

INDIANAPOLIS

Ed Campbell, with headquarters in Indianapolis, who operates drive-ins in Indiana and Kentucky, is building a deluxe colored house in Lexington, Ky., to be called the Lyric. Formal opening will be Oct. 1. Alex and Jack Manta, South Bend, Ind. are building the new Niles Out-Door Theater, five miles north of the city, on route 31.

William Carroll, executive secretary of the Allied Theatre Owners of Indiana, went to Philadelphia to meet with Syd Samuelson, chairman of the Allied Caravan, and discuss plans for moving the Caravan offices to Indianapolis.

Boyd Sparrow, manager at Loew's Theater, is spending his vacation in Washington, D. C., his home city. Due to increased attendance, Joe Million has purchased 100 in-car speakers for his drive-in at Veedersburg, Ind. Film Classics Manager Sam Abrams spent several days in Chicago at the offices of Alliance Circuit. Fred Dolle of the Fourth Avenue Amusement Co., visited Terre Haute, Ind., looking over the remodeling of the Hippodrome.

At a recent meeting of the Terre Haute Theatres Association, the following officers were elected; J. B. Stine, president; Mrs. Grace Reinking, vice-president, and Abe Kaufman, secretary-treasurer. Mrs. Mary Werling, secretary at 20th-Fox, lost her hubsand Aug. 13. He had been ill for almost a year.

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REGIONAL NEWSREEL

HARTFORD

Mrs. Estelle O'Toole, executive secretary to Henry L. Needles, Warner Theatres Hartford district manager, is vacationing at Virginia Beach, Va. Howard K. Richardson, Sr., partner in the State, New Britain, leaves Aug. 29 for Cape Cod. Joe Borenstein, Strand, New Britain, returned from Clinton, Conn. Elizabeth Ralston of the Allyn, Hartford, came home from Maine. Al Lessow, assistant at the Poli, Waterbury, Conn., vacationed in Hartford and New York.

New Faces: Margaret McCarthy has been promoted from cashier to assistant manager, Center, Hartford. Julian Eaton was named assistant manager, Warner, Lynn, Mass. Raymond Ritchie joined service staff, Allyn, Hartford. Sellavision Corp., and Community Amusement Corp., both of Hartord, filed certificates of organization with the Secretary of State; with former concern listing J. Quentin Breen, George L. Hatmaker, and C. Sterling Wyckoff as officers, and amount paid in cash, $3,750; Community officers include William Hamlin, Thomas Ward, and Robert L. Cookingham; amount paid in cash, $3,030.

Music Box Theatre, New Britain, closed for a month, has reopened. Partners there are Frank Smulski and Casimer Jachimowski.

MINNEAPOLIS

An anti-tax program similar to the one used in St. Paul, Minn., was organized by Fargo, N. D., exhibitors to defeat a pending city tax increase on admissions. The city council of Fargo voted against the proposal 4 to 1.

Independent theatre owners of the Twin Cities soon will start negotiating new wage contracts with the projectionists as current agreements near expiration.

Miner Amusement Company will erect a 650-car drive-in to cost around $100,000 four miles south of Chippewa Falls, Wis. The circuit operates houses in Chippewa Falls, Rice Lake, Ladysmith and other Wisconsin cities. Completion is expected by April 1, 1949.

In a sharply-worded letter to Robert Mochrie, RKO sales head, North Central Allied protested the plans of a local RKO salesman to build a theatre in Bloomington suburb, competing with established customers of RKO.

ATLANTA

Tom Jones is back at his desk at Exhibitors Service after a Florida vacation and a hospital check-up. Rube Joiner has quit as Warner booker and joined Republic as a salesman. R. H. Rowbuck, formerly with Republic and later with Exhibitors Service, has resigned from the latter to become a Selznick salesman. Sue Foster is a new employee at Exhibitors Service. J. C. McPerson is the new manager of the Hopewell, Hopewell, Ga. Dick Keating has been transferred from the Paramount booking department here to the Albany, N. Y., branch.

The Atlanta Variety Club held its annual outing last week at the Brookhaven Country Club.

Jimmy Wilson of Moore and Wilson Enterprises has returned from a Florida visit. Ed Rice of the Rebel Poster Exchange is back from a vacation. Martha Willoughby of Columbia is home after an illness. Mrs. Frances Tucker, Columbia booking department, is back from vacation. The Lake, London, Tenn., had closed due to lack of business.

Lamar McGarity, Columbia booking department, is the father of a new son. Mrs. Alileen Stevens, same company, expects a "blessed event" soon.

Among recent visitors to film row were: Sidney Laird, Al-Dun Amusement, West Point; P. L. Taylor, Dixie, Columbus; J. H. Thompson of Martin and Thompson, Hawkinsville; H. Greene, Amusement Company, Albertsville, Ala., and R. E. Hooks who has an Alabama circuit. N. H. Waters, Sr., and his son Dick have returned to Birmingham, Ala., after an Atlanta visit.

Golfers, Beware!

If you happen to be around New Haven, Conn., and want to play golf, we can recommend the Racebrook Country Club where all the film folk do their daily nine or 18.

But if you get a chance to play with I. J. Hoffman from that part of the country, take a tip and don't get too ambitious about the stakes.

"I. J." during the local tournament up there this week got hotter than a firecracker and came in with a snazzy 78, and brother golfers, that's really playing golf. 'Course, "I.J." can beat duffers like me but he didn't find it so easy with a guy named Bob. George Denbow of NSS rounded out the foursome.

P.S. The "loot" was terrific. They had far more prizes and gifts than they had players, so when we left for the trip back to New York it looked as though the local Variety Club would fall heir to the excess for auctioning purposes to enrich its Heart Fund.

Our thanks again to the committee for another grand day with two nice guys.

CHICK

New Theatres

Baltimore—Lou Gaertner, Ritz Enterprises, has broken ground in Dundalk for another new theatre.

Philadelphia—A drive-in, the Ridge, is under construction north of Conshohocken.

Denver—J. H. Roberts, owner of the Cover and USA, Ft. Morgan, Colo., is building a 300-car drive-in there.

St. Louis—Maurice Schweitzer announced plans for an 800-1,000-car drive-in at East Alton, Ill. Contract has been signed for construction of the long-awaited Lions Theatre, of 400 to 500 capacity, at Troy, Ill.

Hempstead, L. I.—A 1,500-seat film theatre is planned for Island Trees, L. I., if the Hempstead town boards grants a requested zone change.

Memphis—Walter Parham will erect the Astor Theatre, to cost around $75,000, across the street from his present Royal.

Monroe, N. Y.—Walter ad Carlisle Neithold announce immediate construction here of theatre to seat around 1,000.

Avalon Village, Calif.—A 1,000-seat theatre to cost around $250,000 has been announced for this community.

Mission, Kan.—Johnson County Drive-In, Inc., a Dickinson circuit subsidiary, has started construction on an 800-car drive-in on Highway 10, south and west of this city. It will have a rear exit. The tower is set 540 feet back from the highway. An Oct. 15 opening is hoped for.

East Hartford, Conn.—Morris Keppner has obtained permit to build a 688-seat theatre on Burnside Ave. Cost, $40,000.

West Memphis, Tenn.—Lonnie and Zell Jaynes of Trumann and Fred Gaynes of Lepanto have a permit to erect the 1,050-seat Joy Theatre here. Cost, $125,000.

Minneapolis—The Miner Amusement Company will build a 650-car drive-in to cost around $100,000 four miles south of Chippewa Falls, Wis., for operation starting next April 1.

Hartford, Conn.—Philip W. Maher has filed application to build a drive-in in Suburban Bloomfield, Conn.

Omaha—Wallace Deupree has bought ground in Woodbine, Ia., on which he will build a 500-seat theatre.

WASHINGTON

Vylla Poe Wilson, of the Washington *Times-Herald's* Women's Page, devoted her entire column on Aug. 19 to the Variety Club Welfare Activities, and the work of Mrs. Sara Young and her committee of women in the Annual Welfare Awards Drive. She gave a luncheon for the members of her committee at the Carlton Hotel last week.

Frank Boucher, general manager of K-B Theatres, was guest columnist for Arnold Fine, of the Washington *Daily News*, on Aug. 16. In his column he said: "I think that in the very near future there may be somewhat of a marriage between television and motion pictures as has happened between radio and the motion picture industry. I think the major producers and studios on the Coast will shortly produce outstanding feature attractions that can be televised."

John Marcon, manager of the Metropolitan Theatre, announces the birth of a daughter, Pamela Leigh.

Columbia publicist, Sid Zins, is back from his honeymoon, which included driving over 2,500 miles and covering Montreal and Quebec. Marjorie Kitzmiller is the new secretary of Earl Yates of the Warner contact department. Larry Snoots, manager of Warner's Sheridan, was hospitalized recently.

MILWAUKEE

The old Davidson Theatre, Beaver Dam, Wis., is being partly torn down to make way for a modern 600-seat theatre for October opening. Fox Wisconsin will operate it as well as the Odeon, same town. The Gilman at Medford, Wis., which opened recently, was completed in seven weeks, there being no shortage of material or labor. Frank Kinas is owner and operator.

Ground was broken in Grafton, Wis., for the 500-seat Grafton Theatre for the M & E Theatre Management Corporation of Milwaukee. Theatre was planned as long ago as February 1947. Mark Morgan and Harry Melcher are corporation partners. Standard Theatres of Milwaukee has another drive-in in prospect, this time on Highway 41 between Neenah-Menasha (twin cities) and Appleton. It will accommodate 800 cars.

Arthur George, 75, of Manitowoc died there recently. He and his brother John built the 1,400-seat Capitol, the first large house in that city. Archer Bros. operated the house for three years, then the George brothers took it over.

BALTIMORE

Joe Quade, Highland Theatre operator, is ill in Mercy Hospital. Lee Vogelstein and his bride, the former Shirley Perlmutter, are honeymooning in Florida

At Variety Club outing at Camp Ritchie the exhibitors beat the salesmen in baseball by a 12-9 score.

Harry Silver whose Overlea theatre reopens on Sept. 12, has announced the marriage of

(*Continued on Page* 30)

New Ideal Theatre Chairs
JOE HORNSTEIN *has it!*

REGIONAL NEWSREEL

(*Continued from Page 29*)

his daughter for the 17th at the Belvedere Hotel. Mrs. Danny Rosenthal's back from an Ocean City holiday. Irving Cohen, Capitol Films, is back from a 5,000-mile auto trip around the country. Mr. and Mrs. Bill Myers, Echo and Deluxe, are off to Atlantic City for a 10-day vacation. Mr. and Mrs. Dick Worman, Columbia Theatre, are vacationing on the Eastern Shore, as are Mr. and Mrs. Joe Young of United Artists. Len Smelters is spending weekends at the William P. Mullins summer home on the Chesapeake. Mr. and Mrs. Jack Whittle, Avenue Theatre, are vacationing. Mr. and Mrs. Bill George, Carey Theatre, are holidaying, as are the Emery McClellans of the Windsor.

George Sullivan is the new manager of the Wicomico, Salisbury, replacing Arthur McColgain. Ray Trumbule, New Theatre, Leonardtown, is bragging about his new son. Lou East, New Theatre operator, is out ill. Margie Daniels is the new cashier at the Valencia, replacing Ann Alban.

The Valley Welfare Club of Sam Roth's Valley Enterprises will hold its first recreational activities Sunday (29) at the Massanutten Caverns, Virginia.

HARRISBURG

Plans are advancing for the state-wide observance of Pennsylvania Week, with many activities scheduled for Harrisburg. Among the events in the Capital City are the planned appearances of Hollywood personalities, arranged by local exhibitors in conjunction with Commonwealth officials.

Manager Sam Gilman, Loew's Regent, returned from his vacation in Atlantic City in time to attend the sneak preview of "A Date With Judy," which comes in for its regular run for Labor Day.

Vacationers locally include: Sam Rubin, operator, in Cleveland; Bill McKay, maintenance man, Cape May; Richard Jackson, porter, all of Loew's Regent; and Ruth Starry, Senate cashier, in Wildwood, N. J.

CHICAGO

Circuit Head Van Nomikos attended the Ahepa convention in Detroit in furtherance of the organization's drive to raise $50,000,000 to aid war-torn Greece through its 360 chapters in this country.

John Dromey, Great States booking director, will go to Miami next month and there be joined by his son for a vacation trip. Frank Millspaugh of the Alliance circuit is vacationing at Hoosier Highland, Ind. Natalie Kalmus, Technicolor color director, was a local visitor. Ashton Stevens of the *Herald American,* dean of amusement critics, is slowly convalescing from his recent illness.

Leo Salkin, veteran booker for film theatres, this month celebrates his 40th year in theatre business. Fred and Thor Matthews and Bob Gardner of Motiograph attended the operators' convention in Cleveland. T. S. Dariotis and H. S. Knudsen are now editors of the monthly *Alliance News and Views,* house organ for the circuit, and doing a fine job.

Edward Hill Amet, 87, is dead. He was a partner of George K. Spoor in the development of motion picture production here and helped found the old Chicago Essanay studio, home of many later Hollywood stars.

New Mirrophonic Sound
JOE HORNSTEIN has it

No Gambling, It's an Election

East St. Louis' coming elections cast their dark reflection on bank nights as police there ordered suspension of that operation in theatres. The order, which apparently came after Police Commissioner John T. English declared an investigation had disclosed "there is no gambling in the city," cut out $1,000 night drawing at the Publix Great States Majestic, the Frisina's Roxy and the Esquire. Police Chief Henry C. Bishop reportedly ordered word carried to the managers to cancel the events.

BOSTON

The new 500-car Million Dollar Drive-In Theatre which opened at Dedham, one of Boston's swank suburbs, last week, is owned and operated by Michael T. Redstone, former partner of Lou Walters in The Latin Quarter and Mayfair. First-run pictures are to be shown with an occasional stage show. The 1,400-seat Beacon Hill Theatre, formerly the Beacon, will open here within the next two weeks with a first-run policy after being remodelled and modernized. The Modern Theatre for years a second-run house, has been converted into a first-run by M & P Theatres after being completely redecorated.

Ken Prickett, MGM exploiteer, is attempting to organize the press agents of this district into a body to meet at least twice monthly to discuss problems current to all of them. While Ralph Banghart, RKO publicist, is vacationing Mary Henneberry is filling in for him.

Gunmen held up cashier Mary Casey this week at the Orpheum Theatre on Cross Street, Somerville, and bagged $112.97. Miss Casey was substituting for the regular cashier.

ST. LOUIS

Christ Zotos, manager of the Roosevelt Theatre, St. Louis, reported to the police that he was pulled from the steps of his car, slashed in the face with a knife and knocked down by a Negro who escaped with the theatre's $200 night's receipts late on the night of Aug. 16. Zotos received emergency treatment at City Hospital.

Two $50,000 personal injury damage suits have been filed here by Cecil M. Duncan and Lee Thompson against the operators and the owners of the Senate Theatre, alleging they sustained permanent injuries when the roof of an adjacent building collapsed and fell on the Senate causing small portions of the theatre roof to fall through and injuring them.

Mr. and Mrs. J. O. Jefferis of Piedmont, Mo., recently celebrated their golden wedding anniversary. Harold Brandtetter is the new manager of the Lee, New London, Mo.

The five per cent amusement admission tax ordinance of Richmond Heights, Mo., becomes effective Sept. 1. Justus Garard, owner of the Woodbine, Carthage, Ill., broke his foot while sliding down a playground slide with his young daughter.

DES MOINES

State tax commission reported theatres paid in a total of $154,643 for the 2 per cent state sales tax which was collected by the houses during the first three months of 1948. The tax collected represented box office receipts of $7,700,000 for the three-month period. A total of 1,254 operators filed returns.

J. P. Lannan, West Point, Ia., exhibitor, was named chairman of an Allied screening committee by A. C. Myrick, president, Allied Independent Theatre Owners of Iowa and Nebraska. Frank Good of Red Oak, Iowa, and Oscar Hanson of Omaha will serve with Lannan.

The next board meeting of the Allied-Independent Theatre Owners of Iowa and Nebraska will take up allegations of an attempt to set up illegal clearances by a print shortage in both the Des Moines and Omaha exchanges.

NEW YORK

Betty Smith is quitting 20th-Fox to live in California. That exchange incidentally is scheduled to close its screening room Sept. 3, which means three projectionists will be out of a job.

Filmrowite Henry Hunger is still home recovering from a spinal operation. Dave Miller has quit United Artists shipping room to go to Pathe laboratories. Bess Goldstein Allen is back at work after a month off to fight a thyroid condition. Vacationists: Ben Levein just back; Pat Macrone just going; Harry Newman also just going; ditto Ann Jones of 20th-Fox.

William Jay Hamborsky and wife—the former Helen Elizabeth Steinmeyer—are back from their honeymoon, following a wedding July 16. He's the manager of the Fabian Capitol on Staten Island. Milton Harris has resigned after two years as promotion manager of Filmack's New York plant.

NEW ORLEANS

Mat Sheridan, Twentieth Century-Fox New Orleans branch manager, is vacationing in the Georgia mountains.

Richard Barnes, of New Orleans, has been added to the staff of the Universal exchange, as assistant booker. Republic Inspectress Vera Wagner is vacationing at Biloxi, Miss. It was a Panama City, Fla., vacation for Mrs. Lorraine Cass, secretary at Universal.

CINCINNATI

Lee Goldberg, Popular Pictures, plans to attend the Realart convention of franchise holders in New York, Sept. 18, at the Waldorf-Astoria. Lloyd Krause is the new Columbus salesman for RKO; and Mark Cummens, former Columbus representative, is now handling Dayton territory. Bob Sands has rejoined United Artists as Kentucky salesman. Among out-of-town visitors to the film row were Bud Gilliam, Warner, Cleveland booker; and Elmer Lux, of Darnell Theatres, Buffalo, N. Y.

Bert Stearn, president of Co-Operative Theatres Service, Pittsburgh, was in town conferring with local manager Bill Borack. Stearn announced the acquisition of the following theatres to the circuit: Park and State, Pt. Pleasant, W. Va.; and Custer and State, Charleston, Dunbar and new Price, Dunbar, W. Va.

REGIONAL NEWSREEL



PLAQUE MARKS SHOWMAN'S MILESTONE. Employes ot the Wallace Theatre Circuit, now numbering 100, paid honor to Wallace Blankenship, founder of the Texas chain in 1923, at a twenty-fifth anniversary luncheon in Lubbock recently. In photo above, L. E. Webb, city manager of the Levelland Theatres and an employe of Mr. Blankenship for 10 years, presents a sterling silver plaque as a gift from Wallace Theatre employes to Mr. and Mrs. Blankenship. The Texas theatreman started with a portable outfit, but after a year of trying experiences traveling from town to town, decided to build a theatre in Levelland. This house still stands and is known as the Old Rose Theatre.

SALT LAKE CITY

Eagle Lion Ad-Publicity Vice-President Max E. Youngstein visited EL Manager Art Jolley and his staff. Gill Sussler, new Paramount salesman, has been assigned to the Montana territory, replacing Dave Frazer. Monogram-Allied Artists Booker Harriet Rich is en route back from a Seattle vacation trip. Twentieth Century-Fox Manager Charles Walker is calling on Montana exhibitors. Paramount Manager Frank H. Smith is back from the same area. Former Paramount salesman, Allen Hyde, called on friends here.

Western Star Russell Hayden, vacationing at Heber City, Utah, will act as grand marshal and honorary mayor and county sheriff while there. Viking Pictures President Sullivan C. Richardson is here from Chicago to supervise the filming of Salt Lake City and the Great Salt Lake as part of a special program designed to publicize the state.

DENVER

The annual picnic and golf tournament of the Rocky Mountain Screen Club at Park Hill country club Aug. 31 is expected to be a sell-out. Golfers will tee off at 9, with sports to follow. In the evening prizes will be awarded and a dinner and dance will be enjoyed.

Otto Bartusch, former assistant manager of the Paramount, is managing the Oriental, which has been thoroughly remodeled and redecorated.

The four Fox Intermountain Theatres districts will hold regional meetings next week. The southern and Denver city districts, headed by Harold Rice and Harry Huffman respectively, will meet in Denver Aug. 31-Sept. 1 at the division offices. The northern and Montana districts, headed by Day Davis and Hall Baetz respectively, will meet at Pocatello, Idaho, Sept. 1-2. Frank H. Ricketson, president, will give the principal talk.

Charles Fogle, in charge of MGM exchange maintenance, was here looking things over at the local branch. The Victory is getting a new marquee, front, lobby, seats. carpets, and is being given a general going over to the tune of about $75,000.

Twentieth Century-Fox Publicist Frank Jenkins went to the west coast for his vacation. Mrs. Edward Zorn has improved the Zorn, Benkelman, Neb., with the addition of new International seats bought from Western Service & Supply.

LOUISVILLE

The polio ban against children attending public gatherings in Frankfort, Ky., in effect since July 20, has been lifted by Mayor Arthur C. Jones.

A charter has been granted to Southway Movie Parks, Inc., Louisville, $10,000 capital stock. Incorporators are Ben Hopkins and Mary L. Hopkins of Indianapolis and F. L. Sievening, New Albany, Ind.

A number of Louisville neighborhood theatres have raised admissions for adults to 30 cents, from 26; and children 15 cents from the previous 12. Bob Enoch will call his new 500-seat drive-in at Elizabethtown, Ky., the Star-Lite. It is under construction but opening won't be till next season. Edgar Barnett, merchant of Sacramento, Ky., has bought equipment for his new theatre, to open about Sept. 10, from the Falls City Theatre Equipment Company, Louisville. Pharaoh Johnson has added new popcorn equipment to his Virgie in Virgie, Ky.

SAN FRANCISCO

The American Broadcasting Company's KGO-TV starts its construction of the city's first television station in a massive, sprawling antique mansion formerly owned by Adolph Sutro III, grandson of the pioneer mayor.

San Francisco's film industry continues activities in "Salute to Young America," doing its part toward helping combat juvenile delinquency. On Sept. 1 free shows of a feature, cartoons and a short talk by a member of either the Police department or the FBI are being presented for all youngsters in each of the city's 80 theatres. Boy managers are being assigned to each theatre and the outstanding newsboy of each local paper will be feted on the stages of downtown houses.

Graham T. Kislingbury, district representative of Universal Studios, and wife announced birth of a daughter, Linda Marion, at Mills Memorial Hospital.

A "relenting" on the part of San Francisco's Musician's Union Local 6 led to withdrawing the stipulation of a "full orchestra in the pit" for all personal appearances of motion picture stars.

Bea Gardner, secretary of Comptroller Henry Resch, Golden State circuit, is ill at St. Joseph Hospital.

NEW HAVEN

By unanimous vote, Variety Club of Connecticut, Tent 31, agreed to participate in the building of a monument honoring the late Father Flanagan, a project which Variety International is undertaking. Hugh Maguire of RKO, was appointed chairman of the house committee to purchase furniture for the new club rooms. Other members are Herman M. Levy, Frank Meadow, Sam Germaine, Hymie Levine, Lou Phillips, Sam Wasserman, Harry Lavietes and A. J. Mattes.

Walter Silverman of Columbia, chairman of the state committee for the Will Rogers Memorial Hospital, reported that within a few days plans will be consummated for the part the industry of Connecticut will play in raising funds.

Al Pickus, Stratford exhibitor, was confined to his bed with a bad case of sunburn. James Van Horne, salesman for 20th-Century Fox has resigned.

VANCOUVER

Harry Thornton, Eagle Lion shipper, resigned and will make his home in Winnipeg. He is succeeded by Bill Howell recently returned from England where he was with the J. Arthur Rank studios and worked on the Modern Age shorts. Joe Dalman, Columbia shipper, also left film industry and will enter the lumber business in British Columbia.

Recent Vancouver visitors were Haskell Masters, Warner Bros. Canadian head; Harvey Harlick, Columbia sales manager; R. C. Steel, operator of a circuit in northern British Columbia; Fred Wilcox, MGM director here on a talent hunt, and Eric Williams, of the Warner studios at Hollywood.

Rose Innacone, Warner secretary, was married to Doug Isman, International Film booker. Rhoda Bradley of the Orpheum became the bride of Walter Hellieson.

Film-Picking Mayor

It is His Honor, the mayor of the town who will provide film fare for his constituents at Picayune, Miss. W. L. "Pick" Mosely, owner of the Pick and Ritz Theatres at Picayune, was nominated mayor of the city in the democratic primary last week. In Mississippi, nomination in the Democratic primary is tantamount to election. It was Mosely's first try at public office, although he has been pleasing theatregoers with his offerings for 10 years.

Box-Office Slants

A Song Is Born

(*Continued from Page 25*)

etc., should find it a veritable holiday, what with a band made up of the foremost bandmen of the day playing in as hot a jam session as the screen has ever offered. The love romance is nicely handled and the direction of Howard Hawks shows itself in the finesse with which every point of comedy, romance or melodramatics is developed. Virginia Mayo does a sparkling job as the minx who sings hot songs, flashes an alluring smile and proves an eye-full in scanty and/or full costume.

For the Love of Mary

Universal-International Comedy 90½ mins.

AUDIENCE SLANT: (Family) Deanna Durbin's personal magnetism and singing carry all the entertainment interest provided in this love romance with a Washington locale.

BOX-OFFICE SLANT: The star can be counted on to attract her large following, but beyond that there's not much on which to base a campaign.

Cast: Deanna Durbin, Edmond O'Brien, Don Taylor, Jeffrey Lynn, Ray Collins, Hugo Haas, Harry Davenport, Grant Barnett, Katherine Alexander, James Todd and others. Produced by Robert Arthur. Directed by Frederick De Cordova. Original screenplay by Oscar Brodney. William Daniels, director of photography.

Plot: Deanna Durbin is a switchboard operator who moves over to the White House board after years at the Supreme Court. The change causes a dither among the Justices who have great personal affection for her and the young attorney who is in love with her. They try to patch up the romance, but Deanna is not sure she loves the attorney and her phone conversations with a young man who wants to talk to the president lead to a phone acquaintance not only with her eventual heart-interest but also with the President of the United States.

Comment: A Deanna Durbin vehicle these days calls for comedy with interludes of song. Here the star does some songs—including a rendition of the baritone aria from "Barber of Seville"—and plays her romantic role with all emphasis on the light side. The story, designed for farcical treatment, appears to have lost that spirit in transcription by the director, with the result that the spectator is given too much of a story that not only strains the quality of credulity but tatters its substance and sinews. Those who take "For the Love of Mary" in the farcical mood will find it amusing pastime. However, in cases where this mood escapes, the spectator is likely to be more aghast than amused at the concern a president of the United States, his cabinet officers and members of the Supreme Court work up over the love spats of a telephone operator. The acting throughout is good and the production and photography excellent. The Durbin voice probably never was more captivating, nor better recorded. This feature somewhat offsets the deficiency in story content and treatment and it is good the players carry a pleasant mien to temper the dubious comedy device of having the U. S. government in an embarrassing hole over its usurpation of a south seas atoll rightly belonging to the hero—who, however, proves a jolly good patriot and gives it to Uncle Sam.

ADVANCE DATA
On Forthcoming Product

The Gay Amigo (UA) Principals: Duncan Renaldo, Armida, Leo Carrillo. Director, Wallace Fox. The Cisco Kid and his pal Pancho cross into Arizona to find bandits plaguing the countryside. A pretty barmaid helps them trap the whole gang.

A Date With Murder (FC) Principals: John Calvert, Catherine Craig. Director, Jack Bernhard. A mystery surrounding some valuable paintings, with the Falcon subduing the guilty man after a running battle.

The Big Cat (EL) Technicolor. Principals: Lon McCallister, Peggy Ann Garner, Preston Foster. Director, Phil Karlson. A drama involving a city-bred youth who comes to live with the former fiance of his dead mother. The foster parent is killed by a cougar, but the boy gets revenge by dramatically shooting the animal.

Night Beat (WB) Principals: Warren Douglas, Alan Hale, Robert Alda. Director, Felix Jacoves. A drama about a young police officer who finds the murderers of several innocent persons, almost getting killed in the process.

The Fountainhead (WB) Principals: Gary Cooper, Patricia Neal, Raymond Massey. Director, King Vidor. Drama involved with an unconventional architect's long battle to see his ideas bear fruit.

Rose of Cimarron (20th-Fox) Principals: George Montgomery, Rod Cameron, Ruth Roman. Director, Lesley Selander. The life of the daughter of Belle Starr who unwittingly takes up with her mother's murderer but who eventually discovers the true measure of the man.

Drums Along the Amazon (Republic) Principals: George Brent, Vera Ralston, Brian Aherne, Constance Bennett. Director, John H. Auer. A jungle drama placed along the Amazon, in which a war hero falls in love with a wealthy huntress when she rescues him in head-hunters' territory, but ends up with an attractive woman doctor.

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Hollywood Newsreel

West Coast Offices—6777 Hollywood Blvd., Hollywood 28, Calif.—Ann Lewis, Manager

PRODUCTION PARADE

By Ann Lewis

Rossano Brazzi, latest of the Italian stars imported to Hollywood, who makes his American debut in MGM's "Little Women," has been signed for David O. Selznick's forthcoming film "Tender Is the Night."

* * *

The second production to go before the cameras at RKO under the studio's new regime is "The Set-Up" with Robert Ryan in the starring role. Executive Producer Sid Rogell has scheduled the picture for a Sept. 15th start, with Richard Goldstone producing and Robert Wise directing. Story will present Ryan in the role of a prize-fighter—a particularly adaptable characterization for him, since he was heavyweight champion at Dartmouth College for four years.

* * *

Max Colpet, who recently arrived in Hollywood from Europe to visit Billy Wilder of "Foreign Affair" fame, has taken as his first American assignment, the adaptation of W. Somerset Maugham's play, "Sheppey," for independent producer W. Lee Wilder, Billy's brother.

* * *

Allied Artists will release the two pictures Paul Henreid is set to produce and star in for the Canadian International Screen Productions.

* * *

"Africa Screams" will be the next starring vehicle for Abbott and Costello, to be produced by Nassour Bros., William and Edward, owners of the Nassour Studio. Besides being producers of pictures, the Nassours are presently signing several stage and radio performers for their series of television subjects. "Africa Screams" has a late October starting date with Charles Barton set to direct this United Artists release.

* * *

Paramount has purchased another starring vehicle for Alan Ladd. "Under the Gun," the story, concerns the dramatic events surrounding experiments conducted on twelve volunteer prison inmates in an attempt to find a cure for pellagra. Ladd will be seen as one of the prisoners. Endre Bohem is set to produce.

* * *

Independent producer Z. Wayne Griffin, having completed the co-producing of "Family Honeymoon," with John Beck at Universal-International, has signed Robert Riley Crutcher to do the screenplay for "Key to the City," which Griffin recently purchased from Al Beich as an independent vehicle.

* * *

One of the busiest actors in town is Harry von Zell. Now that he is supposed to be taking his own vacation, he is working in his second screen short for Columbia. Between pictures von Zell "pinch-hits" on the stage for Ken Murray, as well as handling radio show vacation replacements. No wonder he is known as "Busy Harry."

* * *

Audie Murphy, America's most-decorated war hero, has been assigned the leading role in "Bad Boy," the picture Paul Short is producing for Allied Artists with Kurt Neumann at the directorial helm.

* * *

William O'Brien, brother of Warner Bros.' star Edmond O'Brien, has been signed to a long-term writing contract at the studio. Writer will collaborate with Vincent Evans (another scripter just given a term-contract) on the screenplay of "These Many Years," an original story by J. Redmond Prior which is on producer Anthony Veiller's schedule.

* * *

MGM is still searching for a 13-year-old youngster to portray a fresh, unspoiled country boy in the Margaret O'Brien-Dean Stockwell picture "The Secret Garden." Out of the many letters that have poured in on Producer Clarence Brown, four have been chosen and Director Fred Wilcox has left for Vancouver to interview the youngsters.

* * *

Six of the country's top ranking musical names have been signed by Columbia for featured spots in "Make Believe Ballroom" which Ted Richmond will produce. They are Frankie Laine, Kay Starr, Jack Smith, Toni Harper, The Sportsmen and Ray McKinley and his Orchestra. Picture is based on the radio show of the same name.

* * *

Gale Storm and her husband, Lee Bonnell are planning to produce an independent film called "Hand On My Shoulder." Story is based on the career of Rev. William Alexander and the work he has done in behalf of delinquent boys in Oklahoma. At the present time Dennis O'Keefe is reading the script.

* * *

'Stampede' Starts Oct. 1

"Stampede," second Allied Artists production by John C. Champion and Blake Edwards, was assigned Oct. 1. Starting date was set back to await availability of Rod Cameron, who will star.

Studio Roundup

The studio where talkies were introduced twenty-two years ago last week revealed development of a new recording technique when Warner Bros. used the first 35-mm. magnetic sound recording machine on "The Fountainhead."

At the same time, Paramount employed for the first time an innovation based on newsreel recording techniques whereby sound films may be shot on city streets unknown to passers-by. Paramount used it for "One Woman," cameras and mikes being hidden in unobtrusive packing cases and such!

Frank Westmore, youngest of the five Westmore brothers, who went to work as special makeup artist exclusively for Danny Kaye on "Happy Times" at Warners, is planning a half-dozen different Dannies in as many different nationalities. Lee J. Cobb, Walter Slezak and Barbara Bates were added to the cast.

A recruit from Eastern stock companies and radio, Edwin Max, made his film debut this week in one of the strangest characters of his career in RKO Radio's "Follow Me Quietly." Max plays a psychopathic killer who has elected himself to choose who shall die; although he appears continually throughout the picture and is one of the principals in the dramatic climax, he never speaks a line, and not until almost the final sequence is his face seen!

It's a great day for professional boxers over at Monogram, where "Joe Palooka in The Big Fight" is being made. Such ring renowns as Benny Goldberg, Al Bayne, Fred Ansel and Artie Sullivan are appearing in fight scenes.

One of the most complex scenes ever filmed was shot at Enterprise the other day for "The Best Things in Life Are Free." In order to follow Barbara Bel Geddes and James Mason from the bar of a nightclub to the dance floor, then completely around the floor as they were dancing, a camera crane traveled 315 feet in one continuous movement. Cinematographer Lee Garmes filmed it in one take, too!

Something new has been added to the national

(*Continued on Page* 34)

Grainger Sees Revival of Sea Pictures Cycle

A return to stories of the sea is predicted for films by Edmund Grainger, jovial Republic producer and son of James R. Grainger, the company's sales chief. And to make certain he won't be left at the port when the cycle gets under way, Grainger is expending nearly $1,200,000 of Republic's money to prove his point in "Wake of the Red Witch," screen version of Garland Roark's novel.

"This is one of the costliest pictures we've ever made," the producer explained in an exclusive STR interview, "and we're making it at a time when everybody else is retrenching. That shows our faith in the story and the industry. We're banking on its strong box-office elements."



Edmund Grainger

To prove that sea pictures are coming back, Grainger pointed not only to his own effort, which will likely be first in the cycle, but also to "Salem Frigate" (UI), "Down to the Sea in Ships" (20th-Fox), "China Run" (RKO), "Captain Horatio Hornblower" (WB), "Captain China" (Pine-Thomas—Paramount), to name a few.

Grainger maintains that producers have been "running 'messages' and psychological stuff into the ground" and that "the trend today is towards outdoor adventure." His contact with leading theatremen, as much as any other factor, determined the producer to revive the sea cycle again.—JAY GOLDBERG.

PICTURES STARTED LAST WEEK

COLUMBIA. Rough Sketch—Principals: Jennifer Jones, John Garfield. Director, John Huston.

EAGLE LION. Reign of Terror—Principals: Robert Cummings, Arlene Dahl, Richard Basehart. Director, Anthony Mann.

MONOGRAM. The Big Fight—Principals: Joe Kirkwood, Leon Errol, David Bruce. Director, C. Endfield.

Gunning for Justice—Principals: Johnny Mac Brown, Raymond Hatton, Evelyn Finley. Director, Ray Taylor.

PARAMOUNT. A Mask for Lucretia—Principals: Paulette Goddard, John Lund, Macdonald Carey. Director, Mitchell Leisen.

WARNER BROS. Two Guys and a Gal (Technicolor)—Principals: Dennis Morgan, Jack Carson, Doris Day. Director, David Butler.

Happy Times (Technicolor)—Principals: Danny Kaye, Barbara Bates, Walter Slezak, Lee Cobb. Director, Henry Koster.

Montana (Technicolor)—Principals: Errol Flynn Alexis Smith. Director, Ray Enright.

INDEPENDENT. Green Promise—Principals: Walter Brennan, Marguerite Chapman, Robert Paige, Ted Donaldson. Director, William Russell.

TITLE CHANGES

"The Law and Martin Rome" (20th-Fox) now **CRY OF THE CITY**

"Born to Fight" (EL) now **IN THIS CORNER**

"Adventures of the Cisco Kid" (UA) now **GALLANT HOMBRE**

"The Unafraid" (U-I) now **KISS THE BLOOD OFF MY HANDS**

"My Blonde Heaven" (UA) now **LOVE HAPPY**

"Wild Calendar" (MGM) now **CAUGHT**

pastime: Former MGM messenger boy Richard Beavers went before the cameras as a singing baseball player in "Take Me Out to the Ball Game."

Once more the French Revolution gets a workout in Hollywood. Eagle Lion started "Reign of Terror" Aug. 23, with Walter Wanger independently producing. It's a costume drama and an original story version of that historical event. William Cameron Menzies is handling the production reins.

Marguerite Chapman planed in last week from New York to play the feminine stellar role in the Glenn McCarthy production, "The Green Promise." The tale of 4-H Clubs started on location at Feather River, Cal. Four of Hollywood's leading child actors, Natalie Woods, Connie Marshall, Ted Donaldson and Robert Ellis are in the cast.

Looks like Stanley "Stash" Clements can't get away from tough mug kid portrayals. Columbia just cast him as a rowdy problem youngster in a big town settlement house in "Mr. Soft Touch."

Dooley Wilson, Negro ballad singer who was so memorable in "Casablanca," was reunited with Humphrey Bogart for the star's first independent venture for Columbia release.

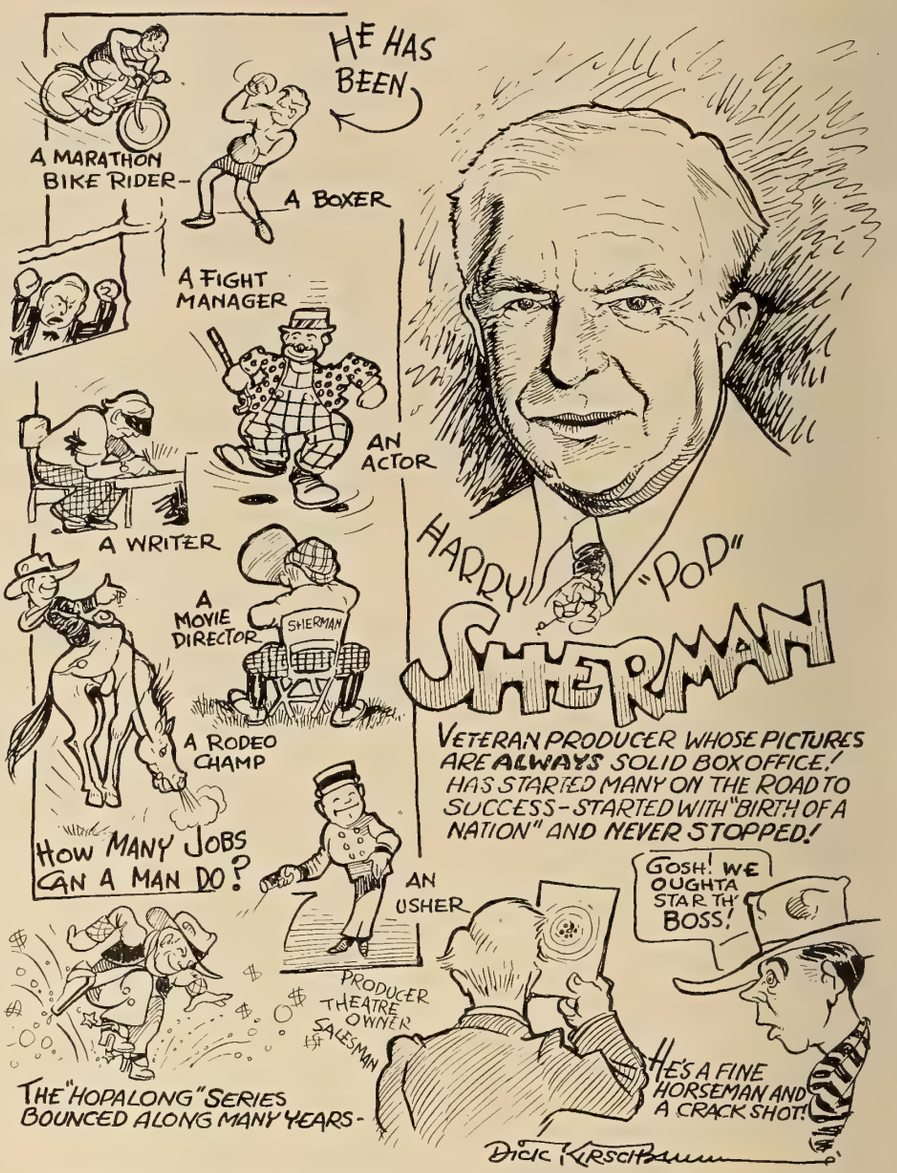
Another new independent, Horizon Pictures, headed by Sam Spiegel and John Huston, has started its initial effort, also for Columbia. It is "Rough Sketch," and stars Jennifer Jones and John Garfield. Spiegel produces and Huston directs.

Harper Films for Video

For twenty-five years in the production end of the business, Earle Harper has organized Sentinel Productions in Hollywood to make films for television. The company also plans to turn out three full-length action features for theatre use within the next year.

New Ideal Theatre Chairs
JOE HORNSTEIN has it!

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



Von Zell On Second; Ace Pacer's Biog Completed

Harry Von Zell last week started his second of a series of two-reelers for 1948-1949 release by Columbia. Title of the current work is "Microspook," an original by Ed Bernds, which Hugh McCollum is producing.

Among the more notable short films recently produced at Warner's is "Dr. Stanton." The two-reeler in Technicolor is a biography of the animal that never raced until he was past six, and this year has set several new world's records for harness racing.

Vera Vague's next two "Laugh Tours" will be directed for Columbia by Ralph Staub from scripts by Larry Rhine.

RKO is surrounding Flame, the canine star, with a cast including Gary Gray, John Ridgely, Ann Nagel, Erville Alderson and Dorothy Vaughn for "The Return of Pal."

Wallis to Launch Calvert

Paris-born Corinne Calvet has signed to make her American film debut in Hal Wallis' "Rope of Sand" opposite Burt Lancaster.

Form Fidelity Pictures; To Make 'Montana Belle'

Formation of Fidelity Pictures Corporation, new producing outfit with a tentative schedule of six pictures to be made in the next 18 months, was announced Monday in Hollywood by Howard Welsch, a producer at Republic. First is to be "Montana Belle" in Trucolor, which was originally on the Republic list, with George Brent and Robert Montgomery announced for top roles. Robert Peters is vice-president of the new company.

Air-Borne Cowboys Next

A whole new style of western pictures, with air-borne cowboys rounding up herds from commanding elevations above the range, is predicted by Cameraman Jack Greenhalgh. Returning from a pre-production shooting jaunt in Wyoming for "Flying Lady," Greenhalgh reported the use of planes as a substitute for spurs and saddles proved a great success in effecting a round-up.

Feature Booking Guide

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases and re-issues) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listing.

SHOWMEN'S TRADE REVIEW

A

Title	Company
Abbott & Costello Meet Frankenstein	U-I
Accused, The	Para.
Act of Violence	MGM
Adventures of Casanova	EL
Adventures of Don Juan	WB
Adventures of Gallant Bess	EL
Adventures of Silverado	Col.
Affairs of a Rogue	Col.
Albuquerque	Para.
Alias A Gentleman	MGM
All My Sons	U-I
All's Well	Ind.
Always Together	WB
An Act of Murder	U-I
An Ideal Husband	20th-Fox
An Innocent Affair	UA
Angel in Exile	Rep.
Angels' Alley	Mono.
Angry God, The	UA
Anna Karenina	20th-Fox
Apartment for Peggy	20th-Fox
April Showers	WB
Arch of Triumph	UA
Are You With It?	U-I
Arizona Ranger	RKO
Arkansas Swing, The	Col.
Arthur Takes Over	20th-Fox
Assigned to Danger	EL
Atlantis, The Lost Continent	U-A

B

Babe Ruth Story, The	Allied
Bad Sister	U-I
Baltimore Escapade	RKO
Barkleys of Broadway	MGM
Behind Locked Doors	EL
Berlin Express	RKO
Best Man Wins	Col.
Best Things in Life Are Free	MGM
Best Years of Our Lives	RKO
Beyond Glory	Para.
B. F.'s Daughter	MGM
Big Cat, The	EL
Big City	MGM
Big Clock, The	Para.
Big Fight, The	Mono.
Big Punch, The	WB
Big Sombrero, The	Col.
Big Town After Dark	Para.
Big Town Scandal	Para.
Bill and Coo	Rep.
Black Bart	U-I
Black Eagle, Story of a Horse	Col.
Black Velvet	U-I
Blanche Fury	EL
Blonde Ice	FC
Blondie's Anniversary	Col.
Blondie's Big Deal	Col.
Blondie's Night Out	Col.
Blondie's Reward	Col.
Blondie's Secret	Col.
Blood on the Moon	RKO
Bodyguard	RKO
Borrowed Trouble	UA
Boston Blackie's Chinese Venture	Col.
Boy With Green Hair, The	RKO
Bribe, The	MGM
Bride Goes Wild, The	MGM
Broken Journey	EL
Brothers, The	U-I
Brothers in the Saddle	RKO
Bungalow 13	20th-Fox
Bush Christmas	U-I

C

Caged Fury	Para.
Calendar, The	EL
Call Northside 777	20th-Fox
Campus Honeymoon	Rep.
Campus Sleuth	Mono.
Canadian Pacific	20th-Fox
Canon City	EL
Captain from Castile	20th-Fox
Captain Boycott	U-I
Casbah	U-I
Cass Timerlane	MGM
Caught	MGM
Challenge, The	20th-Fox
Checkered Coat, The	20th-Fox
Chicken Every Sunday	20th-Fox
Cleopatra Arms	WB
Code of Scotland Yard	Rep.
Connecticut Yankee, A	Para.
Corridor of Mirrors	U-I
Counterfeiters, The	20th-Fox
Countess of Monte Cristo	U-I
Coroner Creek	Col.
Cover-Up	UA
Creeper, The	20th-Fox
Crime Doctor's Diary	Col.
Criss-Cross	U-I
Cry of the City	20th-Fox

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION OR BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) Biographical	(C) Comedy
(D) Drama	(Doc) Documentary
(G) Gangster	(M) Musical
(H) Horror	(W) Western
(My) Mystery	(Wa) War

(See final page of Guide for Re-Issues)

ALLIED ARTISTS

		Time Mins.	Rel. Date	Refer to
CURRENT				
5 Hunted, The (D)A	Preston Foster-Belita	85	4/7/48	b2/7/48
7 Panhandle (W)F	R. Cameron-C. Downs	84	2/22/48	b2/14/48
6 Smart Woman (D)A	B. Aherne-C. Bennett-B. Sullivan	93	4/30/48	b3/13/48
4 Song of My Heart (D)F	Frank Sundstrom-Audrey Long	85	1/31/48	b11/8/57
COMING				
10 Babe Ruth Story, The	W. Bendix-C. Trevor-C. Bickford	107	9/6/48	a6/12/48
8 Dude Goes West, The (C)F	E. Albert-G. Storm-J. Gleason	87	8/15/48	b5/1/48
Last of the Badmen	B. Sullivan-M. Reynolds-B. Crawford			a8/21/48
Strike It Rich	R. Cameron-B. Granville			
When a Man's a Man	G. Madison-R. Calhoun-G. Storm			

ASTOR PICTURES

Battling Marshal	Dave "Tex" O'Brien-Buzzy Henry	0	12/20/47	New Release
Deadline	Sunset Carson-Pat Starling	64	4/15/48	New Release
Fighting Mustang	Sunset Carson-Pat Starling	62	3/1/48	New Release
Six-Shooter	Sunset Carson-Pat Starling			
Sunset Carson Rides Again	Sunset Carson-Pat Starling			
Sunset Carson Strikes Back	Sunset Carson-Pat Starling			
Western Terror	Sunset Carson-Pat Starling			

COLUMBIA

CURRENT				
Adventures in Silverado (W)F	W. Bishop-G. Henry-E. Buchanan	73	3/25/48	b5/8/48
Arkansas Swing, The	H. Hot Shots-G. Henry-S. Hart	63	7/29/48	
Best Man Wins (C)F	E. Buchanan-A. Lee-R. Shayne	73	5/6/48	b5/22/48
Black Arrow, The (D)F	L. Hayward-J. Blair-G. Macready	76	Aug. '48	b7/3/48
Blondie's Anniversary (C)F	P. Singleton-A. Lake-L. Simms	67	12/18/47	b1/3/48
Blondie's Reward (C)F	Singleton-Lake-Simms-Kent	68	6/3/48	b8/21/48
Coroner Creek *C (D)A	R. Scott-M. Chapman-G. Macready	90	July '48	b6/5/48
Devil Ship (D)F	Richard Lane-Louise Campbell	62	12/11/47	b12/20/47
Fuller Brush Man, The (C)F	Red Skelton-Janet Blair	93	June '48	b3/8/48
Glamour Girl (M)F	G. Krupa-V. Grey-M. Duane	68	1/16/48	b1/3/48
I Love Trouble (My)A	F. Tone-J. Blair-J. Carter	94	Jan. '48	b1(10(48
It Had to Be You (C-D)A	Ginger Rogers-Cornel Wilde	98	Dec. '47	b10/25/47
Lady from Shanghai, The (My)A	Rita Hayworth-Orson Welles	87	May '48	b4/17/48
Lost One, The (O)A	Nelly Corradi-Gino Mattera	84		b4/3/48
Lulu Belle (D)	D. Lamour-G. Montgomery-A. Dekker	87	Aug. '48	b6/12/48
Mary Lou (M)F	R. Lowery-J. Barton-G. Farrell	65	1/23/48	b2/28/48
Mating of Millie, The (C)F	G. Ford-E. Keyes-R. Randall	85	Apr. '48	b3/13/48
My Dog Rusty (D)F	T. Donaldson-J. Litel-J. Lloyd	64	4/8/48	b6/12/48
Port Said (D)A	Gloria Henry-William Bishop	68	4/15/48	b5/15/48
Prince of Thieves *C (D)F	J. Hall-P. Morison-A. Jergens	72	Jan. '48	b3/6/48
Relentless *T (D)F	R. Young-M. Chapman-W. Parker	93	2/20/48	b1/17/48
Return of the Whistler (My)F	M Duane-L. Aubet-R. Lane	61	3/18/48	b4/3/48
Rose of Santa Rosa	Hoosier Hot Shots-E. Noriega	65	12/25/47	
Sign of the Ram, The (D)A	S. Peters-A. Knox-P. Thaxter	84	Mar. '48	b2/7/48
Song of Idaho (M-C)F	Hoosier Hot Shots-Kirby Grant	67	3/30/48	b4/10/48
Strawberry Roan, The *C (W)F	G. Autry-G. Henry-J. Holt	76	Aug. '48	b4/24/48
Swordsman, The *T (D)F	L. Parks-E. Drew-G. Macready	81	1/9/48	b10/11/47
Thunderhoof (D)F	P. Foster-M. Stuart-W. Bishop	76	7/8/48	b7/10/48
To the Ends of the Earth (D)A	D. Powell-S. Hasso-Maylia	109	2/27/48	b1/24/48
Trapped By Boston Blackie (M)	C. Morris-J. Vincent-R. Lane	78	5/13/48	b6/19/48
Woman from Tangiers, The (D)A	A. Jergens-S. Dunne-M. Duane	66	2/12/48	b3/6/48
Wreck of the Hesperus (D)F	Willard Parker-Edgar Buchanan	68	2/5/48	b5/29/48
COMING				
Affairs of a Rogue (D)A	Jean-Pierre Aumont-Joan Hopkins	111		b5/8/48
Big Sombrero, The *C	Gene Autry-Elena Verdugo			a9/20/47
Blondie's Big Deal	P. Singleton-A. Lake-L. Simms			
Black Eagle, The Story of a Horse	W. Bishop-V. Patton-G. Jones	9/16/48		a7/3/48
Blondie's Night Out (C)	P. Singleton-A. Lake-L. Simms			a1/10/48
Blondie's Secret	Singleton-Lake-Kent-Simms			a7/3/48
Boston Blackie's Chinese Venture	C. Morris-R. Lane-G. E. Stone			a7/17/48
Crime Doctor's Diary	Warner Baxter-Lois Maxwell			
Dark Past, The	William Holden-Lee J. Cobb			a7/10/48
Gallant Blade *C (D)	Larry Parks-Marguerite Chapman			a2/21/48
Gentleman From Nowhere (My)F	Warner Baxter-Fay Baker	66	9/9/48	b8/14/48
Her Wonderful Life	Janis Carter-Marc Platt			
I Surrender Dear	Gloria Jean-David Street			a5/15/48
Jungle Jim	J. Weissmuller-V. Grey-L. Baron			
Knock On Any Door	H. Bogart-J. Derek-G. Macready-S. Perry			
Ladies of the Chorus	A. Jergens-R. Brooks-M. Monroe			a7/3/48
Law of the Barbary Coast	R. Shayne-A. Jergens-S. Dunne			
Loaded Pistols	Gene Autry-Barbara Britton			a7/3/48
Lone Wolf and His Lady	Ron Randell-June Vincent			
Loser Take All	C. Mitchell-J. Nigh-B. Edwards			a6/12/48
Lovers, The	Cornel Wilde-Patricia Knight			
Loves of Carmen, The *T (D)A	R. Hayworth-G. Ford-R. Randell	97		b8/21/48
Man from Colorado, The *T (D)	Glenn Ford-Ellen Drew-Wm. Holden			a5/24/47
Manhattan Angel	G. Jean-R. Ford-A. Tyrrell			a6/12/48
Mr. Soft Touch	G. Ford-E. Keyes-J. Ireland			
Racing Luck	Stanley Clements-Gloria Henry			a7/17/48
Return of October, The *T (C)	Glenn Ford-Terry Moore			
Ridin' the Old Pine Trail	Gene Autry-Jimmy Lloyd			
Rough Sketch	Jennifer Jones-John Garfield			
Rusty Leads the Way	Donaldson-Doran-Moffett-Litel			a6/5/48
Rusty Saves a Life	T. Donaldson-G. Henry-S. Dunne			a7.10/48
Singin' Spurs	Hoosier Hot Shots-Patricia White	9/23/48		
Slightly French	Lamour-Carter-Parker-Ameche			a5/8/48
Smoky Mountain Melody	Roy Acuff-Smoky Mountain Boys			
Song of India	Sabu-G. Russell-T. Bey			
Triple Threat	Top Pro Football Stars	9/30/48		
Undercover Man	Glenn Ford-Nina Foch			
Untamed Breed, The *C	S. Tufts-B. Britton-G. "G." Hayes			a6/5/48
Walk a Crooked Mile	Dennis O'Keefe-Louis Hayward	Sept. '48		
Walking Hills, The	R. Scott-E. Raines-W. Bishop			a7/3/48

Westerns

Blazing Across the Pecos	Charles Starrett-Smiley Burnette	55	7/1/48		
Challenge of the Range	Charles Starrett-Smiley Burnette				
El Dorado Pass	Charles Starrett-Smiley Burnette				
Phantom Valley	Charles Starrett-Smiley Burnette	52	2/19/48		
Quick On The Trigger	Charles Starrett-Smiley Burnette				
Six Gun Law (W)	C. Starrett-S. Burnette	54	1/9/48		
Trail to Laredo	C. Starrett-S. Burnette-J. Bannon	54	8/12/48		
West of Sonora	Charles Starrett-Smiley Burnette	55	3/25/48		
Whirlwind Raiders	Charles Starrett-Smiley Burnette	54	5/13/48		

EAGLE LION

CURRENT

812	Adventures of Casanova (D)F	DeCordova-Bremer-Bey-Sutton	83	2/7/48		b2/28/48
821	Assigned to Danger (My)	G. Raymond-N. Nash-R. Bice	66	5/19/48		a4/17/48
826	Canon City (Doc)A	S. Brady-J. Corey-W. Bissell	82	6/30/48		b6/26/48
824	Close-Up	Alan Baxter-Virginia Gilmore	76	6/9/48		
820	Cobra Strikes, The (My)F	S. Ryan-R. Fraser-L. Brooks	61	4/24/48		b5/22/48
817	Enchanted Valley, The *C (D)F	A. Curtis-A. Gwynne-C. Grapewin	77	3/27/48		b4/3/48
810	Heading for Heaven (C)F	S. Erwin-G. Farrell	71	1/17/48		b12/20/47
808	Linda Be Good (C)A	E. Knox-J. Hubbard-M. Wilson	66	1/3/48		b11/1/47
815	Man from Texas (D)F	J. Craig-J. Johnston-L. Bari	71	3/6/48		b4/3/48
825	Mickey *C (C)F	L. Butler-B. Goodwin-I. Hervey	87	6/23/48		b6/19/48
819	Noose Hangs High (C)F	Abbott-Costello-Downs-Calleia	77	4/17/48		b4/10/48
830	Northwest Stampede *C (C)F	J. Leslie-J. Craig-J. Oakie	79	7/28/48		b7/3/48
828	Oliver Twist (D)F	R. Newton-A. Guinness-K. Walsh	116	7/14/48		b7/3/48
818	October Man, The (D)A	J. Mills-J. Greenwood-E. Chapman	85	3/20/48		b9/6/47
813	Open Secret (D)A	J. Ireland-J. Randolph-R. Bohnen	70	5/5/48		b7/17/48
822	Raw Deal (D)A	D. O'Keefe-C. Trevor-M. Hunt	79	5/26/48		b5/22/48
816	Ruthless (D)A	Z. Scott-L. Hayward-D. Lynn	102	4/3/48		b4/3/48
829	Shed No Tears	W. Ford-J. Vincent-R. Scott	70	7/2/48		a5/29/48
811	Smugglers, The *T (D)A	Michael Redgrave-Jean Kent	85	1/31/48		b4/12/47
827	Spiritualist, The (D)A	T. Bey-L. Bari-C. O'Donnell	78	7/7/48		b8/7/48
823	Sword of the Avenger (D)A	R. Del Gado-Sigrid Gurie	72	6/2/48		b5/15/48
809	T-Men (D)F	Dennis O'Keefe-Mary Meade	91	1/10/48		b12/20/47
814	Take My Life (D)F	Greta Gynt-Hugh Williams	80	2/28/48		b5/17/47

COMING

Adventures of Gallant Bess *C (D)	Cameron Mitchell-Audrey Long				a3/20/48
Behind Locked Doors	L. Bremer-R. Carlson-T. Henry				a7/10/48
Big Cat, The *T	Lon McCallister-Peggy Ann Garner				
Blanche Fury *T (D)A	V. Hobson-S. Granger	95			b3/20/48
Broken Journey (D)A	P. Calvert-M. Grahame-F. L. Sullivan	89	9/12/48		b4/24/48
Calendar, The (C)A	Greta Gynt-John McCallum	79			b6/5/48
Hollow Triumph (D)A	Paul Henreid-Joan Bennett	83	8/30/48		b8/14/48
In This Corner	Scott Brady-Anabel Shaw	62			a6/5/48
It Always Rains on Sundays	G. Withers-J. Warner	92			b11/29/47
Lady at Midnight	R. R. Denning-F. Rafferty-J. Searle	61	8/8/48		a5/29/48
Let's Live a Little	Hedy Lamarr-Robert Cummings				a6/5/48
Man Wanted	Anabel Shaw-Robert Lowery				
Million Dollar Weekend	G. Raymond-O. Massen-F. Lederer				
Parole	Turhan Bey-Michael O'Shea				a8/21/48
Philo Vance's Peril	W. Wright-L. Belasco-R. Ames				b1/25/47
Red Stallion in the Rockies *C	Red Stallion-Arthur Franz				
Reign of Terror	R. Cummings-A. Dahl-R. Basehart				
Strange Mrs. Crane, The	M. Lord-P. Watkin-J. McGuire				
29 Clues	Scott Brady-Richard Basehart				a7/10/48
Tulsa *T	S. Hayward-R. Preston-P. Armendariz				

Westerns

853	Check Your Guns (W)F	E. Dean-R. Ates-N. Gates	55	1/24/48	b11/22/47
	Gun Fighter	Lash LaRue-Fuzzy St. John-Mary Scott			a12/18/47
856	Hawk of Powder River, The (W)F	E. Dean-R. Ates-J. Holt	54	4/10/48	b3/27/48
857	Prairie Outlaws	E. Dean-R. Ates-J. Holt	57	5/12/48	
858	Tioga Kid, The (W)F	E. Dean-R. Ates-J. Holt	54	6/17/48	b3/20/48
854	Tornado Range (W-S)F	Eddie Dean-Roscoe Ates-J. Holt	56	2/21/48	2/21/48
855	Westward Trail, The (W)F	E. Dean-R. Ates-P. Planchard	56	3/13/48	b3/13/48

FILM CLASSICS

CURRENT

Blonde Ice (D)A	Leslie Brooks-Robert Paige	73	May '48		b5/22/48
Date With Murder, A	John Calvert-Catherine Craig				
Devil's Cargo (M)A	J. Calvert-R. Hudson-R. Karns	61	Apr. '48		b3/20/48
Discovery (Doc)F	Admiral Byrd-Members of Expedition	74	Jan. '48		b4/24/48
For You I Die (D)A	C. Downs-P. Langton-M. Auer	76	Jan. '48		b1/3/48
Furia (D)A	Isa Pola-Rosanno Brazzi	89	Jan. '48		b10/25/47
Inner Sanctum	Mary Beth Hughes-Charles Russell				
Miraculous Journey *C (D)F	R. Calhoun-A. Long-V. Grey	76	Sept. '48		b8/14/48
Money Madness	H. Beaumont-F. Rafferty-H. Warde	73	Apr. '48		b4/3/48
Sofia *C	Gene Raymond-Sigrid Gurie	83	Sept. '48		
The Argyle Secrets (My)F	W. Gargan-M. Lord-R. Byrd	63	May '48		b4/24/48
Unknown Island *C	V. Grey-B. MacLane-P. Reed				
Will It Happen Again? (Doc)A	Adolph Hitler-Eva Braun	62	May '48		b5/22/48
Women in the Night (D)A	Tala Birell-William Henry	90	Jan. '48		b1/17/48

METRO-GOLDWYN-MAYER

CURRENT

818	Alias a Gentleman (C-D)A	W. Beery-T. Drake-D. Patrick	76	Mar. '48		b2/7/48
820	B. F.'s Daughter (D)A	B. Stanwyck-Heflin-C. Coburn	108	Apr. '48		b2/21/48
827	Big City (D)M	M. O'Brien-R. Preston-D. Thomas	103	June '48		b3/27/48
819	Bride Goes Wild, The (C)F	V. Johnson-J. Allyson-B. Jenkins	97	Mar. '48		b2/28/48
813	Cass Timberlane (D)A	Spencer Tracy-Lana Turner	119	Jan. '48		b11/8/47
829	Easter Parade *T(M)F	J. Garland-F. Astaire-P. Lawford	103	July '48		b5/29/48
831	Date With Judy, A *T (C)F	W. Beery-J. Powell-E. Taylor	113	July '48		b6/19/48
810	Good News (M-C)F *T	June Allyson-Peter Lawford	95	Dec. '47		b12/6/47
815	High Wall (D)A	R. Taylor-A. Totter-H. Marshall	99	Feb. '48		b12/20/47
826	Homecoming (D)A	Gable-Turner-Baxter-Hodiak	113	May '48		b4/10/48
814	If Winter Comes (D)A	W. Pidgeon-D. Kerr-A. Lansbury	97	Jan. '48		b12/27/47
809	Killer McCoy (D)A	M. Rooney-A. Blyth-B. Donlevy	104	Dec. '47		b10/25/47
825	Pirate, The *T (M)A	J. Garland-G. Kelly-W. Slezak	102	June '48		b4/3/48
830	Search, The (D)F	Montgomery Clift-Aline MacMahon	105	Aug. '48		b3/27/48
708	Show-Off, The (C)F	R. Skelton-Marilyn Maxwell	83	Dec. '47		b8/18/47
824	State of the Union	S. Tracy-K. Hepburn-V. Johnson	124	Apr. '48		b3/27/48
821	Summer Holiday *T (C)A	Rooney-De Haven-Huston-Morgan	92	5/20/48		b3/13/48
816	Tenth Avenue Angel (D)F	M. O'Brien-A. Lansbury-G. Murphy	74	Feb. '48		b1/17/48
817	Three Daring Daughters *T (M)F	J. MacDonald-J. Iturbi-J. Powell	115	Mar. '48		b2/14/48

Title	*Company*

D

Daisy Kenyon	20th-Fox
Dangerous Years	20th-Fox
Daredevils of the Clouds	Rep.
Dark Past	Col.
Daughter of Darkness	Para.
Date With Judy, A	MGM
Date With Murder, A	FC
Dead Don't Dream, The	UA
Dear Murderer	UI
Decision of Christopher Blake	WB
Deep Waters	20th-Fox
Design for Death	RKO
Devil's Cargo	FC
Disaster	Para.
Discovery	FC
Docks of New Orleans	Mono.
Double Life, A	UI
Down to the Sea in Ships	20th-Fox
Dream Girl	Para.
Drums Along the Amazon	Rep.
Dude Goes West, The	Allied
Duel in the Sun	Selznick
Dulcimer Street	U-I
Dynamite	Para.

E

Easter Parade	MGM
Embraceable You	WB
Emperor Waltz, The	Para.
Enchanted Valley	EL
Enchantment	RKO
End of the River	UI
Escape	20th-Fox
Every Girl Should Be Married	RKO
Eyes of Texas	Rep.

F

False Paradise	UA
Fame Is the Spur	U-I
Family Honeymoon	U-I
Fan, The	20th-Fox
Far Frontier	Rep.
Feudin', Fussin' and A-Fightin'	U-I
Fighter Squadron	WB
Fighting Back	20th-Fox
Fighting Father Dunne	RKO
Fighting Mad	Mono.
Flaxy Martin	WB
Follow Me Quietly	RKO
Foreign Affair, A	Para.
For the Love of Mary	U-I
For You I Die	FC
Forever Amber	20th-Fox
Fort Apache	RKO
Fountainhead, The	WB
Four Faces West	UA
French Leave	Mono.
Fuller Brush Man	Col.
Furia	FC
Fury at Furnace Creek	20th-Fox

G

Gallant Blade	Col.
Gallant Hombre	UA
Gallant Legion, The	Rep.
Gay Amigo	UA
Gay Intruders	20th-Fox
Gay Ranchero, The	Rep.
Gentleman From Nowhere	Col.
Gentleman's Agreement	20th-Fox
Girl From Jones Beach	WB
Girl From Manhattan, The	UA
Give My Regards to Broadway	20th-Fox
Golden Eye, The	Mono.
Good News	MGM
Good Sam	RKO
Good Time Girl	U-I
Great Gatsby, The	Para.
Green Grass of Wyoming	20th-Fox
Green Promise	Ind.
Guns of Hate	RKO

H

Half-Past Midnight	20th-Fox
Hamlet	U-I
Happy Times	WB
Harpoon	SGP
Hatter's Castle	Para.
Hazard	Para.
Heading for Heaven	EL
Heart of Virginia	Rep.
Heiress, The	Para.
Henry the Fifth	UA
Her Wonderful Life	Col.
Here Comes Trouble	UA
High Tension	Mono.
High Wall	MGM
Hills of Home	MGM
Holiday Camp	U-I
Hollow Triumph	EL
Homecoming	MGM
Homicide	WB
Homicide for Three	Rep.
House Across the Street	WB
Hungry Hill	U-I
Hunted, The	Allied

I

I Became a Criminal	WB
Idol of Paris	WB
If Winter Comes	MGM
If You Knew Susie	RKO

Title	Company
I, Jane Doe	Rep.
In This Corner	EL
Incident	Mono.
Indian Agent	RKO
Indian Scout	UA
Inner Sanctum	FC
Inside Story, The	Rep.
Interference	RKO
Intrigue	UA
I Remember Mama	RKO
Iron Curtain	20th-Fox
Iron Dukes	Mono.
Isn't It Romantic?	Para.
I Surrender Dear	Col.
It Always Rains on Sunday	EL
I Walk Alone	Para.
I Wouldn't Be in Your Shoes	Mono.
J	
Jiggs & Maggy in Society	Mono.
Jinx Money	Mono.
Joan of Arc	RKO
Joe Palooka in Winner Take All	Mono.
John Loves Mary	WB
Johnny Belinda	WB
Judge Steps Out, The	RKO
Julia Misbehaves	MGM
June Bride	WB
Jungle Goddess	SGP
Jungle Jim	Col.
K	
Key Largo	WB
Kidnapped	Mono.
Killer McCoy	MGM
King of the Gamblers	Rep.
Kings of the Olympics (Pt. 1)	UA
Kiss in the Dark	WB
Kiss the Blood Off My Hands	U-I
Kissing Bandit	MGM
Knock on Any Door	Col.
L	
Ladies of the Chorus	Col.
Lady at Midnight	EL
Lady Surrenders, A	UI
Laff-Time	UA
Larceny	U-I
Last of the Badmen	Allied
Last of the Wild Horses	SGP
Law of the Barbary Coast	Col.
Le Silence est D'Or	RKO
Let's Live a Little	EL
Letter From an Unknown Woman	U-I
Let's Live Again	20th-Fox
Life With Father	WB
Lightnin' in the Forest	Rep.
Linda Be Good	EL
Little Women	MGM
Loaded Pistols	Col.
Lone Wolf & His Lady	Col.
Long Denial, The	RKO
Look for the Silver Lining	WB
Loser Take All	Col.
Love Happy	UA
Lovers, The	Col.
Loves of Carmen	Col.
Luck of the Irish, The	20th-Fox
Luckiest Girl in the World	MGM
Lucky Stiff	UA
Lulu Belle	Col.
Luxury Liner	MGM
M	
Macbeth	Rep.
Madonna of the Desert	Rep.
Mad Wednesday	UA
Magic Bow	U-I
Man About the House	20th-Fox
Main Street Kid	Rep.
Man-Eaters of Kumaon	U-I
Man of Evil	UA
Man From Colorado, The	Col.
Man From Texas	EL
Manhattan Angel	Col.
Man Wanted	EL
Mark of the Lash	SGP
Mary Lou	Col.
Mask for Lucretia, A	Para.
Mating of Millie	Col.
Meet Me at Dawn	20th-Fox
Melody Time	RKO
Mexican Hayride	U-I
Michael O'Halloran	Mono.
Mickey	EL
Million Dollar Weekend	EL
Mine Own Executioner	20th-Fox
Miracle of the Bells	RKO
Miracle in Harlem	SG
Miraculous Journey	FC
Miss Mink of 1949	20th-Fox
Mr. Blandings Builds His Dream House	SRO
Mr. Joseph Young of Africa	RKO
Mr. Peabody and the Mermaid	U-I
Mr. Reckless	Para.
Mr. Soft Touch	Col.
Money Madness	FC
Montana	WB
Moonrise	Rep.
Mother Is a Freshman	20th-Fox
Mourning Becomes Electra	RKO
Mozart Story, The	SGP
Music Man	Mono.
My Brother Jonathan	Mono.
My Dear Secretary	UA
My Dream Is Yours	WB
My Own True Love	Para.
Mystery in Mexico	RKO
My Girl Tisa	WB
My Wild Irish Rose	WB

COMING

	Act of Violence	V. Heflin-R. Ryan-J. Leigh			a8/14/48
	Barkleys of Broadway *T	F. Astaire-G. Rogers-O. Levant-B. Burke			
	Best Things in Life Are Free	James Mason-Barbara Bel Geddes			
	Bribe, The	R. Taylor-A. Gardner-C. Laughton			a8/14/48
	Caught	J. Mason-B. Bel-Geddes-R. Ryan			
	Command Decision	Gable-Pidgeon-Johnson-Donlevy			a8/14/48
	Hills of Home *T	Lassie-E. Gwenn-J. Leigh	97		a11/15/47
903	Julia Misbehaves (C)F	G. Garson-W. Pidgeon-P. Lawford	100	Oct. '48	b8/14/48
	Kissing Bandit, The *T	F. Sinatra-K. Grayson			a8/23/47
	Little Women *T	Allyson-O'Brien-Taylor-Lawford			
901	Luxury Liner *T (M)F	G. Brent-F. Gifford-J. Powell	99	Sept. '48	b8/21/48
	No Minor Vices	Dana Andrews-Lilli Palmer			
	Numbers Racket, The	John Garfield-Thomas Gomez		Oct. '48	
828	On An Island With You *T (M)F	E. Williams-P. Lawford	107		b5/1/48
	Piccadilly Incident (D)A	Anna Neagle-Michael Wilding	88		b8/31/47
	Secret Land, The (Doc)	U. S. Navy	71	Oct. '48	
902	Southern Yankee, A (C)F	R. Skelton-B. Donlevy-A. Dahl	90	Sept. '48	b8/7/48
	Sun in the Morning *T	J. MacDonald-C. Jarman, Jr.-Lassie			a8/14/48
	Take Me Out to the Ball Game *T	F. Sinatra-E. Williams-G. Kelly			
	Three Godfathers *T	J. Wayne-P. Armendariz-H. Carey, Jr.			a8/14/48
	Three Musketeers *T	Turner-Kelly-Heflin-Allyson			a5/22/48
	Words and Music *T	J. Garland-M. Rooney-G. Kelly			a8/14/48

MONOGRAM

CURRENT

4708	Angels' Alley (D)F	L. Gorcey-H. Hall-B. Benedict	67	3/21/48	b1/31/48
4713	Campus Sleuth (My)F	F. Stewart-J. Preisser-B. Sherwood	57	4/18/48	b6/5/48
626	Chinese Ring, The (My)F	R. Winters-W. Douglas-V. Sen Young	68	12/6/47	b12/27/47
4712	Docks of New Orleans (My)F	Roland Winters-Victor Sen Young	64	4/4/48	b5/15/48
4709	Fighting Mad (D)F	L. Errol-J. Kirkwood-E. Knox	75	2/7/48	b2/21/48
4714	French Leave (C-D)F	Jackie Cooper-Jackie Coogan	64	4/25/48	b5/8/48
4720	Golden Eye, The	R. Winters-M. Moreland	69	8/29/48	a8/7/48
4716	I Wouldn't Be in Your Shoes (My)A	Don Castle-Elyse Knox	70	5/23/48	b5/8/48
4704	Jiggs & Maggie in Society (C)F	Joe Yule-Renie Riano	67	1/10/48	b2/14/48
4717	Jinx Money (My)F	Gorcey-Hall-Caldwell-McKay	68	6/27/48	b5/22/48
4719	Michael O'Halloran (D)F	Scotty Beckett-Allene Roberts	79	8/8/48	b6/19/48
4707	Perilous Waters (D)A	D. Castle-A. Long	64	2/14/48	a12/13/47
4705	Rocky (D)F	Roddy McDowall-"Rags"-E. Barrier	76	3/7/48	b5/8/48
4710	Rose of the Rio Grande	Movita-John Carroll	60	3/14/48	
4718	Shanghai Chest, The	R. Winter-D. Best-J. Alvin	65	7/11/48	
4801	16 Fathoms Deep (D)F	L. Chaney-A. Lake-T. Chandler	82	7/25/48	b6/12/48
627	Smart Politics (M-C)F	F. Stewart-J. Preisser-F. Darro	68	1/3/48	b3/6/48
4715	Stage Struck (D)A	Audrey Long-Kane Richmond	71	6/13/48	b5/15/48

COMING

	Big Fight, The	J. Kirkwood-L. Errol-D. Bruce			
	High Tension	Gorcey-Hall-Dell-Parrish			a7/10/48
	Incident	W. Douglas-J. Frazee-J. Compton			
	Iron Dukes	L. Gorcey-H. Hall-G. Dell			a8/21/48
4802	Joe Palooka in Winner Take All	Joe Kirkwood, Jr.-Elyse Knox		9/12/48	a6/19/48
	Kidnapped	R. McDowall-S. England-D. O'Herlihy			a8/7/48
4721	Music Man	Phil Brito-Freddie Stewart	66	9/5/48	a7/17/48
	My Brother Jonathan (D)A	M. Denison-D. Gray	105	Oct. '48	b3/13/48
	Smugglers' Cove	L. Gorcey-H. Hall-G. Dell			a6/5/48
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	Nov. '48	b3/29/48

Westerns

4757	Back Trail	Johnny Mack Brown-Raymond Hatton	54	7/18/48	
	Call of the Cactus	J. Wakely-C. Taylor			
4762	Cowboy Cavalier	J. Wakely-C. Taylor		7/4/48	
4755	Crossed Trails	Johnny Mack Brown-Raymond Hatton	53	4/11/48	
4753	Fighting Ranger	Johnny Mack Brown-Raymond Hatton	57	8/15/48	
4756	Frontier Agent	Johnny Mack Brown-Raymond Hatton	56	5/16/48	
	Gallant Texan	Jimmy Wakely-"Cannonball" Taylor			
	Gunning for Justice	J. M. Brown-R. Hatton-E. Finley			
4761	Oklahoma Blues	J. Wakely-C. Taylor-V. Belmont	56	3/28/48	
4751	Overland Trail	J. Mack Brown-R. Hatton-V. Belmont	58	1/31/48	
4765	Partners in the Sunset	J. Wakely-Cannonball Taylor	53	5/6/48	
4766	Range Renegades	J. Wakely-C. Taylor-C. Larson	54	6/6/48	
4763	Silver Trails	Wakely-Taylor-Larson	53	8/22/48	
4752	Triggerman	Johnny Mack Brown-Raymond Hatton	56	6/20/48	
	Sheriff From Medicine Bow	Johnny Mack Brown-Raymond Hatton			
	Rangers Ride	Wakely-"Cannonball" Taylor-Belmont			

PARAMOUNT

CURRENT

4709	Albuquerque *C (WD)F	R. Scott-B. Britton-G. Hayes	89	2/20/48	b1/24/48
4713	Big Clock, The (M-D)A	R. Milland-C. Laughton-M. O'Sullivan	95	4/9/48	b2/21/48
4706	Big Town After Dark (D)A	Philip Reed-Hillary Brooke	69	12/12/47	b11/22/47
4722	Big Town Scandal (D)F	Philip Reed-Hillary Brooke	61	7/30/48	
4711	Caged Fury (D)F	Richard Denning-Sheila Ryan	61	3/5/48	b2/14/48
4721	Dream Girl (C)F	B. Hutton-M. Carey-P. Knowles	85	7/23/48	b5/8/48
4720	Emperor Waltz, The *T (C)F	Bing Crosby-Joan Fontaine	103	7/2/48	b5/8/48
4724	Foreign Affair, A (C)A	J. Arthur-M. Dietrich-J. Lund	116	8/20/48	b6/19/48
4718	Hatter's Castle (D)A	R. Newton-J. Mason-D. Kerr	105	6/18/48	b4/17/48
4716	Hazard (C)F	P. Goddard-M. Carey-F. Clark	100	5/28/48	b3/20/48
4708	I Walk Alone (D)F	B. Lancaster-L. Scott-K. Douglas	96	1/16/48	b12/20/47
4712	Mr. Reckless (D)F	W. Eythe-B. Britton-W. Catlett	66	3/26/48	b2/28/48
4707	Road to Rio (C)F	B. Crosby-B. Hope-D. Lamour	101	12/25/47	b11/22/47
4710	Saigon (D)A	A. Ladd-V. Lake-D. Dick	94	3/12/48	b2/7/48
4714	Sainted Sisters, The (C-D)A	V. Lake-J. Caulfield-B. Fitzgerald	89	4/30/48	b3/13/48
4717	Shaggy *C (D)F	B. Joyce-G. Nokes-R. Shayne	71	6/11/48	b4/17/48
4723	So Evil My Love (D)A	R. Milland-A. Todd-G. Fitzgerald	109	8/6/48	b3/13/48
4715	Speed to Spare (D)F	R. Arlen-J. Rogers-R. Travis	57	5/14/48	b3/13/48
4725	Unconquered *T (D)F	Gary Cooper-Paulette Goddard	146	4/2/48	b9/27/47
4719	Waterfront at Midnight (D)A	W. Gargan-M. B. Hughes-R. Travis	63	6/25/48	b5/8/48

COMING

	Accused, The	L. Young-R. Cummings-W. Corey			a6/19/48
4726	Beyond Glory (D)F	A. Ladd-D. Reed-G. Macready	82	9/3/48	b6/19/48
	Connecticut Yankee, A *T (MC)	B. Crosby-R. Fleming			a1/31/48
	Daughter of Darkness (D)A	Anne Crawford-Maxwell Reed	91		b2/28/48
4806	Disaster	R. Denning-T. Marshall-D. O'Flynn	60	12/3/48	a6/19/48
	Dynamite	William Gargan-Leslie Brooks			a6/12/48
	Great Gatsby, The	A. Ladd-B. Field-B. Sullivan			a6/12/48
	Heiress, The	DeHavilland-Richardson-Hopkins-Clift			a8/21/48
4802	Isn't It Romantic? (C)F	V. Lake-M. Freeman-B. DeWolfe	87	10/8/48	b8/21/48
	Mask for Lucretia, A	P. Goddard-J. Lund-M. Carey			
	My Own True Love (D)	Phyllis Calvert-M. Douglas			a8/16/47
4803	Night Has a Thousand Eyes, The (D)A	Robinson-Russell-Lund	81	10/22/48	b7/17/48
	Now and Forever	C. Rains-M. Carey-W. Hendrix			a5/15/48
	One Woman	A. Ladd-D. Reed-J. Havoc-B. Kroeger			
4807	Paleface, The *T	Bob Hope-Jane Russell	83	11/2/48	a3/6/48
	Strange Temptation	R. Milland-T. Mitchell-A. Totter			a7/10/48
	Special Agent	W. Eythe-L. Elliott-C. Mathews			a6/26/48
4804	Sealed Verdict (D)	Ray Milland-Florence Marly	83	11/5/48	a3/6/48

	Sorrowful Jones	Bob Hope-Lucille Ball				a7/10/48
4801	Sorry, Wrong Number	B. Stanwyck-B. Lancaster-A. Richards.	89	9/24/48		a5/15/48
	Streets of Laredo	Holden-Carey-Bendix-Freeman				
4805	Tatlock Millions	Hendrix-Lund-Fitzgerald-Woolley	101	11/19/48		a6/19/48
	Whispering Smith *T	A. Ladd-R. Preston-B. Marshall				a6/14/47

RKO RADIO

	CURRENT		Trade Shown		
814	Arizona Ranger, The (D)F	T. Holt-J. Holt-N. Leslie	63	May '48	b4/3/48
951	Best Years of Our Lives	F. March-M. Loy-D. Andrews	172	Dec. '47	b11/23/46
815	Berlin Express (D)R	Oberon-Ryan-Korvin-Lukas	86	June '48	b4/10/48
816	Fighting Father Dunne (D)F	Pat O'Brien-Darryl Hickman	93	June '48	b5/15/48
870	Fort Apache (D)A	J. Wayne-H. Fonda-S. Temple	127	Mar. '48	b3/13/48
819	Guns of Hate (W)F	Tim Holt-Nan Leslie	61	June '48	b5/22/48
811	If You Knew Susie (C)F	E. Cantor-J. Davis-A. Joslyn	90	Jan. '48	b2/7/48
868	I Remember Mama (C-D)F	I. Dunne-B. Bel Geddes-O. Homolka	134	Mar. '48	b3/13/48
893	Melody Time *T (M)F	R. Rogers-D. Day-Andrews Sisters	75	7/1/48	b5/22/48
869	Miracle of the Bells (D)	F. MacMurray-Valli-F. Sinatra	120	Mar. '48	b3/6/48
821	Race Street (D)A	G. Raft-W. Bendix-M. Maxwell	79	July '48	b6/26/48
817	Return of the Badmen (W)A	Randolph Scott-Anne Jeffreys	90	July '48	b5/15/48
813	Tarzan and the Mermaids (D)F	Weissmuller-Joyce-Christian	67	May '48	b4/3/48
866	Tycoon *T (D)F	John Wayne-Laraine Day	128	Dec. '47	b12/6/47
872	Velvet Touch, The (D)	Russell-Genn-Trevor-Greenstreet	97	Aug. '48	a2/14/48
812	Western Heritage (W)F	Tim Holt-Nan Leslie	61	Jan. '48	b1/31/48
	COMING				
	Baltimore Escapade	R. Young-S. Temple-J. Agar			a8/21/48
	Blood on the Moon	Mitchum-Bel Geddes-Preston-Brennan			a6/12/48
905	Bodyguard	Lawrence Tierney-Priscilla Lane			a7/3/48
	Boy With Green Hair *T	O'Brien-Ryan-Hale-Stockwell			a6/12/48
	Brothers in the Saddle	T. Holt-R. Martin-R. Powers			
907	Design for Death (Doc)F	Japanese Cast	48	Sept. '48	b2/7/48
	Enchantment	David Niven-Teresa Wright		Nov. '48	a7/3/48
	Every Girl Should Be Married	C. Grant-F. Tone-D. Lynn			
	Follow Me Quietly	William Lundigan			
962	Good Sam (C)	Gary Cooper-Ann Sheridan		Sept. '48	b7/31/48
	Gun Runners	Tim Holt-Richard Martin-Martha Hyer			
	Indian Agent	T. Holt-R. Martin-N. Leslie			a7/5/47
	Interference	Mature-Ball-Tufts-Scott			
	Joan of Arc *T (D)	I. Bergman-J. Ferrer-J. Emery			a1/3/48
	Judge Steps Out, The (D)	A. Knox-A. Southern-G. Tobias			a7/5/47
864	Le Silence est D'Or (C)A	Maurice Chevalier-M. Derrien	89		b10/25/47
	Long Denial, The	M. O'Hara-M. Douglas-B. Williams			a6/5/48
	Mr. Joseph Young of Africa	Johnson-Armstrong-Toomey-Moore			
904	Mourning Becomes Electra	R. Russell-L. Genn-K. Paxinou	120	9/3/48	
822	Mystery in Mexico (My)F	W. Lundigan-J. White-R. Cortez	65		b6/26/48
	Outlaw Valley	Tim Holt-Richard Martin			
903	Pearl, The (D)A	P. Armendariz-M. E. Marques	78	Sept. '48	b2/14/48
901	Rachel and the Stranger (D)F	L. Young-W. Holden-R. Mitchum	92	Nov. '48	b8/7/48
	Roughshod (D)	R. Sterling-C. Jarman-G. Grahame			a9/6/47
	Set-Up, The	Robert Ryan			
	Song Is Born, A *T (M)	D. Kaye-V. Mayo-B. Goodman		Oct. '48	a3/20/48
	Station West (D)	D. Powell-J. Greer-A. Moorehead		Nov. '48	a12/13/47
	Tarzan's Fountain of Youth	L. Barker-B. Joyce-E. Ankers			a8/21/48
820	Twisted Road, The (D)A	C. O'Donnell-F. Granger-H. DaSilva	95	Nov. '48	b6/26/48
902	Variety Time (Vaudeville)F	Kennedy-Errol-Carle	59		b8/7/48
	Weep No More	Cotten-Valli-Paar-Byington			a7/3/48
	Window, The	B. Hale-B. Driscoll-A. Kennedy			a5/15/48

REPUBLIC

	CURRENT				
728	Bill and Coo *U (N)F	George Burton's Birds	61	3/28/48	b12/27/47
703	Campus Honeymoon (MC)F	Wilde Twins-R. Crane-A. Mara	61	2/1/48	b1/31/48
716	Daredevils of the Clouds	Robert Livingston-Mae Clarke	60	8/10/48	a7/17/48
732	Eyes of Texas *U	Rogers-Roberts-Sons of Pioneers	70	7/15/48	a7/10/48
715	Gallant Legion, The (W)F	W. Elliott-J. Schildkraut-A. Booth	88	7/25/48	b5/29/48
644	Gay Ranchero *U (W)F	R. Rogers-T. Guizar-J. Frazee	72	1/10/48	b1/31/48
707	Heart of Virginia (D)F	Janet Martin-Robert Lowery	60	4/25/48	b5/8/48
710	I, Jane Doe (D)F	R. Hussey-J. Carroll-V. Ralston	85	5/25/48	b5/15/48
705	Inside Story, The (C-D)F	M. Hunt-W. Lundigan-C. Winninger	87	3/14/48	b3/27/48
709	King of the Gamblers (D)A	Janet Martin-William Wright	60	5/10/48	b6/5/48
706	Lightin' in the Forest (D)F	L. Roberts-D. Barry-W. Douglas	58	3/25/48	b4/24/48
704	Madonna of the Desert (D)F	L. Roberts-D. Castle-D. Barry	60	2/23/48	b3/13/48
701	Main Street Kid, The (C)F	A. Pearce-J. Martin-A. Mowbray	64	1/1/48	b1/17/48
708	Old Los Angeles (W)	W. Elliott-J. Carroll-C. McLeod	88	4/25/48	a1/17/48
711	Secret Service Investigator (D)F	Lynn Roberts-Lloyd Bridges	60	5/31/48	b6/5/48
702	Slippy McGee (D)A	D. Barry-D. Evans-T. Brown	65	1/15/48	b1/24/48
712	Train to Alcatraz (D)A	D. Barry-J. Martin-W. Phipps	60	6/28/48	b7/17/48
731	Under California Stars *U (W)F	R. Rogers-J. Frazee-A. Devine	70	5/1/48	b5/15/48
	COMING				
	Angel in Exile	Carroll-Mara-Gomez-Bedoya		9/3/48	a7/17/48
713	Code of Scotland Yard	Oscar Homolka-Derek Farr	60	8/30/48	
	Drums Along the Amazon	Brent-Ralston-Aherne-Bennett			
	Far Frontier	R. Rogers-F. Willing-G. Davis			
	Homicide for Three	W. Douglas-A. Young-F. Withers			a7/17/48
	Macbeth (D)	O. Welles-J. Nolan-R. McDowell			a8/23/48
714	Moonrise	D. Clark-G. Russell-E. Barrymore	90	10/1/48	a5/8/48
733	Nighttime in Nevada *U	R. Rogers-A. Mara-A. Devine	67	8/29/48	a7/10/48
717	Out of the Storm	Jimmy Lydon-Lois Collier	60	8/25/48	
	Plunderers, The *U	R. Cameron-I. Massey-A. Booth			
	Red Pony, The *T (D)	M. Loy-R. Mitchum-L. Calhern			a10/25/47
	Rose of the Yukon	S. Brodie-M. Dell-W. Wright			
718	Sons of Adventure	Russel Hayden-Lynne Roberts	60	8/28/48	
	Wake of the Red Witch	John Wayne-Gail Russell			
	Westerns				
754	Bold Frontiersman, The (W)F	Allan Lane-Black Jack	60	4/15/48	b5/8/48
654	California Firebrand *U (W)F	Monte Hale-Adrian Booth	63	4/1/48	b5/8/48
755	Carson City Raiders (W)F	A. Lane-E. Waller-B. Jons	60	5/13/48	b5/29/48
	Denver Kid, The	A. Lane-E. Waller-C. Gallagher			
	Desperadoes of Dodge City	A. Lane-E. Waller-M. Coles			
	Grand Canyon Trail *U	R. Rogers-A. Devine-F. Willing			
756	Marshall of Amarillo	Allan "Rocky" Lane-Eddy Waller	60	7/25/48	
	Son of God's Country	Monte Hale		9/15/48	
	Sundown in Santa Fe	Monte Hale			
656	Timber Trail *U (W)F	M. Hale-L. Roberts-J. Burke	67	6/15/48	b7/10/48
652	Under Colorado Skies *U	Monte Hale-Adrian Booth	65	12/15/47	b12/27/47

SCREEN GUILD PRODUCTIONS

	Dead Man's Gold	L. LaRue-F. St. John-P. Stewart	60	9/10/48	
	Frontier Phantom	Lash LaRue-Fuzzy St. John			
4804	Harpoon	J. Bromfield-A. Louis	81	9/24/48	
4802	Jungle Goddess	G. Reeves-W. McKay-Armida	61	8/13/48	
	Last of the Wild Horses	J. Ellison-J. Frazee-M. B Hughes	82	10/15	

Title	*Company*
N	
Naked City	U-I
Nicholas Nickelby	U-I
Night Has a Thousand Eyes	Para.
Night Unto Night	WB
Night Wind	20th-Fox
Nighttime in Nevada	Rep.
No Minor Vices	MGM
Noose Hangs High	EL
Northwest Stampede	EL
Now and Forever	Para.
Numbers Racket, The	MGM
O	
October, Man, The	EL
O'Flynn, The	U-I
Oh Say Can You Sing	Univ.
Old Los Angeles	Rep.
Oliver Twist	EL
On an Island With You	MGM
On Our Merry Way	UA
One Last Fling	WB
One Night With You	UI
One Sunday Afternoon	WB
One Touch of Venus	U-I
Open Secret	EL
One Woman	Para.
Out of the Storm	Rep.
Outlaw Valley	RKO
Outpost in Morocco	UA
P	
Paleface	Para.
Panhandle	Allied
Paradine Case	Selznick
Parole	E-L
Pearl, The	RKO
Perilous Waters	Mono.
Philo Vance's Peril	EL
Piccadilly Incident	MGM
Pirate, The	MGM
Pirates of Monterey	U-I
Pitfall	UA
Plunderers, The	Rep.
Port Said	Col.
Portrait of Jennie	SRO
Prairie, The	SG
Prejudice	Ind.
R	
Race Street	RKO
Rachel and the Stranger	RKO
Racing Luck	Col.
Raw Deal	EL
Red Pony, The	Rep.
Red River	UA
Red Stallion in the Rockies	EL
Reign of Terror	EL
Relentless	Col.
Return of the Badmen	RKO
Return of October	Col.
Return of Wildfire	SGP
Ridin' the Old Pine Trail	Col.
River Lady	U-I
Road House	20th-Fox
Road to Rio	Para.
Road to the Big House	SG
Rocky	Mono.
Rogues' Regiment	U-I
Romance on the High Seas	WB
Rope	WB
Rose of Cimarron	20th-Fox
Rose of the Rio Grande	Mono.
Rose of the Yukon	Rep.
Roses Are Red	20th-Fox
Rough Sketch	Col.
Roughshod	RKO
Rusty Leads the Way	Col.
Rusty Saves a Life	Col.
Ruthless	EL
S	
Saigon	Para.
Sainted Sisters	Para.
Sand	20th-Fox
Saxon Charm, The	U-I
Scudda Hoo, Scudda Hay	20th-Fox
Sealed Verdict	Para.
Search, The	MGM
Secret Beyond the Door, The	U-I
Secret Land, The	MGM
Secret Service Investigator	Rep.
Senator Was Indiscreet	U-I
Set-Up, The	RKO
Shaggy	Para.
Shanghai Chest, The	Mono.
Shed No Tears	EL
Shep Comes Home	SGP
Show-Off	MGM
Silent Conflict	UA
Silver River	WB
Singin' Spurs	Col.
Sinister Journey	UA
Sitting Pretty	20th-Fox
Sixteen Fathoms Deep	Mono.
Sleep, My Love	UA
Slightly French	Col.
Slippy McGee	Rep.
Smart Girls Don't Talk	WB
Smart Politics	Mono.
Smart Woman	Allied
Smugglers, The	EL
Smugglers Cove	Mono.

Title	Company
Snake Pit, The	20th-Fox
Snowbound	U-I
So Evil My Love	Para.
Sofia	FC
Somewhere in the City	WB
Song Is Born, A	RKO
Song of India	Col.
Song of My Heart	Allied
Sons of Adventure	Rep.
Sorry, Wrong Number	Para.
Sorrowful Jones	Para.
So This Is New York	UA
South of St. Louis	WB
Southern Yankee, A	MGM
Special Agent	Para.
Speed to Spare	Para.
Spiritualist, The	EL
Stage Struck	Mono.
State of the Union	MGM
Station West	RKO
Strange Gamble	UA
Strawberry Roan	Col.
Strange Mrs. Crane, The	EL
Strange Temptation	Para.
Street With No Name	20th-Fox
Streets of Laredo	Para.
Strike It Rich	AA
Summer Holiday	MGM
Sword of the Avenger	EL
Swordsman	Col.

T

Take Me Out to the Ball Game	MGM
Take My Life	EL
Tap Roots	U-I
Tarzan and the Mermaids	RKO
Tarzan's Fountain of Youth	RKO
Tatlock Millions, The	Para.
Temptation Harbour	Mono.
Tenth Avenue Angel	MGM
Texas, Brooklyn & Heaven	UA
That Lady in Ermine	20th-Fox
That Wonderful Urge	20th-Fox
The Argyle Secrets	FC
Thirteen Lead Soldiers	20th-Fox
This Was a Woman	20th-Fox
Three Daring Daughters, The	MGM
Three Godfathers	MGM
Three Musketeers	MGM
Three Wives	20th-Fox
Thunder in the Pines	SGP
Time of Your Life	UA
T-Men	EL
To the Ends of the Earth	Col.
To the Victor	WB
Trail of the Mounties	SG
Train to Alcatraz	Rep.
Treasure of Sierra Madre	WB
Triple Threat	Col.
Trouble Preferred	20th-Fox
29 Clues	EL
Tucson	20th-Fox
Tulsa	EL
Twisted Road, The	RKO
Two Guys and a Gal	WB
Two Guys from Texas	WB
Tycoon	RKO

U

Unconquered	Para.
Under California Stars	Rep.
Under Capricorn	WB
Undercover Man	Col.
Unfaithfully Yours	20th-Fox
Unknown Island	FC
Untamed Breed, The	Col.
Up in Central Park	U-I
Urubu	U

V

Variety Time	RKO
Velvet Touch, The	RKO
Vendetta	UA
Vicious Circle, The	UA
Voice of the Turtle	WB

W

Wake of the Red Witch	Rep.
Walking Hills	Col.
Wallflower	WB
Walls of Jericho	20th-Fox
Walk a Crooked Mile	Col.
Waterfront at Midnight	Para.
Weep No More	RKO
West of Tomorrow	20th-Fox
Western Heritage	RKO
When My Baby Smiles at Me	20th-Fox
When a Man's a Man	Allied
Where the North Begins	SG
While I Live	20th-Fox
Whiplash	WB
Whispering Smith	Para.
Who Killed 'Doc' Robbin?	UA
Will It Happen Again?	FC
Window, The	RKO
Winner's Circle, The	20th-Fox
Winter Meeting	WB
Woman from Tangiers	Col.
Woman in White	WB
Women in the Night	FC
Woman's Vengeance	UI
Words and Music	MGM
Wreck of the Hesperus	Col.

Y

Years Between	U-I
Yellow Sky	20th-Fox
You Gotta Stay Happy	U-I
You Were Meant for Me	20th-Fox
Younger Brothers, The	WB

	Mark of the Lash	L. LaRue-A. St. John-P. Stewart			10/29/48		
X-3	Miracle in Harlem (D)A	S. Guyse-S. Fetchit-H. Offley		70	10/29/48		b8/21/48
4805	Mozart Story, The	H. Holt-W. Markus		99	9/17/48		
	Outlaw Country	Lash LaRue-Fuzzy St. John-P. Stewart					
4705	Prairie, The (D)	L. Aubert-A. Baxter		76	5/21/48		a12/27/47
4801	Return of Wildfire, The (W)F	R. Arlen-P. Morison-M. B. Hughes		81	8/6/48		b8/21/48
4706	Road to the Big House, The (D)A	J. Shelton-A. Doran-G. Williams		72	12/27/47		b11/1/47
	Shep Comes Home	Robert Lowery-Lanny Rees		62	12/3/48		
	Thunder in the Pines	George Reeves-Ralph Byrd		62	11/5/48		
4708	Trail of the Mounties	R. Hayden-Jennifer Holt		42	2/21/48		
4707	Where the North Begins (D)F	R. Hayden-J. Holt-T. Coffin		40	12/13/48		b4/17/48

SELZNICK RELEASING ORGANIZATION

	Mr. Blandings Builds His Dream House (C)F	C. Grant-M. Loy-M. Douglas		94			b3/17/48
	Paradine Case, The (D)A	G. Peck-A. Todd-C. Laughton-Valli		132	Jan. '48		b1/3/48
	Portrait of Jennie (D)	J. Jones-J. Cotten-E. Barrymore					a11/1/47

20TH-FOX

CURRENT 1947-'48

809	An Ideal Husband *T (C-D)A	P. Goddard-M. Wilding-D. Wynyard		96	Mar. '48		b11/29/47
820	Anna Karenina (D)A	V. Leigh-R. Richardson-K. Moore		110	May '48		b2/28/48
817	Arthur Takes Over (C)F	Lois Collier-Richard Crane		63	May '48		b4/10/48
805	Call Northside 777 (D)A	J. Stewart-R. Conte-L. J. Cobb		111	Feb. '48		b1/24/48
801	Captain from Castile (D)F *T	T. Power-J. Peters-C. Romero		140	Jan. '48		b11/29/47
807	Challenge, The (D)F	T. Conway-J. Vincent-R. Stapley		68	Mar. '48		b2/28/48
825	Checkered Coat, The (D)A	T. Conway-N. Nash-H. Hatfield		62	July '48		b8/14/48
819	Counterfeiters, The (My)A	John Sutton-Doris Merrick		74	June '48		b6/5/48
731	Daisy Kenyon (D)A	J. Crawford-D. Andrews-H. Fonda		98	Dec. '47		b11/29/47
804	Dangerous Years (D)F	William Halop-Ann E. Todd		61	Feb. '48		b12/20/47
821	Deep Waters (D)F	D. Andrews-J. Peters-C. Romero		85	July '48		b7/3/48
828	Fighting Back (D)F	P. Langton-J. Rogers-G. Gray		68	Aug. '48		b8/7/48
815	Fury at Furnace Creek (W)	V. Mature-C. Gray		88	May '48		b4/10/48
806	Gentleman's Agreement (D)F	G. Peck-D. McGuire-J. Garfield		118	Mar. '48		b11/15/47
827	Give My Regards to Broadway *T (C)F	D. Dailey-C. Winninger-N. Guild		89	June '48		b5/22/48
818	Green Grass of Wyoming *T (D)F	P. Cummins-C. Coburn-R. Arthur		89	June '48		b4/24/48
808	Half Past Midnight (D)F	K. Taylor-P. Knudsen-J. Sawyer		69	Mar. '48		b3/6/48
816	Iron Curtain, The (D)A	D. Andrews-G. Tierney-J. Havoc		87	May '48		b5/8/48
813	Let's Live Again (D)F	J. Emery-J. Millican-T. Holmes		68	Apr. '48		b3/6/48
812	Meet Me at Dawn (C)A	W. Eythe-S. Holloway-B. Campbell		89	Apr. '48		b3/20/48
824	Mine Own Executioner (D)A	B. Meredith-K. Moore-D. Gray		102	July '48		b12/6/47
734	Roses Are Red (My)A	Don Castle-Peggy Knudsen		67	Dec. '47		b11/8/47
823	Street With No Name, The (Doc)A	M. Stevens-R. Widmark-L. Nolan		91	July '48		b6/26/48
811	Scudda Hoo, Scudda Hay *T (D)F	J. Haver-L. McCallister-W. Brennan		95	Apr. '48		b3/6/48
810	Sitting Pretty (C)A	R. Young-M. O'Hara-C. Webb		84	Apr. '48		b2/28/48
836	That Lady in Ermine *T (M)A	B. Grable-D. Fairbanks, Jr.		89	Aug. '48		b7/17/48
814	Thirteen Lead Soldiers (My)F	Tom Conway-Maria Palmer		66	Apr. '48		b6/5/48
802	You Were Meant for Me (MC-D)F	J. Crain-D. Dailey-O. Levant		91	Feb. '48		b1/24/48
826	Walls of Jericho, The (D)A	Wilde-Darnell-Baxter-Douglas		111	Aug. '48		b7/10/48
829	Winner's Circle, The (Doc)F	Johnny Longden-Morgan Farley		75	Aug. '48		b6/19/48

COMING

	Apartment for Peggy *T	J. Crain-W. Holden-E. Gwenn					a5/1/48
	Bungalow 13	Tom Conway-Margaret Hamilton					
	Canadian Pacific *C	R. Scott-N. Olson-V. Jory					
	Chicken Every Sunday	D. Dailey-A. Young-C. Holm					a7/17/48
839	Creeper, The	J. Baragrey-O. Stevens-E. Clannell			Sept. '48		
	Cry of the City	Victor Mature-Richard Conte					a5/8/48
	Down to the Sea in Ships	R. Widmark-C. Kellaway-D. Stockwell					
822	Escape (D)A	Rex Harrison-Peggy Cummins		78	Sept. '48		b5/29/48
838	Forever Amber *T (D)A	Linda Darnell-Cornel Wilde		139	Sept. '48		b10/16/47
840	Gay Intruders, The (C)A	John Emery-Tamara Geva		68	Sept. 48		b6/19/48
837	Luck of the Irish, The	T. Power-A. Baxter-C. Kellaway		99	Sept. '48		a5/15/48
	Man About the House, A	M. Johnson-D. Gray-K. Moore		94			b6/28/47
	Miss Mink of 1949	Jimmy Lydon-Lois Collier-Richard Lane					
	Mother Is a Freshman *T	L. Young-V. Johnson-B. Lawrence					
	Night Wind	C. Russell-V. Christine-G. Gray-Flame					a6/5/48
	Road House	Lupino-Wilde-Holm-Widmark					a6/5/48
	Rose of Cimarron	G. Montgomery-R. Cameron-R. Roman					
	Sand *T	M. Stevens-C. Gray-C. Grapewin					a7/17/48
	Snake Pit, The (D)	O. deHavilland-L. Genn-M. Stevens					a10/11/47
	That Wonderful Urge	T. Power-G. Tierney-R. Gardiner					a6/19/48
	This Was a Woman (D)A	Sonia Dresdel-Barbara White					a1/24/48
	Three Wives	Darnell-Crane-Lynn-Sothern					a7/17/48
	Trouble Preferred	C. Russell-P. Knudsen-L. Roberts					a6/19/48
	Tucson	J. Lydon-P. Edwards-C. Russell					a7/17/48
	Unfaithfully Yours	R. Harrison-L. Darnell-R. Vallee		108			a5/29/48
	West of Tomorrow	C. Miller-A. Franz-R. Jaeckel					
	When My Baby Smiles at Me *T	Grable-Dailey-Oakie-Havoc					a5/29/48
	While I Live (D)A	T. Walls-C. Evans-C. Raye		85			b10/18/47
	Yellow Sky *T	G. Peck-A. Baxter-R. Widmark					a7/17/48

UNITED ARTISTS

CURRENT

	Arch of Triumph (D)A Sp	I. Bergman-C. Boyer-C. Laughton		120	Mar. '48		b2/21/48
	Four Faces West (D)F	J. McCrea-F. Dee-C. Bickford		90	5/15/48		b5/15/48
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson		134			b4/27/46
	Here Comes Trouble *C (C)F	B. Tracey-J. Sawyer-E. Parnell		50	4/9/48		b4/17/48
	Intrigue (D)A	G. Raft-J. Havoc-H. Carter		88	Dec. '47		b12/27/47
	Laff-Time	W. Tracy-P. Morgan-E. Janssen		110	4/9/48		
	Kings of the Olympics (Pt. 1) (Doc.) F	Bill Slater—Narrator		65	Apr. '48		b1/24/48
	Man of Evil (D)A	J. Mason-P. Calvert-A. Stephens		90	Jan. '48		b2/7/48
	On Our Merry Way	B. Meredith-P. Goddard-F. MacMurry		107	Feb. '48		b2/7/48
	Pitfall (D)A	D. Powell-L. Scott-J. Wyatt		80	8/19/48		b8/7/48
	Silent Conflict (W)F	W. Boyd-A. Clyde-R. Brooks		61	Apr. '48		b4/17/48
	Sleep, My Love (D)A	C. Colbert-D. Ameche-R. Cummings		97	Jan. '48		b1/17/48
	So This Is New York (C)F	H. Morgan-R. Vallee-H. Herbert		80	May '48		b5/15/48
	Time of Your Life (D)A	J. Cagney-Wm. Bendix-J. Cagney		109	5/27/48		b5/29/48
	Urubu (D)F	Native Cast		66	8/16/48		b8/21/48
	Who Killed 'Doc' Robbin? *C (C)F	V. Grey-D. Castle-G. Zucco		51	Apr. '48		b5/8/48

COMING

	Angry God, The	Alicia Parla-Casimiro Ortega					
	An Innocent Affair	Fred MacMurray-Madeleine Carroll					
	Atlantis, The Lost Continent	Maria Montez-Jean Pierre-Aumont					
	Borrowed Trouble	William Boyd-Andy Clyde					
	Cover-Up	W. Bendix-D. O'Keefe-B. Britton					a8/21/48
	Dead Don't Dream, The (W)	W. Boyd-A. Clyde					
	False Paradise	Wm. Boyd-Andy Clyde					
	Gallant Hombre	Duncan Renaldo-Leo Carillo					
	Gay Amigo	D. Renaldo-L. Carrillo-Armida-J. Sawyer					
	Girl from Manhattan, The	Montgomery-Lamour-Laughton					
	Indian Scout	George Montgomery-Ellen Drew					a8/21/48
	Love Happy	Marx Bros.-Massey-Vera Ellen-Hutton					
	Lucky Stiff	D. Lamour-B. Donlevy-C. Trevor					
	Mad Wednesday (D)F	H. Lloyd-R. Washburn-J. Conlin		89			b2/22 47
	My Dear Secretary	L. Day-K. Douglas-K. Wynn					a8/21/48
	Outpost in Morocco	George Raft-Akim Tamiroff					

	Red River (WD)F	J. Wayne-M. Clift-W. Brennan	125	8/26/48	b7/17/48
	Sinister Journey	Wm. Boyd-Andy Clyde			
	Strange Gamble (W)	W. Boyd-A. Clyde-R. Brooks			a12/13/47
	Texas, Brooklyn, and Heaven (CD)A	G. Madison-D. Lynn-J. Dunn	76	8/11/48	b7/17/48
	Vendetta (D)	Hillary Brooke-Faith Domergue			a5/10/47
	Vicious Circle (D)A	Conrad Nagel	77	7/24/48	b5/29/48

UNIVERSAL-INTERNATIONAL

CURRENT

664	Abbott & Costello Meet Frankenstein (C)F	Abbott-Costello-Chaney-Lugosi	83	July '48	b7/3/48
657	All My Sons (D)A	Edward G. Robinson-Burt Lancaster	94	May '48	b2/21/48
656	Are You With It? (M)F	D. O'Connor-O. San Juan-M. Stewart	90	May '48	b3/13/48
663	Bad Sister	M. Lockwood-I. Hunter	91	July '48	b12/6/47
653	Black Bart *T (W-D)A	L. DeCarlo-D. Duryea-J. Lynn	80	Apr. '48	b1/31/48
629	Black Narcissus *T (D)F	Deborah Kerr-David Farrar	91	Dec. '47	b5/3/47
652	Captain Boycott (D)F	Stewart Granger-Kathleen Ryan	93	Jan. '48	b9/6/47
655	Casbah (D)A	L. DeCarlo-T. Martin-P. Lorre	94	Apr. '48	b3/6/48
658	Dear Murderer (D)A	E. Portman-G. Gynt-D. Price	94	May '48	b6/7/48
650	Double Life, A (D)A	R. Colman-S. Hasso-E. O'Brien	104	Mar. '48	b1/3/48
	End of the River, The (D)A	Sabu-Bibi Ferreira	80	June '48	b11/29/47
665	Feudin', Fussin' and A-Fightin'	D. O'Connor-M. Main-P. Kilbride	78	July '48	
679	Holiday Camp	M. Lockwood-P. Roc-D. Price	96	Mar. '48	b8/23/47
669	Larceny (D)A	J. Payne-J. Caulfield-D. Duryea	89	Aug. '48	b8/7/48
659	Letter from an Unknown Woman (D)A	Joan Fontaine-Louis Jourdan	90	June '48	b4/10/48
666	Man-Eater of Kumaon (D)F	Sabu-W. Corey-J. Page	80	July '48	b6/19/48
667	Mr. Peabody and the Mermaid (C)A	W. Powell-A. Blyth-I. Hervey	89	Aug. '48	b7/10/48
651	Naked City, The (D)A	B. Fitzgerald-H. Duff-D. Hart	96	Mar. '48	b1/24/48
670	One Touch of Venus (C)A	R. Walker-A. Gardner-D. Haymes	81	Aug. '48	b8/21/48
632	Pirates of Monterey *T (D)F	M. Montez-R. Cameron-P. Reed	77	Dec. '47	b11/15/47
661	River Lady *T (D)A	Y. DeCarlo-D. Duryea	78	June '48	b5/8/48
627	Secret Beyond the Door (D)A	J. Bennett-M. Redgrave-A. Revere	98½	Feb. '48	b1/10/48
633	Senator Was Indiscreet, The (C)A	W. Powell-E. Raines	83	Jan. '48	b12/13/47
668	Tap Roots *T (D)F	V. Heflin-S. Hayward-B. Karloff	109	Aug. '48	b6/26/48
662	Up in Central Park (C)F	D. Durbin-D. Haymes-V. Price	87	June '48	b5/29/48
634	Woman's Vengeance, A (D)A	Charles Boyer-Ann Blyth	96	Feb. '48	b12/20/47

COMING

673	An Act of Murder	F. March-E. O'Brien-F. Eldridge		Sept. '48	
	Black Velvet	A. Blyth-H. Duff-G. Brent			a8/14/48
677	Brothers, The (D)A	Patricia Roc-Will Fyffe	98		b5/24/47
635	Bush Christmas (D)F	C. Rafferty-J. Fernside	76	Dec. '48	b11/29/47
	Corridor of Mirrors (D)A	E. Portman-E. Romney	105		b3/27/48
	Countess of Monte Cristo	S. Henie-O. San Juan-F. Trenkler			a6/19/48
	Criss-Cross	B. Lancaster-Y. DeCarlo-D. Duryea			
	Dulcimer Street (D)A	R. Attenborough-A. Sim-F. Compton	112		b8/7/48
	Fame Is the Spur (D)A	M. Redgrave-R. Johns	112		b10/4/47
	Family Honeymoon	C. Colbert-F. MacMurray			a8/14/48
672	For the Love of Mary	Durbin-O'Brien-Taylor-Lynn		Sept. '48	
	Good Time Girl (D)A	Jean Kent-Dennis Price	92		b5/28/48
	Hamlet (D)F	Laurence Olivier-Jean Simmons	150		b5/15/48
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109		b1/18/47
	Kiss the Blood Off My Hands	J. Fontaine-B. Lancaster-R. Newton			a6/19/48
	Lady Surrenders, A (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/48
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/48
	Mexican Hayride	Abbott & Costello			7/17/47
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105		b3/22/47
	O'Flynn, The	D. Fairbanks, Jr.-H. Carter-R. Greene			a8/21/48
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	One Night With You (C)F	Nino Martini-Patricia Roc	92		b5/1/48
	Rogues' Regiment	D. Powell-M. Toren-V. Price			a6/26/48
671	Saxon Charm, The	R. Montgomery-S. Hayward-J Payne	87	Sept. '48	
	Snowbound	R. Newton-D. Price	86		
	Years Between, The (D)A	M. Redgrave-V. Hobson-F. Robson	87		b9/13/47
	You Gotta Stay Happy	J. Fontaine-J. Stewart-E. Albert			a8/7/48

WARNER BROS.

CURRENT

713	Always Together (C)F	R. Hutton-J. Reynolds	78	1/10/48	b12/20/47
719	April Showers (C)F	J. Carson-A. Sothern-R. Alda	95	3/27/48	b3/13/48
727	Big Punch, The (D)A	W. Morris-L. Maxwell-G. MacRae	80	6/26/48	b5/29/48
732	Embraceable You	Dane Clark-Geraldine Brooks	80	8/21/48	
717	I Became a Criminal (D)A	Sally Gray-Trevor Howard	78	3/6/48	b7/12/47
731	Key Largo (D)A	H. Bogart-E. G. Robinson-L. Bacall	101	7/31/48	b7/10/48
702	Life With Father (C)F	W Powell-I Dunne-E Taylor	118	8/14/48	b8/16/47
715	My Girl Tisa (C-D)F	L. Palmer-S. Wanamaker-A. Tamiron	95	2/7/48	b1/24/48
711	My Wild Irish Rose *T (MC-D)F	D. Morgan-A. King-A. Hale	101	12/27/47	b12/13/47
728	Romance on the High Seas *T (M)F	J. Carson-J. Paige-D. DeFore	99	7/3/48	b6/12/48
725	Silver River (W)A	Errol Flynn-Ann Sheridan	107	5/29/48	b5/8/48
720	To the Victor (D)A	D. Morgan-V. Lindfors-V. Francen	101	4/10/48	b4/3/48
714	Treasure of Sierra Madre (D)A	H. Bogart-W. Huston-T. Holt	127	1/24/48	b1/10/48
716	Voice of the Turtle (C)A	R. Reagan-E. Parker-E. Arden	103	2/21/48	b12/27/47
726	Wallflower (C)F	J. Reynolds-R. Hutton-J. Paige	77	6/12/48	b5/22/48
721	Winter Meeting (D)A	B. Davis-J. Davis-J. Paige	100	4/24/48	b4/10/48
724	Woman in White, The (My)A	A. Smith-E. Parker-S. Greenstreet	109	5/15/48	b4/24/48

COMING

	Adventures of Don Juan *T (H-R)	Errol Flynn-Viveca Lindfors			a2/7/48
	Cleopatra Arms	David Niven-Jane Wyman			a6/26/48
	Decision of Christopher Blake, The (D)	A. Smith-R. Douglas			a10/11/47
	Fighter Squadron *T	Edmond O'Brien-Robert Stack			
	Flaxy Martin	Z. Scott-V. Mayo-D. Kennedy			a7/3/48
	Fountainhead, The	Gary Cooper-Patricia Neal-Kent Smith			
	Girl from Jones Beach	R. Reagan-V. Mayo-D. Clark			
	Happy Times *T	Kaye-Bates-Slezak-Cobb			
	Homicide	R. Douglas-H. Westcott-R. Alda			
	House Across the Street	J. Paige-B. Bennett-J. Holden			
	Idol of Paris (D)A	Michael Rennie-Beryl Baxter	105		b2/28/48
	John Loves Mary	Reagan-Carson-Neal-Morris			a5/1/48
	Johnny Belinda (D)	L. Ayres-J. Wyman-C. Bickford			a2/28/48
	June Bride	B. Davis-R. Montgomery-B. Lyon			a7/10/48
	Kiss in the Dark	Jane Wyman-David Niven			
	Look for the Silver Lining *T	J. Haver-R. Bolger-G. MacRae			a7/3/48
	Montana *T	Errol Flynn-Alexis Smith			
	My Dream Is Yours *T	Carson-Day-Bowman-Arden			a6/26/48
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors			a5/10/47
	One Last Fling	A. Smith-Z. Scott-J. Backus			a5/22/48
	One Sunday Afternoon *T	Dennis Morgan-Janis Paige			a5/22/48
802	Rope *T	Stewart-Chandler-Hardwicke	80	9/25/48	a6/26/48
	Smart Girls Don't Talk	V. Mayo-B. Bennett-R. Hutton			a5/15/48
	Somewhere in the City	V. Lindfors-E. O'Brien-V. Mayo			
	South of St. Louis *T	J. McCrea-A. Smith-Z. Scott			
	Two Guys and a Gal *T	D Morgan-J. Carson-D. Day			
801	Two Guys From Texas *T (C)F	J. Carson-D. Morgan-D. Malone	86	9/4/48	b8/7/48
	Under Capricorn *T	Ingrid Bergman-J. Cotten-M. Wilding			
	Whiplash (D)	D. Clarke-A. Smith-S. Z. Sakall			a11/1/47
	Younger Brothers, The *T	W. Morris-J. Paige-B. Bennett			

MISCELLANEOUS FEATURES

Listing of features of foreign and U. S. origin not distributed by major outlets. Titles are followed, in parentheses, by name of country of origin and U. S. national distributor, names of stars, running time, and date of issue in which review appeared, in that order.

A FRIEND WILL COME TONIGHT (Lopert) Michel Simon, Madeleine Sononge. 92. b7/17/48.

ALL'S WELL (U. S.-Independent) D. Lamour-C. Laughton

BLIND DESIRE (France-Discina Int'l) Jean-Louis Barbault-Edwige Feuillere. 88. b6/12/48.

CRIME AND PUNISHMENT (Sweden-Film Rights Int'l.) H. Faustman-G. Wallgren. 107. b3/20/48

DAMNED, THE (France-Discina) H. Vidal-F. Marley. 105. b5/1/48

DAY OF WRATH (Denmark-Schaefer). L. Movin-T. Roose. 100. b5/1/48

DIE FLEDERMAUS (Germany-Artkino) M. Harrell-J. Heesters. 96 b3/30/48

FANNY (France-Siritsky) Raimu-P. Fresnay. 124. b2/21/48

FARREBIQUE (France - Siritsky) Non-pro. cast. 90. b3/6/48

FIGHT NEVER ENDS, THE (U. S.-W. Alexander) Joe Louis-Mills Bros. 70. b2/28/48

FIRST OPERA FILM FESTIVAL (Italy-Classic). T. Gobbi-P. Malcarini. 95. b5/29/48

FRIC-FRAC (France-Oxford). Fernandel-Arletty. 90. b6/5/48

GREEN PROMISE (U. S.-Independent). W. Brennan-M. Chapman.

IDIOT, THE (France-European Copyrights) G. Phillippe-E. Feuillere. 92. b2/14/48

ILLEGALS, THE (U. S.-Mayer-Burstyn) T. Torres-Y. Mikalowitch. 75. b7/10/48

JANS MONSON IN AMERICA (Sweden-Scandia). E. Persson-S. Olin. 103. b4/17/48

JENNY LAMOUR (France-Vog Films) L. Jourdan-S. Renant. 102. b2/14/48

LAUGH, PAGLIACCI (Italy-Continental) A. Valli-B. Gigli. 83. b3/13/48

LOST HAPPINESS (Italy-Saturnia) L. Cortese-D. Sassoli. 75. b3/6/48

MARIUS (France-Siritzky Int'l). Raimu-P. Fresnay. 128. b5/15/48

NAIS (France-Siritzky-Int'l). Fernandel-J. Pagnol. 105. b6/19/48

PAISAN (Italy-Mayer-Bur.) C. Sazio-R. Von Loon. 118. b2/28/48

PASSIONNELLE (France-Distinguished) O. Joyeaux-Alerme. 82. b2/21/48

PORTRAIT OF INNOCENCE (France-Siritzky-Int'l) Louis Carletti-Gilbert Gil. 90. b6/12/48.

PREJUDICE (U. S.-Independent) D. Bruce-M. Marshall.

ROOM UPSTAIRS, THE (France-Lopert). M. Dietrich-J. Gabin. 90. b6/5/48

ROSSINI (Italy-Best) N. Besozzi-P. Barbara. 95. b2/14/48

SHOWTIME (England-English Films). A. Todd-R. Greene. 91. b6/5/48

STORY OF LIFE, THE (U. S.-Crusades) J. Crehan-W. McKay. 67. b7/10/48

THEY ARE NOT ANGELS (France-Siritzky-Int'l). P. Blanchard-R. Bussieres. 130. b5/29/48

VOYAGE SURPRISE (France-Duke Inter'l) J. Henri-Duval. 80. b3/13/48

BRITISH PRODUCT

(U. S. Distribution Not Set)

BRIGHTON ROCK (Pathe). R. Attenborough-H. Baddeley. 92. b1/3/48

EASY MONEY (Rank). G. Gynt-D. Price. 94. b3/6/48

GHOSTS OF BERKELEY SQUARE, THE (Pathe). R. Morley-F. Aylmer. 90. b11/1/47

LOVES OF JOANNA GODDEN, THE (Rank). G. Withers-J. Macallum. 85. b6/21/47

MARK OF CAIN, THE (Rank). E. Portman-S. Gray. 88. b1/17/48

MRS. FITZHERBERT (Pathe). P. Graves-J. Howard. 99. b2/14/48

NEWSREEL SYNOPSES

(Released Wednesday, August 25)

MOVIETONE (Vol. 31, No. 67)—Throngs gather to pay homage to Babe Ruth; MacArthur visits new republic of Korea; Canadian oil well goes on a rampage, floods farmland; Grandmas display charm and wit in Chicago contest; Sports: Daredevil high diver uses little water, makes big splash—Great action filmed as Olympic games close in London.

NEWS OF THE DAY (Vol. 19, No. 301)—Independent Korea hails MacArthur; Thousands bid farewell to Babe Ruth; Well runs wild in fabulous oil strike; The 1948 Olympic games come to an end; Perfect legs win beauty acclaim.

PARAMOUNT (No. 104)—Greatest oil discovery in Canada; Babe Ruth goes to rest; Korea republic proclaimed; Olympic fade-out.

UNIVERSAL (Vol. 21, No. 172)—Olympic curtain falls; Last rites for Babe Ruth; Korea hails independence; Biggest oil rush in Canada; Highest dive in the world; Lassies unlimber lovely legs.

WARNER PATHE (Vol. 20, No. 2)—Olympic—grand finale; Babe Ruth—safe at home; Korean republic is proclaimed; Oil well runs wild in Canada; Little sisters' beauty contest.

ALL AMERICAN (Vol. 6, No. 305)—Actor Frank Silvera welcomes family after Atlantic flight; Camera goes behind the scenes in making all-colored musical; Talent search winner stars on theatre stage; R.O.T.C. students participate in summer training.

TELENEWS (Vol. 2, No. 35)—Countess Tolstoy hails Lomakin dismissal; Babe Ruth laid to rest; Comic books incite boys to crime; Contest winners take over railroad; "Miss Australia" coming to New York; Mildred Gillars, Nazi radio's Axis Sally, arrives from Germany; Tokyo Rose, Japanese-American broadcaster, also returned for court trial; Palestine round-up; Cologne Cathedral rededicated; Holland's throne ready for new Queen; Overseas briefs; Sports: Post-Olympic swim meet in France—International horse show in England.

(Released Saturday, August 28)

MOVIETONE (Vol. 31, No. 68)—Treason trials face Axis Sally and Tokyo Rose; U. S. demands recall of Russian consul in teacher case; Australia supports U.N. appeal to aid war orphans; Invasion tactics shown in landing on Virginia coast; Sports: Chicago Cardinals defeat All-Stars (Except Cincinnati)—North beats South in high school gridiron classic (Cincinnati only); U. S. defeats France in dual swim meet—American star boat-sailing regatta.

NEWS OF THE DAY (Vol. 19, No. 302)—Defense chiefs meet—amphibious drill tests battle practice; U. S. takes stern action in case of Red teacher; Treason trials set for "Axis Sally" and "Tokyo Rose"; China sets up a Boys town; Fur fashion pre-view; Sports: 100,000 see Chicago Cardinals beat College All-Stars—100,000 at Los Angeles championship rodeo — West Virginia's North-South grid classic.

PARAMOUNT (No. 1)—Middies and Cadets join in amphibious test; Cologne Cathedral reopens for 700th anniversary; Forrestal talks defense plans with Canada; Axis Sally; Tokyo Rose; Sports: Gridiron preview, Cardinals beat All-Stars—Seattle sail classic.

UNIVERSAL (Vol. 2, No. 172)—Joint chiefs of staff in hush-hush meeting; Soviet consulate; Axis Sally; Outstanding daughters chosen; Miss Canada crowned; Fall fur futures; Sports: All-Star football—Motorcycle hill climb—Rodeo in Los Angeles.

WARNER PATHE (Vol. 20, No. 3)—Army-Navy war games; Army top brass meets on strategy at Newport; Glubb Pasha arrives in England; Tokyo Rose arrested in Japan; Axis Sally flown to U. S.; Miss Canada selected in Ontario; German crowds protest high prices; Shanghai Boystown; Sports: All-Star football game; Paris swim meet.

RE-ISSUES (Nationally Released)

			Time Mins.	Rel. Date	Orig Rel. Date
ASTOR PICTURES					
	Aces Wild	Harry Carey	63	4/30/48	1937
	Frontiers of '49	"Wild Bill" Elliott			1939
	In Early Arizona	"Wild Bill" Elliott			1938
	Jimmy Steps Out	J. Stewart-P. Goddard	89	3/25/48	1941
	Law Comes to Texas, The	"Wild Bill" Elliott			1939
	Lone Star Pioneers	"Wild Bill" Elliott			1939
	Man From Tumbleweeds, The	"Wild Bill" Elliott			1940
	Pecos Kid	Fred Kohler, Jr.	59	4/25/48	1935
	Pioneers of the Frontier	"Wild Bill" Elliott			1940
	Return of Daniel Boone, The	"Wild Bill" Elliott			1941
	Toll of the Desert	F. Kohler, Jr.-B. Mack	55	6/1/48	1937
	Wagon Trail	Harry Carey	58	5/30/48	1935
EAGLE LION					
848	Seven Sinners	M. Dietrich-J. Wayne	86	3/27/48	1936
849	Sutter's Gold	Edward Arnold	93	3/27/48	1936
FILM CLASSICS					
	Border Wolves	Bob Baker	56	8/15/48	1938
	Bury Me Not on Lone Prairie	Johnny M. Brown	60	3/15/48	1941
	Challenge, The	J. Gardner-M. Clare	78	5/20/48	1939
	Courage of the West	Bob Baker	58	3/15/48	1937
	Deep in the Heart of Texas	J. M. Brown-Ritter	61	7/15/48	1942
	Drums *T	Sabu-R. Massey		7/20/48	1938
	Eagle Squadron	R. Stack-D. Barrymore	109	6/11/48	1942
	Four Feathers *T	J. Duprez-R. Richardson		7/20/48	1939
	Gun Justice	Ken Maynard	61	9/15/48	1934
	Gung-Ho	R. Scott-R. Mitchum	87	6/11/48	1943
	Honor of the Range	Ken Maynard	63	4/15/48	
	Jungle Woman	E. Anchors-J. C. Naish		3/25/48	1944
	Last Stand	Bob Baker	57	9/15/48	1938
	Man Who Reclaimed Head	C. Rains-J. Bennett		7/1/48	1935
	Pony Post	Johnny M. Brown	60	8/15/48	1940
	Singing Outlaw	Bob Baker	57	4/15/48	
	South of Tahiti	M. Montez-B. Donlevy	75	3/1/48	1941
	Tower of London	B. Karloff-B. Rathbone		7/1/48	1939
	Wheels of Destiny	Ken Maynard	65	7/15/48	1934
METRO-GOLDWYN-MAYER					
823	Tarzan's New Adventure	J. Weismuller-M. O'Sullivan	70	Apr. '48	1942
822	Tarzan's Secret Treasure	J. Weismuller-M. O'Sullivan	81	Apr. '48	1941
MONOGRAM					
4711	Sign of the Wolf	M. Whalen-G. Bradley	69	5/2/48	1941
PARAMOUNT					
R7-3508	Crusades, The	L. Young-H. Wilcoxon	126	June '48	1935
REALART PICTURES					
5013	Argentine Nights	Ritz Bros.-Andrew Sisters	73	Mar. '48	1940
1290	Captive Wild Woman	J. Carradine-Aquanetta	60	Apr. '48	1942
1250	Corvette K-225	R. Scott-B. Fitzgerald	98	May '48	1943
1210	Drums of the Congo	S. Erwin-O. Munson	61	Apr. '48	1941
6046	Hellzapoppin	Olsen-Johnson	84	Mar. '48	1941
917	Little Tough Guy	Little Tough Guys	83	Mar. '48	1938
929	Little Tough Guys in Society	Little Tough Guys	73	Mar. '48	1938
796	Magnificent Brute	J. McLaglen-B. Barnes	78	Apr. '48	1936
361	Sea Spoilers	J. Wayne-N. Grey	63	Apr. '48	1936
871	Wings Over Honolulu	R. Milland-W. Barrie	78	May '48	1937
RKO RADIO					
892	Bambi *T	Disney Feature Cartoon	70		1942
882	Border G-Man (W)	G. O'Brien-L. Day	60		1938
818	Bring 'Em Back Alive	Frank Buck			1932
881	Gun Law (W)	G. O'Brien-R. Oehman	60		1933
884	Lawless Valley (W)	G. O'Brien			1938
883	Painted Desert (W)	G. O'Brien-L. Day	60		1938
886	Timber Stampede (W)	G. O'Brien-M. Reynolds			1939
885	Trouble in Sundown (W)	G. O'Brien-W. Bond			1939
SCREEN GUILD PRODUCTIONS					
S-7	Duke of West Point	L. Hayward-J. Fontaine	108	9/24/48	1938
S-5	Flirting With Fate	J. E. Brown-B. Roberts	72	9/10/48	1938
HC23	Hidden Gold	W. Boyd-R. Hayden	62	9/3/48	1940
S-4	King of the Turf	A. Menjou-D. Costello	89	7/16/48	1939
HC20	Law of the Pampas	W. Boyd-R. Hayden	79	6/3/48	1939
S-8	Miss Annie Rooney	S. Temple-W. Gargan	88	9/24/48	1942
HC19	Range War	W. Boyd-R. Hayden	69	5/7/48	1939
HC18	Renegade Trail (W)	W Boyd-G. Hayes	60	4/10/48	1939
S-3	Runaway Daughter	B. Stanwyck-R. Young	71	7/23/48	
HC21	Santa Fe Marshal	W. Boyd-R. Hayden	70	7/2/48	1940
HC22	Showdown, The	W. Boyd-R. Hayden	66	7/30/48	1940
HC17	Silver on the Sage (W)	W. Boyd-G. Hayes	71	3/6/48	1939
HC24	Stagecoach War	W. Boyd-R. Hayden	64	10/8/48	1940
S-6	That's My Boy	J. Durante-R. Tauber	81	9/10/48	
20TH CENTURY-FOX					
830	Belle Starr	R. Scott-G. Tierney	87	June '48	1941
834	Blood and Sand	T. Power-L. Darnell	125	Aug. '48	1941
831	Frontier Marshal	R. Scott-N. Kelly	71	June '48	1939
835	I Wake Up Screaming	B. Grable-V. Mature	82	Aug. '48	1941
832	Rose of Washington Square	T. Power-A. Faye	86	July '48	1939
833	Slave Ship	W. Baxter-W. Beery	92	July '48	1937
WARNER BROS.					
718	Adventures of Robin Hood	E. Flynn-O. DeHavilland	102	3/13/48	1938
730	Flowing Gold	J. Garfield-P. O'Brien	82	7/17/48	1940
729	God's Country and the Woman	G. Brent-B. Roberts	71	7/17/48	1936
723	The Fighting 69th	J. Cagney-P. O'Brien	78	5/8/48	1938
722	Valley of the Giants	W. Morris-C. Trevor	79	5/8/48	1940

1947-48 SHORT SUBJECT BOOKING GUIDE

Releases (grouped in series of which they are a part) listed under name of distributor. Reading from left to right are: distributor's release number; title of subject; running time in minutes; release date; date of issue of SHOWMEN'S TRADE REVIEW in which data concerning the subject appeared.

ASTOR PICTURES

Rel. No.	Title	Rel. Date	Data
	Jimmy Fidler's Personality Parade (20)	12/20	.....
	Boss Comes to Dinner (10)	4/1	.....
	Makers of Destiny #1 (17½)	5/1	6/5

COLUMBIA

SPECIAL MUSICAL FEATURETTE (1)

9451	A Voice Is Born (20½)	1/15	.....

THREE STOOGES COMEDIES (8)

9401	Brideless Groom (16½)	9/11	.....
9402	Sing a Song of Six Pants (17)	10/30	12/20
9403	All Gummed Up (18)	12/11	12/20
9404	Shivering Sherlocks (17)	1/8	6/5
9405	Pardon My Clutch (15)	2/26	6/19
9406	Squareheads of the Round Table (18)	3/4	6/5
9407	Fiddlers Three (17)	5/6	6/5
9408	The Hot Scots (17)	7/8	7/31

ASSORTED & ALL-STAR COMEDIES (17)

9431	Rolling Down to Reno (16½)	9/4	.....
9432	Hectic Honeymoon (17)	9/18	.....
9421	Wedding Belle (17)	10/9	1/17
9422	Should Husbands Marry? (17)	11/13	12/20
9423	Silly Billy (18)	1/29	6/19
9424	Two Nuts in a Rut (18)	2/19	6/12
9425	Tall, Dark and Gruesome (16)	4/15	6/5
9426	Crabbin' in the Cabin (18)	5/13	6/19
9427	Pardon My Lamb Chop ( )	6/10	7/10
9433	Wife to Spare (16)	11/20	12/20
9434	Wedlock Deadlock (16)	12/18	2/14
9435	Radio Romeo (17½)	12/25	.....
9436	Man or Mouse (18)	1/15	6/19
9437	Eight Ball Andy (17½)	3/11	6/19
9438	Jitter Bughouse (17)	4/29	6/12
9439	The Sheepish Wolf (17½)	5/27	6/19
9440	Flat Feat (17½)	6/24	7/31

COLOR RHAPSODIES (3)

9501	Swiss Tease (6)	9/11	.....
9502	Boston Beany (6)	12/4	12/20
9503	Flora (7)	3/18	6/19

COLOR PHANTASIES (3)

9701	Kitty Caddy (6)	11/6	12/20
9702	Topsy Turkey (6½)	2/5	.....
9703	Short Snorts on Sports (6½)	6/3	7/10

COLOR FAVORITES (Re-Issues) (8)

9601	Dreams on Ice (6½)	10/30	.....
9602	Novelty Shop (6½)	11/20	.....
9603	Dr. Bluebird (8)	12/18	.....
9604	In My Gondola (7½)	1/22	.....
9605	Animal Cracker Circus (7)	2/19	.....
9606	Bon Bon Parade (8½)	4/8	.....
9607	House That Jack Built (7)	5/6	.....
9608	The Untrained Seal (7½)	7/15	.....

THRILLS OF MUSIC (8)

9951	Boyd Raeburn & Orch. (11)	9/18	.....
9952	Claude Thornhill & Orch. (11)	10/30	.....
9953	Lecuona Cuban Boys (10½)	11/13	12/20
9954	Skitch Henderson Orch. (10)	12/11	2/14
9955	Charlie Barnet & Orch. (10½)	1/15	6/5
9956	Ted Weems & Orchestra (10½)	3/25	6/5
9957	Gene Krupa Orch. (10)	6/10	7/10
9958	Tony Pastor Orch. (10)	7/22	.....

SCREEN SNAPSHOTS (10)

9851	Hollywood Cowboys (9½)	9/4	.....
9852	Laguna, U. S. A. (9½)	10/9	12/20
9853	Out of This World Series (9)	11/27	12/20
9854	Off the Air (10)	12/18	12/20
9855	Hawaii in Hollywood (10)	1/22	6/5
9856	Photoplay's Gold Medal Awards (9½)	3/18	.....
9857	Smiles and Styles (10)	4/1	6/5
9858	Hollywood Honors Hersholt (8)	5/6	6/12
9859	Hollywood Party (9)	6/10	7/10
9860	Hollywood Friars Honor George Jessel (9½)	7/8	7/31

WORLD OF SPORTS (9)

9801	Cinderella Cagers (9½)	9/25	.....
9802	Ski Demons (9)	10/23	12/20
9803	Bowling Kings (10)	11/13	12/20
9804	Navy Crew Champions (10)	12/25	2/14
9805	Rodeo Thrills and Spills (9½)	1/29	6/5
9806	Net Marvels (9)	3/11	6/19
9807	Champions in the Making (8½)	5/23	6/19
9808	No Holds Barred (9)	6/17	7/10
9809	Aqua Zanies (9)	7/15	7/31

FILM NOVELTIES (8)

9901	Aren't We All? (10½)	11/27	.....

COMMUNITY SINGS (9)

9651	No. 1—Linda (10)	9/4	.....
9652	No. 2—April Showers (9)	10/2	.....
9653	No. 3—Pen O' My Heart (9)	11/6	12/20
9654	No. 4—When You Were Sweet 16 (9½)	12/4	12/20
9655	Feudin' and A-Fightin' (10½)	1/8	6/19
9656	Civilization ( )	2/12	6/5
9657	I'm Looking Over a Four-Leaf Clover (9½)	4/29	6/5
9658	Manana (9)	6/3	6/19
9659	California Here I Come (9)	8/12	.....

SERIALS (15 Chapters) (4)

9120	The Sea Hound	9/4	.....
9140	Brick Bradford	12/18	1/17
9160	Tex Granger	4/1	.....
9180	Superman (Sp.)	7/15	.....

METRO-GOLDWYN-MAYER

MGM TECHNICOLOR CARTOONS (11)

W-931	Slap Happy Lion (7)	9/20	.....
W-932	The Invisible Mouse (7)	9/27	11/22
W-933	King Size Canary ( )	12/6	2/14
W-934	The Bear and the Bean (7)	1/31	4/3
W-935	What Price Freedom? (6)	3/20	.....
W-936	Make Mine Freedom (10)	4/24	6/12
W-937	Kitty Foiled (8)	5/1	6/12
W-938	Little 'Tinker (8)	5/15	7/24
W-939	The Bear and the Hare (7)	6/26	7/24
W-940	The Truce Hurts (7)	7/17	.....
W-941	Half-Pint Pygmy (7)	8/7	.....

TRAVELTALKS (4)

T-911	Visiting Virginia (9)	11/29	11/22
T-912	Cradle of a Nation (9)	12/13	3/6
T-913	Cape Breton Island (9)	5/8	7/24
T-914	Chicago, the Beautiful (10)	7/31	8/21

THE PASSING PARADE (5)

K-971	Miracle in a Corn Field (8)	12/20	3/6
K-972	It Can't Be Done (10)	1/10	4/3
K-973	Goodbye Miss Turlock (10)	1/24	4/3
K-974	My Old Town (9)	2/7	4/3
K-975	Souvenirs of Death (10)	6/19	7/24

GOLD MEDAL CARTOONS (Reissues) (6)

W-921	Goldilocks and the Three Bears (11)	11/22	.....
W-922	The Fishing Bear (8)	12/20	.....
W-923	The Milky Way (8)	2/14	.....
W-924	The Midnight Snack (9)	3/27	.....
W-925	Puss 'N' Toots (7)	4/24	.....
W-926	The Bowling Alley Cat (8)	6/12	.....

PETE SMITH SPECIALTIES (10)

S-951	Football Thrills No. 10 (8)	9/6	.....
S-952	Surfboard Rhythm (8)	10/18	11/22
S-953	What D'Ya Know? (9)	11/18	11/22
S-954	Have You Ever Wondered? (9)		.....
S-955	Bowling Tricks (10)	1/10	4/3
S-956	I Love My Mother-in-Law But (8)	2/7	5/1
S-957	Now You See It (Tech.) (9)	3/30	.....
S-958	You Can't Win (9)	5/29	6/12
S-959	Just Suppose (9)	7/17	.....
S-960	Football Thrills No. 11 (9)	8/21	8/21

MUSICAL MERRY-GO-ROUND (6)

M-981	Freddy Martin, Keenan Wynn (10)	2/14	6/5
M-982	Tex Beneke (10)	2/13	6/5
M-983	Ray Noble, Buddy Clark (11)	6/26	7/24
M-984	Les Brown, V. O'Brien (10)	7/17	.....

TWO REEL SPECIALS (2)

A-901	Drunk Driving (21)	3/27	.....
A-902	Going to Blazes (21)	4/24	6/12

PARAMOUNT

PACEMAKERS (6)

K7-1	It Could Happen to You (11)	10/3	.....
K7-2	Babies, They're Wonderful (11)	11/14	11/22
K7-3	Bundle From Brazil (11)	1/2	1/17
K7-4	Musical Miracle (11)	3/12	.....
K7-5	A Model Is Born (7)	5/28	6/26
K7-6	Neighbor to the North (13)	7/22	7/24

POPULAR SCIENCE (6)

J7-1	Radar Fisherman (10)	10/17	11/22
J7-2	Desert Destroyers (11)	12/16	12/20
J7-3	Streamlined Luxury (10)	2/20	3/6
J7-4	Fog Fighters (10)	4/2	6/5
J7-5	The Big Eye (10)	5/21	6/12
J7-6	Flying Wing (10)	8/6	.....

SPORTLIGHTS (10)

R7-1	Riding the Waves (10)	10/3	11/22
R7-2	Running the Hounds (11)	10/31	11/22
R7-3	Five Fathoms of Fun (10)	11/28	1/17
R7-4	Stop, Look and Guess 'Em (10)	12/5	1/17
R7-5	All American Swing Stars (10)	1/16	4/3
R7-6	Double Barrelled Sport (10)	2/20	4/3
R7-7	Big Game Anglinn (10)	3/26	6/5
R7-8	Riding Habits (10)	4/30	6/5
R7-9	Big League Glory (10)	6/11	7/10
R7-10	Her Favorite Pools (10)	7/30	8/7

UNUSUAL OCCUPATIONS (6)

L7-1	Hula Magic (11)	11/7	11/22
L7-2	Bagpipe Lasses (11)	1/2	3/6
L7-3	Modern Pioneers (11)	2/13	6/5
L7-4	Nimrod Artist (10)	4/16	6/5
L7-5	Feather Finery (10)	5/14	6/26
L7-6	Aerial Hot Rods (10)	8/13	.....

SPEAKING OF ANIMALS (6)

Y7-1	Dog Crazy (11)	10/3	.....
Y7-2	Ain't Nature Grand (10)	11/14	11/22
Y7-3	Monkey Shines (9)	12/12	/1/17
Y7-4	Home Sweet Home (10)	2/6	3/6
Y7-5	'Tain't So and 'Tain't True (10)	4/16	6/5
Y7-6	As Headliners (10)	6/18	7/3

NOVELTOONS (8)

Technicolor

P7-1	Santa's Surprise (9)	12/5	1/17
P7-2	Cat O'Nine Ails (8)	1/9	1/17
P7-3	Flip Flap (8)	2/23	6/5
P7-4	We're in the Money (8)	3/19	6/5
P7-5	The Bored Cuckoo (8)	4/9	6/5
P7-6	There's Good Boo's Tonite (9)	4/23	6/5
P7-7	Land of the Lost (7)	5/7	6/12
P7-8	Butterscotch and Soda (7)	6/4	6/26

POPEYE (8)

E7-1	All's Fair at the Fair (8)	12/19	12/20
E7-2	Olive Oyl for President (7)	1/30	1/17
E7-3	Wigwam Whoopee (8)	2/27	6/5
E7-4	Pre-Hysterical Man (9)	3/26	6/5
E7-5	Popeye Meets Hercules (7)	6/18	.....
E7-6	A Wolf in Sheik's Clothing (8)	7/30	8/7
E7-7	Spinach Vs. Hamburgers (8)	8/27	.....
E7-8	Snow Place Like Home	9/3	.....

SCREEN SONG (8)

X7-1	The Circus Comes to Clown (7)	12/26	1/17
X7-2	Base Brawl (7)	1/23	4/3
X7-3	Little Brown Jug (8)	2/20	4/3
X7-4	The Golden State (8)	3/12	6/5
X7-5	Winter Draws On (7)	3/19	6/5
X7-6	Sing or Swim (7)	6/4	6/26
X7-7	Camptown Races (8)	7/16	8/7
X7-8	The Lone Star State (9)	8/20	.....

MUSICAL PARADES (5)

FF7-1	Samba-Mania (18)	2/27	4/3
FF7-2	Footlight Rhythm (19)	4/9	6/5
FF7-3	Gypsy Holiday (19)	6/25	7/3
FF7-4	Tropical Masquerade (10)	8/6	.....
FF7-5	Big Sister Blues ( )	10/1	.....

RKO RADIO

FLICKER FLASHBACKS (7)

84201	No. 1 (10)	10/24	12/20
84202	No. 2 (9)	12/5	1/17
84203	No. 3 (9)	1/16	4/3
84204	No. 4 (9)	2/27	6/5
84205	No. 5 (8)	4/9	6/5
84206	No. 6 (9)	5/21	6/26
84207	No. 7 (9)	7/2	.....

THIS IS AMERICA (13)

83101	Border Without Bayonets (16)	11/14	12/20
83102	Switzerland Today (18)	12/12	1/17
83103	Children's Village (19)	1/9	3/6
83104	Operation White Tower (18)	2/6	3/6
83105	Photo Frenzy (16)	3/5	5/1
83106	Funny Business (18)	4/2	6/5
83107	Democracy's Diary (16)	4/30	6/19
83108	Crime Lab (17)	5/28	6/26
83109	Letter to a Rebel (16)	6/25	7/3
83110	Sports Golden Age (17)	7/23	8/7

SPORTSCOPES (13)

84301	Ski Holiday (8)	9/19	.....
84302	Golf Doctor (8)	10/17	.....
84303	Quail Pointers (8)	11/14	12/20
84304	Pin Games (8)	12/12	1/17
84305	Racing Day (8)	1/9	3/6
84306	Sports Coverage (8)	2/6	3/6
84307	Teen Age Tars (9)	3/5	5/1
84308	Doggone Clever (8)	4/2	6/19
84309	Big Mouth Bass (8)	4/30	6/19
84310	Muscles and the Lady (9)	5/28	6/26
84311	Ladies in Wading (8)	6/25	7/31
84312	Athletic Varieties (8)	7/23	.....
84313	Strikes to Spare (8)	8/20	.....

MUSICAL JAMBOREES (Revivals) (7)

84401	Enric Madriguera & Orch. (8)	9/5	.....
84402	Tommy Tucker Time (8)	10/3	.....
84403	Johnny Long & Orch. (8)	10/31	.....
84404	Duke Elligton (9)	11/28	.....
84405	Jerry Wald &Orch. (9)	12/26	.....
84406	Ray McKinley & Orch. (8)	1/23	.....
84407	Dick Stabile & Orch. (8)	2/20	.....

LEON ERROL (4)

83701	Bet Your Life (14)	1/16	4/3
83702	Don't Fool Your Wife (18)	3/5	6/5
83703	Secretary Trouble (17)	4/9	6/5

EDGAR KENNEDY (6)

83401	Mind Over Mouse (17)	11/21	1/17
83402	Brother Knows Best (17)	1/2	4/3
83403	No More Relatives (18)	2/6	5/1
83404	How to Clean House (18)	5/14	6/26
83405	Dig That Gold (17)	6/25	7/31
83406	Home Canning (16)	8/6	.....

RAY WHITLEY REVIVALS (4)

83501	Molly Cures a Cowboy (19)	9/5	.....
83502	Musical Bandit (16)	10/10	.....
83503	Corralling a School Marm (14)	11/14	.....
83504	Prairie Spooners (13)	12/19	.....

SPECIAL (3)

83601	20 Years of Academy Awards (19)	4/2	6/5
83801	Basketball Headliners of 1948 (18)	4/23	6/19
842	Louis-Walcott Fight Picture (19)	6/26	.....
83901	Football Highlights of 1947 (20)	12/12	.....

WALT DISNEY CARTOONS (6)

Reissues

84701	Hawaiian Holiday (8)	10/17	.....
84702	Clock Cleaners (8)	12/12	2/1
84703	Little Hiawatha (9)	2/20	.....
84704	Alpine Climbers (10)	4/2	.....
84705	Woodland Cafe (7)	5/14	6/19
84706	Three Little Pigs ( )		.....

REPUBLIC

SERIALS (4)

791	G-Men Never Forget (12 Chapters)	1/31	.....
792	Dangers of the Canadian Mounted (12 Chapters)	4/24	.....
793	Dick Tracy Returns (15 Chapters)	7/17	.....

CARTOONS (1)

Trucolor

761	It's A Grand Old Nag (8)	12/20	12/2

20th CENTURY-FOX

MOVIETONE ADVENTURES

8201	Horizons of Tomorrow (8)	9/12	12/2
8202	The 3 R's Go Modern (9)	11/7	.....
8203	Sky Thrills (9)	3/	5/1
8204	Majesty of Yellowstone (9)	7/	6/1
8251	Holiday in South Africa (8)	8/22	...
8252	Home of the Danes (8)	10/17	...
8253	Jungle Closeups (8)	12/12	5/1
8254	Copenhagen Pageantry (T) (8)	1/	5/1
8255	Scenic Sweden (T) (8)	6/	6/1
8256	Riddle of Rhodesia (T) (8)	7/	...
8257	Bermuda (T) (8)	8/	...
8258	Desert Lights (T) ( )	8/	...

SPORTS REVIEW

8301	Gridiron Greatness (9)	8/1	...
8302	Olympic Class (10)	2/	5/1
8303	Everglades Adventure (9)		5/1
8304	Football Finesse (10)	9/	8/2
8351	Vacation Magic (8)	9/26	...
8352	Aqua Capers (T) (8)	1/	5/1
8353	Playtime in Scandinavia (T) (8)	4/	6/5

TERRYTOONS

Technicolor

8501	One Note Tony (7)	2/	...
8502	Talking Magpies in Flying South (7)	8/15	...
8503	Mighty Mouse in a Date for Dinner (7)	8/29	...
8504	Talking Magpies in Fishing by the Sea (7)	9/19	1/1
8505	Mighty Mouse in the First Snow (7)	10/10	1/1
8506	Talking Magpies in the Super Salesman (7)	10/24	1/1
8507	Mighty Mouse in a Fight to the Finish (7)	11/14	1/1
8508	The Wolf's Pardon (7)	12/5	1/1
8509	Mighty Mouse in Swiss Cheese Family Robinson (7)	12/19	5/1
8510	Talking Magpies in Hitch Hikers (7)	12/12	6/5
8511	Mighty Mouse in Lazy Little Beavers (7)	12/26	6/5
8512	Felix the Fox (7)	1/	6/5
8513	The Talking Magpies in Taming the Cat (7)	1/	6/5
8514	Mighty Mouse and the Magician (7)	3/	6/1
8515	Chipper Chipmunk, The (7)	3/	8/2
8516	Hounding the Hares (7)	4/	6/1
8517	Mighty Mouse in the Feudin' Hillbillies (7)	4/	6/1
8518	Mystery in the Moonlight (7)	5/	6/1
8519	Seeing Ghosts (7)	6/	6/1
8520	A Sleepless Night (7)	6/	8/2

Rel. No.	Title	Rel. Date	Data
8521	Mighty Mouse in the Witch's Cat	7/	.....
8522	The Talking Magpies in Magpie Madness (7)	7/	.....
8523	Mighty Mouse in Love's Labor Won (7)	8/	.....

TERRYTOONS

Technicolor-Reissues

8531	The Butcher of Seville (7)	5/	.....
8532	Mighty Mouse in the Green Line (7)	5/	.....

DRIBBLE PUSS PARADE

8901	Album of Animals (8)	11/21	.....
8902	Dying to Live (9)	5/	6/19

FEMININE WORLD

8601	Something Old—Something New (8)	2/	5/1
8602	Fashioned for Action (8)	4/	6/5

MARCH OF TIME

1	Is Everybody Listening? (19)	9/5	9/6
2	T-Men in Action (18)	10/3	10/4
3	End of an Empire (18)	10/31	11/1
4	Public Relations . . . This Means You!	11/28	12/20
5	The Presidential Year ( )	12/26	12/20
6	The Cold War ( )	1/	.....
7	Marriage and Divorce ( )	2/20	3/6
8	Crisis in Italy ( )	3/	.....
9	Life With Junior ( )	4/	.....
10	Battle for Greece (17)	5/	.....
11	The Fight Game (19)	5/	6/26
12	The Case of Mrs. Conrad (18)	7/	.....
13	White-Collar Girls (18)	8/6	8/7

UNITED ARTISTS

LANTZ CARTUNES (7)

The Bandmaster (7)	12/	1/17
The Mad Hatter (7)	2/	/6/19
Pixie Picnic (7)		6/5
Banquet Busters (7)		6/19
Kiddie Koncert (7)		6/5
Wacky Bye Baby (7)	7/16	.....
Wet Blanket Policy (7)	8/27	.....

UNIVERSAL-INTERNATIONAL

NAME BAND MUSICALS (13)

3301	Alvino Rey and Orch. (15)	10/22	2/14
3302	Drummer Man (15)	12/3	2/14
3303	Carlos Molina & His Orch. (15)	12/13	2/14
3304	Tex Beneke & His Orch. (15)	3/3	6/19
3305	Woody Herman & His Orch. (15)	3/31	.....
3306	Reg Ingle & His National Seven (15)	6/16	6/19
3307	Tex Williams and His Orch. in Western Whoopee (15)	6/23	7/31

TECHNICOLOR CARTUNES (5)

Reissues

3321	Knock Knock (7)	3/	.....
3322	Syncopated Sioux (7)	5/	.....
3323	Woody Woodpecker (7)	7/	.....

THE ANSWER MAN (8)

3391	Wind, Curves and Trapped Doors (10)	12/22	2/14
3392	Hall of Fame (10)	1/19	.....
3393	Men, Women & Motion (10)	3/15	6/19
3394	Flood Water (10)	4/26	7/31
3395	Mighty Timber (10)	6/21	7/31
3396	Rockets of the Future (10)	7/5	.....

Rel. No.	Title	Rel. Date	Data

VARIETY VIEWS (8)

3341	Tropical Harmony (9)	9/29	11/22
3342	Chimp Aviator (9)	11/17	11/22
3343	Brooklyn Makes Capital (27)	2/9	6/19
3344	Whatta Built (10)	6/7	6/19
3345	Copa Carnival (9)	6/28	7/31

SING AND BE HAPPY SERIES (8)

3381	Spotlight Serenade (10)	3/29	.....
3382	Singing the Blues (10)	5/	7/31
3383	River Melodies (8)	7/5	7/31

MUSICAL WESTERNS (3)

3351	Hidden Valley Days (27)	2/5	6/19
3352	Powder River Gunfire (24)	2/26	.....
3353	Echo Ranch (25)	4/1	6/19

SPECIALS (2)

3201	Snow Capers (19)	2/18	6/19

WARNER BROS.

TECHNICOLOR SPECIALS (8)

4001	Celebration Days (20)	1/31	2/14
4002	Soap Box Derby (20)	10/18	.....
4003	Teddy, the Roughrider (20)	2/21	.....
4004	King of the Carnival (20)	4/3	.....
4005	Calgary Stampede (20)	5/29	.....
4006	A Day at the Fair (20)	7/3	7/24
4007	The Man From New Orleans (19)	9/4	.....
4008	My Own United States (19)	10/16	.....

MEMORIES FROM MELODY LANE (6)

4201	A Song of the West (10)	9/27	.....
4202	An Old Time Song (10)	12/27	.....
4203	A Song About the Moonlight (10)	1/24	3/6
4204	Grandfather's Favorites	3/13	6/5
4205	A Stephen Foster Song (10)	5/8	6/19
4206	A Song From the Movies (10)	7/17	.....

BLUE RIBBON HIT PARADE (13)

(Revivals) Technicolor

4301	Dangerous Dan McFoo (7)	12/20	.....
4302	Hobo Gadget Band (7)	1/17	.....
4303	Little Pancho Vanilla (7)	3/20	.....
4304	Don't Look Now (7)	4/10	.....
4305	Curious Puppy (7)	4/24	.....
4306	Circus Today (7)	5/22	.....
4307	Little Blabber Mouse (7)	6/12	.....
4308	The Squawkin' Hawk (7)	7/10	.....
4309	A Tale of Two Kitties (7)	7/31	.....
4310	Pigs in a Polka (7)	8/14	.....
4311	Greetings Bait (7)	8/28	.....
4312	Hiss and Make Up (7)	9/18	.....
4313	Hollywood Steps Out (7)	10/2	.....

JOE McDOAKES COMEDIES (6)

4401	So You Want to Be a Salesman (10)	9/13	.....
4402	So You Want to Hold Your Wife (10)	11/22	12/20
4403	So You Want An Apartment (10)	1/3	3/6
4404	So You Want to Be a Gambler (10)	2/4	.....
4405	So You Want to Build a House (10)	5/15	.....
4406	So You Want to Be a Detective (10)	6/26	.....

SPORTS PARADE (13)

Technicolor

4501	Las Vegas Frontier Town (10)	11/1	.....
4502	Action in Sports (10)	12/13	.....
4503	A Nation on Skis (10)	7/31	.....
4504	Sun Valley Fun (10)	2/14	.....
4505	Trip to Sportland (10)	3/6	6/5
4506	Ride, Ranchero, Ride (10)	3/20	6/5
4507	Holiday for Sports (10)	4/17	6/19
4508	Built for Speed (10)	6/5	.....
4509	Fighting Athletes (10)	5/1	6/19
4510	The Race Rider (10)	6/19	7/24
4511	Playtime in Rio (10)	8/14	.....
4512	Sports Down Under (10)	9/18	.....
4513	Gauchos of the Pampas (10)	10/9	.....

MELODY MASTERS BANDS (8)

4601	Freddy Martin & His Orch. (10)	9/13	.....
4602	Swing Styles (10)	10/25	.....
4603	Borrah Minevitch & Har. Sch. (10)	12/6	.....
4604	Rubinoff and His Violin (10)	1/10	.....
4605	Artie Shaw & His Orch. (10)	2/7	.....
4606	Henry Busse & His Orch. (10)	5/15	.....
4607	The Saturday Night Swing Club (10)	6/19	.....
4608	Joe Reichman & His Orch. (10)	7/17	.....

MERRIE MELODIES (18)

Cinecolor

4702	Bone Sweet Bone (7)	5/22	7/24
4704	Up-Standing Sitter (7)	7/3	.....
4707	Dough Ray Me-Ow (7)	8/14	.....
4709	Odor of the Day (7)	10/2	.....
4712	Daffy Dilly (7)	10/30	.....

MERRIE MELODIES

Technicolor

4701	Nothing But the Tooth (7)	5 1	
4703	The Shell-Shocked Egg (7)	7/10	
4704	The Rattled Rooster (7)	6/26	
4706	You Were Never Duckier (7)	8/7	.....
4708	The Pest That Came to Dinner (7)	9/11	.....
4710	The Foghorn Leghorn (7)	10/9	.....
4711	A Lad in His Lamp (7)	10/23	.....

L. T. TECH. CARTOON

4713	Kit for Cat (7)	11/6	.....
4714	Stupor Salesman (7)	11/20	.....

M.M. BUGS BUNNY SPECIAL

4715	Riff Raffy Daffy (7)	11/27	.....
4719	Hot Cross Bunny (7)	8/21	.....
4720	Hare Splitter (7)	9/25	.....

ADVENTURE SPECIALS (6)

Technicolor

4801	Land of Romance (10)	9/6	.....
4802	Beautiful Bali (10)	11/15	12/20
4803	Dad Minds the Baby (10)	12/20	.....
4804	What's Hatchin'? (10)	2/28	.....
4805	Rhythm of a Big City (10)	3/27	6/5
4806	Living With Lions (10)	6/5	7/24

1948-49

COLUMBIA

THREE STOOGES COMEDIES

1401	Heavenly Daze (16½)	9/2	.....

ASSORTED & ALL-STAR COMEDIES

1421	Billie Gets Her Man (17)	9/9	.....

COMEDY FAVORITES

1441	Pest from the West (18½)	9/30	.....

COLOR RHAPSODIES

1501	Pickled Puss (6½)	9/2	.....

COLOR FAVORITES

1601	The Stork Takes a Holiday (8)	9/9	.....

WORLD OF SPORTS

1801	Diving Champions ( )	9/23	.....

THRILLS OF MUSIC

1951	Elliot Lawrence & Orch. ( )	9/23	.....

SCREEN SNAPSHOTS

1851	Hollywood Holiday ( )	9/2	.....

COMMUNITY SINGS

1651	Baby Face (9)	9/16	.....

PARAMOUNT

NOVELTOON

P8-1	The Mite Makes Right ( )	10/15	.....
P8-2	Hector's Hectic Life ( )	11/19	.....
P8-3	Old Shell Game ( )	12/17	.....

SCREEN SONG

X8-1	Readin' 'Ritin' and Rhythmetic ( )	10/22	.....

SPEAKING OF ANIMALS

Y8-1	The Gnu Look ( )	10/29	.....

G. RICE SPORTLIGHT

R8-1	Hot Rod Speedsters ( )	11/5	.....
R8-2	Acrobatic Illini ( )	12/10	.....

POPEYE

E8-1	Robin Hood-Winked ( )	11/12	.....
E8-2	Symphony in Spinach ( )	12/31	.....

UNUSUAL OCCUPATIONS

L8-1	The Glass Orchestra ( )	11/26	.....

POPULAR SCIENCE

J8-1	Solar Secrets ( )	12/24	....

RKO RADIO

WALT DISNEY CARTOONS

Reissues

94101	Pluto's Purchase (7)	7/9	.....
94102	Trial of Donald Duck (7)	7/30	.....
94103	Catnap Pluto (6)	8/13	.....

UNITED ARTISTS

LANTZ CARTUNES

	Playful Pelican (7)	10/8	.....
	Dog Tax Dodgers (7)	11/19	.....
	Wild & Woody (7)	12/31	.....
	Scrappy Birthday (7)	2/11	.....
	Drooler's Delight (7)	3/25	.....

WARNER BROS.

TECHNICOLOR SPECIALS

5001	Sons of Liberty (20)	11/20	.....

JOE McDOAKES COMEDIES

5401	So You Want to Be in Politics (10)	10/23	.....
5402	So You Want to Be on the Radio (10	11/6	.....

SPORTS PARADE

5501	Jungle Man Killers (10)	11/6	.....

ADVENTURE SPECIALS

5801	Mysterious Ceylon (10)	9/25	.....
5101	Football Magic (20)	9/11	.....

FEATURETTES

5102	Grandfather's Follies (20)	11/13	.....

SPORTS NEWS REVIEWS

5601	Roaring Wheels (10)	10/2	.....

BLUE RIBBON CARTOONS

Reissues

5301	An Itch in Time (7)	10/30	.....

Why Theatremen Prefer Showmen's Trade Review

. . . tops for film-booking data . . . only paper giving every week complete listing of films by title and distributor company, new pictures started, title changes.

VIEWS ON NEW SHORT SUBJECTS

CALIFORNIA, HERE I COME (Col.—9659) Community Sing No. 9. 9 mins. Led by the Song-Spinners, the audience gets the chance to sing such old favorites as "California, Here I Come," "Pennsylvania Polka," "Red River Valley," "Carry Me Back to the Lone Prairie," and "Sunday, Monday and Always."

TONY PASTOR & ORCHESTRA (Col.—9958) Thrills of Music. 10 mins. Primarily for jive-driven youngsters, this number not only features Tony Pastor's outfit, but also presents disc jockey Fred Robbins and the Clooney Sisters. Music includes "The Maharajah of Magador," "The Secretary Song," and "Man at the Door."

HOME CANNING (RKO—83,406) Edgar Kennedy No. 6. 16 mins. A very slapstick comedy ensues when Edgar decides to use up the large collection of jars in the cellar by a canning spree. Unfortunately a painter arrives to do over the kitchen and from then on things are a mess. Release date: 8/6/48.

ATHLETIC VARIETIES (RKO—84,312) Sportscope No. 12. 8 mins. Polo, swimming and greyhound racing comprise this little number. Stewie Iglehart, No. 1 polo star, gives some pointers. Bill O'Brien at the Boca Raton Club in Florida demonstrates the newest method of teaching swimming. Beachcomber, champion greyhound, shows just how foolish a dog can be chasing a fake rabbit. Release date: 7/25/48.

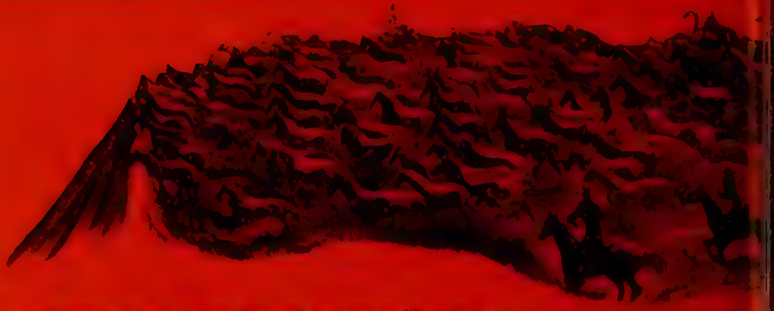
DESERT LIGHTS (20th-Fox—8258) Movietone Adventure in Technicolor. 8 mins. The subjects of this Movietone Adventure are Reno and Las Vegas, Nev. Reno is described as being "as typically American as a prairie fire . . . a mecca for nightlife, as mystical and dazzling as Bagdad . . . as cosmopolitan as Monte Carlo," while Las Vegas is said to rank as one of the principal travel and recreation centers of the west.

MAGPIE MADNESS (20th-Fox—8522) Terrytoon in Technicolor. 7 mins. When the Talking Magpies, Heckle and Jeckle, steal his bowl of bones, Soupbone the dog goes after them, with plenty of slapstick antics as a consequence.

SPORT'S GOLDEN AGE (RKO—83,110) This Is America No. 10. 17 mins. Dad tells Johnny about the sport greats of the '20s and they come to life on the screen. Among those seen are Babe Ruth, Johnny Weissmuller, Red Grange, Knute Rockne, Jack Dempsey, Bobby Jones, Helen Wills, Man-o-War, and Connie Mack, who seems to be in all the ages. Release date: 7/25/48.

MARTIN BLOCK'S MUSICAL MERRY-GO-ROUND (MGM—M-984) 10 mins. This edition features Les Brown and his orchestra, and traces this musical organization's rise to popularity. Screen star Virginia O'Brien handles the vocals. Release date, 7/17/48.

THIS IS ENTERTAINMENT!





Filmed amid the breathtaking grandeur of the mightiest peaks of our continent...acted magnificently by a trio of top stars—Joan Leslie, James Craig and Jack Oakie... jam-packed with all the thundering action of the wildest rodeo on earth—the fabulous "Calgary Stampede"...

"CINCH TO HIT NEAT GROSSES AT TURNSTILES!"—DAILY VARIETY . . . "ENTERTAINMENT FOR THE ENTIRE FAMILY!"—EXHIBITOR . . . "EXCELLENT OPPORTUNITY TO CASH IN!"—MOTION PICTURE DAILY . . . "SPARKLES WITH FINE SCENES . . . SHOT IN VERY GOOD CINECOLOR!"—MOTION PICTURE HERALD . . . "MAXIMUM OF ACTION!"—VARIETY . . . "EXCELLENT MARQUEE NAMES!"—SHOWMEN'S TRADE REVIEW . . . "PHOTOGRAPHY ENHANCES THE BEAUTY!"—BOXOFFICE "GORGEOUS SCENIC PANORAMA!"—HOLLYWOOD REPORTER



"NORTHWEST STAMPEDE"

IN CINECOLOR!





JOAN LESLIE as "Chris Johnson"



JAMES CRAIG as "Dan Bennett"

JOAN LESLIE · JAMES CRAIG · JACK OAKIE in "NORTHWEST STAMPEDE"
with CHILL WILLS · VICTOR KILIAN and The Dog, "FLAME" in CINECOLOR

Executive Producer David Hersh · Produced and Directed by Albert S. Rogell · Story and Screenplay by Art Arthur and Lilli Hayward
Suggested by Saturday Evening Post Article "Wild Horse Roundup" by Jean Muir · An EAGLE LION FILMS Production

SHOWMEN'S TRADE REVIEW

The Service Paper of The Motion Picture Industry

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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SEPTEMBER 4, 1948
Vol. 49 No. 10

IT'S NOT NECESSARY!



THERE'S PLENTY OF LUCK IN VITAMIN M·G·M !

CLARK GABLE
LANA TURNER
Anne Baxter, John Hodiak
in "HOMECOMING"
Ray Collins, Gladys Cooper,
Cameron Mitchell.

★ ★ ★

SPENCER TRACY
KATHARINE HEPBURN
VAN JOHNSON
Angela Lansbury
Adolphe Menjou, Lewis Stone
in FRANK CAPRA's
"STATE OF THE UNION."

★ ★ ★

"A DATE WITH JUDY"
(*Technicolor*)
Starring WALLACE BERRY
JANE POWELL, ELIZABETH TAYLOR
CARMEN MIRANDA, XAVIER CUGAT
ROBERT STACK.

IRVING BERLIN's
"EASTER PARADE"
(*Technicolor*). Starring
JUDY GARLAND, FRED ASTAIRE
PETER LAWFORD, ANN MILLER.

★ ★ ★

ESTHER WILLIAMS, PETER LAWFORD
RICARDO MONTALBAN
JIMMY DURANTE, CYD CHARISSE
XAVIER CUGAT in "ON AN ISLAND
WITH YOU" (*Technicolor*).

★ ★ ★

JUDY GARLAND, GENE KELLY in
"THE PIRATE" (*Technicolor*).
Walter Slezak, Gladys Cooper
Reginald Owen.

★ ★ ★

MONTGOMERY CLIFT
ALINE MacMAHON
JARMILA NOVOTNA
in "THE SEARCH."

GREER GARSON
WALTER PIDGEON in
"JULIA MISBEHAVES"
PETER LAWFORD, ELIZABETH TAYLOR
CESAR ROMERO, Lucile Watson, Nigel
Bruce, Mary Boland Reginald Owen.

★ ★ ★

"LUXURY LINER"
(*Technicolor*). Starring
GEORGE BRENT, JANE POWELL
LAURITZ MELCHIOR, FRANCES GIFFORD
MARINA KOSHETZ, XAVIER CUGAT.

★ ★ ★

RED SKELTON, BRIAN DONLEVY
in "A SOUTHERN YANKEE"
Arlene Dahl, George Coulouris
Lloyd Gough, John Ireland
Minor Watson.

★ ★ ★

"THE THREE MUSKETEERS" (*Technicolor*).
LANA TURNER, GENE KELLY
JUNE ALLYSON, VAN HEFLIN
ANGELA LANSBURY
Frank Morgan, Vincent Price, Keenan
Wynn, John Sutton, Gig Young.

"NO MINOR VICES"
DANA ANDREWS, LILLI PALMER
LOUIS JOURDAN

★ ★ ★

CLARK GABLE, WALTER PIDGEON
VAN JOHNSON, BRIAN DONLEVY
Charles Bickford, John Hodiak, Edwa
Arnold in "COMMAND DECISION."

★ ★ ★

"HILLS OF HOME" (*Technicolor*).
Starring EDMUND GWENN
DONALD CRISP, TOM DRAKE
JANET LEIGH and LASSIE.

★ ★ ★

"WORDS AND MUSIC" (*Technicolor*).
MICKEY ROONEY, JUDY GARLAND
GENE KELLY, JUNE ALLYSON
PERRY COMO, ANN SOTHERN
with Tom Drake, Cyd Charisse, Bett
Garrett, Lena Horne, Janet Leigh, Ma
Thompson, Mel Torme, Vera-Ellen.

Irving Berlin's Technicolor
"EASTER PARADE"
Continued Sensation!

Technicolorific
"A DATE WITH JUDY"
New M-G-M Record at Music Hall for Three Successive Weeks!

"LUXURY LINER"
(Technicolor) Starting Off First Class!

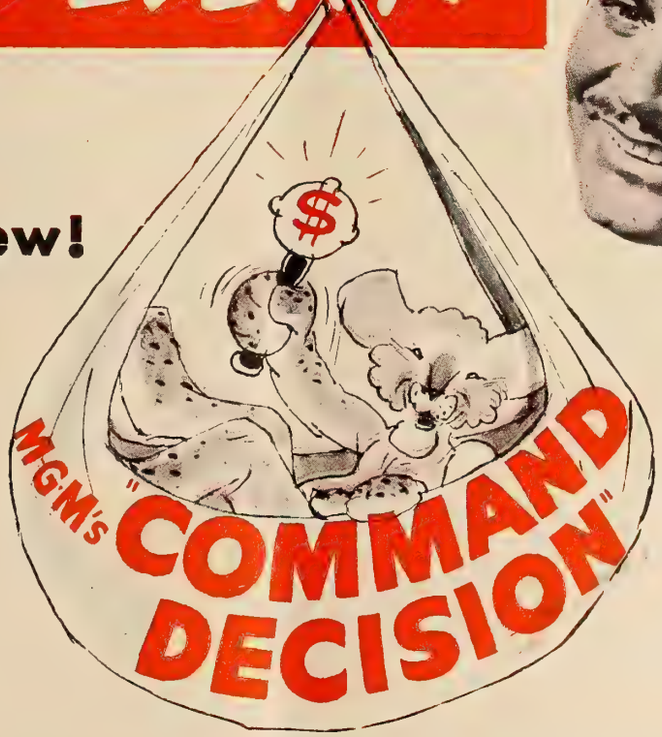


"A SOUTHERN YANKEE"
First Date Oklahoma City. Best (except "Hucksters") in 3 years!

"JULIA MISBEHAVES"
Gets Trade Paper Raves!

"ON AN ISLAND WITH YOU"
(Technicolor)
Big Everywhere!

ANOTHER BLESSED EVENT!





Read this wire from Coast Preview!

"All the matchless power of New York's stage smash 'COMMAND DECISION' hit the screen at last night's preview of M-G-M's proud achievement. Here is a Gable that pulls you out of your seat, a Pidgeon that thrills, a Van Johnson that keeps you roaring, performances by a truly great cast, Brian Donlevy, Charles Bickford, John Hodiak, Edward Arnold, long to be remembered. Sam Wood's direction, production by Sidney Franklin and associate Gottfried Reinhardt contribute Academy Award quality and importance to this exciting and spectacular dramatic epic destined to strike deeply into the hearts of all America. It's a big helping of Vitamin M-G-M!"

Every day in every way it's truer: M-G-M TOPS 'EM ALL!

"SOLID ENTERTAINMENT!"
—MOTION PICTURE HERALD

"WILL WARM THE HEARTS OF ALL!"
—BOXOFFICE



"Worthy of an exhibitor's best exploitation effort!"
—Harrison's Reports

MONOGRAM PICTURES presents

GENE STRATTON-PORTER'S

MICHAEL O'HALLORAN

A WINDSOR PRODUCTION

TWICE AS THRILLING AS THE BOOK THAT WON A MILLION HEARTS!

starring

SCOTTY BECKETT
Your discovery of "The Jolson Story"

ALLENE ROBERTS
You loved her in "The Red House"

with

TOMMY COOK · ISABEL JEWELL

Produced by JULIAN LESSER and FRANK MELFORD

Directed by John Rawlins Screenplay by Erna Lazarus

Based on the novel by Gene Stratton Porter

Showmen know that today's public wants wholesome entertainment for the entire family...

AND HERE IT IS!

It's a MONEY HIT from MONOGRAM!

THE STR EDITORIAL PAGE

The New Season

The season now closing was featured by jitters of a severity not justified by actualities. The depression turned out to be mostly mental and stemmed mainly from major company scrambles to reduce high overheads, particularly in the production end of the business.

This jittery behaviorism had a bad effect on the business in general. While other industries were shouting their wares in bigger and better selling efforts, our super-duper brain trusters were allowing many fine pictures to stagnate from lack of strong advertising and selling. The alibi was always the same—"economy needed; business is on the down grade."

Too many top motion picture executives were being experts on high finance to such degree of concentration that they had no time to consult the book of showmanship. Unable to achieve economies where they should be applied, at the studios, they practiced their economies elsewhere. And one of the easiest places to curtail expenses is in advertising. There is where you can cut the budget and see the money that wasn't spent. Only, it wasn't saved. Not by a long shot.

The absence of coordinated and aggressive selling of pictures in the trade translated itself into a lacklustre, even apathetic, brand of selling to the public at the theatres. Theatremen have become accustomed to remaining wholly unexcited about pictures whose sponsors fail to ballyhoo them in the trade.

One sales manager confided that the thing that hurt his company's revenue more than anything else was the curtailment of trade advertising. He told us that on several occasions exhibitors read in general magazine advertising details about pictures which were wholly new to them because the consumer advertising broke "cold" without preliminary or current trade advertising.

The companies have come through what they figured would be one of the low-points in seasonal revenue with results that count up to far better profits than they estimated. Many of them feel that they went too far in their economy moves. There are indications that there will be an acceleration of selling effort for the pictures coming up this fall and winter.

If this trend develops, the industry can look ahead with optimism. And should such things materialize, the theatremen, in turn, should step up their efforts to attract a wider response at the box-office for the pictures. A goodly dose of sound and proved showmanship will work wonders in most any theatre in the land.

Let us roll up our sleeves and start the new season in a blaze of glory and then keep on keeping the fires of enthusiasm and vigorous show-selling going full blast. This can be practiced from one end of the business to the other. From smart, aggressive selling by producers and distributors to the running of the theatres.

As we stand at the threshold of a new season, product analyses indicate a high percentage of good box-office pictures. And while money is a little tighter in most parts of the country, the movie-going millions are still anxious to be entertained so long as they can buy their screen entertainment at a reasonable price. Incidentally, it was the reasonable cost of a movie ticket that contributed so much to the original popularity of movies.

From the theatreman's end can come moves to brush up the plant, with needed replacement of worn equipment or furnishings and spotless cleanliness to make the house attractive; with smart booking to spot shows to the best advantage and build up programs that give the public a completely satisfying entertainment for their admissions; with tireless effort to provide comfort and cultivate goodwill of the patrons—not only the regulars, but the newer groups attracted through effective showselling that will widen the area of the theatre's draw.

The methods are known. It merely remains to apply them and reap the rewards at the box-office.

▲ ▲ ▲

Selling Yardstick

And on the subject of pre-release distributor advertising, we rise to remind again that it's smart for the company advertising men to keep their finger on the pulse of the trade by contact with the theatremen regarding approaches to current tastes and reactions of the public to ballyhoo.

This factor is recognized by many of the company advertising heads, but there could be more application of the formula with good results. One program recently instituted seems particularly businesslike. This is the setup being worked by Charlie Schlaifer, 20th-Fox ad director. It consists of a coordinated effort, through bulletins and questionnaires, addressed to some 600-odd theatre ad men and executives. Their theme is the need to build up the industry's public relations fences. Questionnaires request frank expression regarding advertising approaches for campaigns (even the titles) for pictures being readied for release. We salute this as a mighty intelligent and energetic effort to keep the company's advertising in tune with conditions as reported by theatremen on the job of merchandising pictures directly at the point of sale.

—CHICK LEWIS

WHAT'S NEWS
In the Film Industry This Week

Exhibition

Eagle Lion Ad and Publicity Director Max E. Youngstein arrived in New York this week foot and saddle sore after a trek across the country which brought him to 31 exchange centers and caused him to interview, actually interview, he insists—300 exhibitors. Out of the 300, 299 agreed: Theatre business was good. It was working its way steadily up after a drop which occurred this summer. The future looks bright.

In Charlotte, N. C., 50 drive-in-operators, most of whom had some ideas about patent suits which are being invoked against the drive-ins by patent holders, met and formed the Drive-In Theatre Owners' Association, elected R. O. Jeffrees president and invited drive-in exhibitors elsewhere to become members of their organization.

Out in San Francisco, R. C. Stevenson, manager of the rate-fixing Pacific Fire Rating Bureau told Showmen's Trade Review that it was the number of fires in smalltown California theatres that had placed the entire group in a hazardous category and caused a 50 per cent rate rise on all theatres, even those in larger communities where the fire loss was light.

In Washington the Department of Commerce reported that the number of states collecting state amusement admission taxes had risen currently to 33 from 28 and had taken in $17,159,000 compared to $14,216,000 in the previous year.

In Chicago a survey conducted by students of Northwestern University found that television in that city was hurting movie attendance with 200 out of 331 interviewees going less often. In St. Louis Charles and George Skouras seemed on their way to buying the buildings which house the Ambassador, Missouri and Grand Central theatres since stockholders offered no objection to their bid. In Bastrow, California, three percentage fraud suits filed by Paramount, Loew's (MGM), and 20th-Fox against the Forum were settled out of court. In Sioux City, the mayor appointed a committee to review books and movies about which there were complaints.

In New York burned out transformers shut power off six Loew's circuit houses and hampered others, IATSE Local 306 walked out on the Siritzky-International Ambassador and Golden when the management demanded fewer men in the new contracts and started a very vocal picket line before the foreign-film houses. In New York also Skouras Theatres, Interboro and Century were pushing claims for reduced clearances. Theatre Owners of America announced Treasury Undersecretary Edward H. Foley would speak at the Chicago Convention Sept. 24-25 on the excise tax.

In Baltimore, Loew's Century met the recent heat wave by keeping the air conditioning on all night and inviting the citizenry to relax in the theatre. In Louisville, Ky., Patron Ishamel Cumming hollered "Shut your —— —— mouth" when a squalling baby and an ice cream vendor kept him from hearing the picture and got a haymaker landed on his jaw. The judge fined the ice cream vendor $10.

Distribution

One distributor of British films in the United States was considering the possibility of going to court against those who preached boycotts against British product; another was planning to let the boycott take its course and expend itself.

United Artists' President Grad Sears very happily announced his company had enough unreleased product to last six or eight months and described a deal he was negotiating with Howard Hughes by which Hughes would regain distribution rights to his "Vendetta," "Mad Wednesday" and "The Outlaw." Hughes, in turn, would provide from $600,000 to $750,000 second money for three films which UA would have produced for itself as replacements and in addition guarantee any first money needed. UA also closed a five-year franchise with the N. V. Film Verhuurkantoor Nederland which will distribute its product in Holland.

Walter Wanger is announcing eight pictures for release within the next eight months, and 20th Century-Fox has changed its sales convention from Chicago, Sept. 11, to Los Angeles, Sept. 14-17.

Labor

The American Federation of Musicians Friday was to open its new contract conferences with the Society of Independent Motion Picture Producers and the Independent Motion Picture Producers Association. The AFL last week extended its present deal with members of the Association of Motion Picture Producers for another year, subject to reopening upon 60 days' notice. Reason for the renewal which leaves wages, working conditions and number of employes unchanged, was that the AFL recognized the industry's difficulties. Screen Actors Guild submitted a new agreement to its members which provides for continued discussion with producers over films for television.

Foreign

Motion Picture Association of America President Eric Johnston told the British that after Oct. 1, Americans would sell their films only to British duals as a package deal which would consist entirely of American films. Move is to beat a recent British ruling giving British pictures an arbitrary top position on duals. It seems to have been accepted equitably. Walt Disney has withdrawn his objections to the revised Blum-Byrnes pact for France and will go along with the MPAA. He had protested to the State Department and insisted independents be heard before the pact was put into effect.

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Call for Video Talks In Actors' Contract
SAG Submits New Pact To Members for Approval

Provision for future discussion with motion picture producers over films made for television is included in the new tentative contract which Directors of the Screen Actors Guild submitted this week to their membership.

The provision called for negotiation on the matter, full information to be given the Guild on old pictures which they use for television and right to cancel the contract if no agreement can be reached on the subject after Jan. 1, 1949. The Guild also has the right to reopen the question on television matters on Oct. 1, 1949.

Other changes are that day players shall get half payment instead of quarter payment for weather cancellation; improved conditions for day players and stunt players; agreement not to sue any actor for breach of contract if the Guild calls a strike and guaranteeing his reinstatement at conclusion of the strike; and Guild shop as interpreted under the Taft-Hartley law.

The contract runs from Aug. 1, 1948 to Dec. 31, 1950 subject to reopening clauses and rights of cancellation.

AFM Extends Pact With 8 Coast Producers

The American Federation of Musicians and eight Hollywood producers last Friday reached an agreement whereby the existing contract covering motion picture music was extended for one year from Aug. 31, 1948, subject to reopening on 60 days' notice by the AFM.

The agreement, which leaves wage scales, hours, working conditions and number of musicians to be employed unchanged, was presumably agreed upon by AFM President James C. Petrillo because of present conditions within the industry. It continues the ban on using music, movies of musicians or sound tracks made for the pictures over television.

The extension applies only to Paramount, MGM, 20th Century-Fox, Republic, Warner Bros., Universal and Columbia. It does not include the Society of Independent Motion Picture Producers or other independent producer groups in Hollywood. An AFM committee consisting of Executive Committee Member Herman Kenin, Vice-President C. L. Bagley and Hollywood AFM Representative J. W. Gillette is on the coast now presumably to confer with the independents Friday.

Power Hits Shows

Sectional power shortages in New York caused by the burning out of overheated generators which could not stand the city's past week temperature, affected six houses of the Loew's circuit for two hours between 3 and 5 P.M. last Friday, leaving the public to sit in darkened houses or to go home. Other theatres were also affected in several ways as Consolidated Edison put out a call for reduced power usage which cut down air conditioning and affected subway systems., Radio City Music Hall kept its cooling system going full blast but the Roxy cut its system by 25 per cent and the Capitol was down to 50 per cent.

More Seats

Opening of the 1,200-seat Old Trail Theatre, Columbus, O., brought the city's total of theatres to 55 and the seating capacity to 45,500, more seats per capita than in most other cities of comparable size. The city's six drive-ins are not included in the totals above. The state of Ohio has around 1,000 theatres, with a total seating capacity of approximately 630,000 seats, an average of about one seat for every 11 or 12 persons. Cleveland has about 115 theatres with 130,000 seats; Cincinnati 86 with 65,000 seats; Toledo 32 with 35,000 seats.

Fires Boosted Calif. Insurance Rates

Small Town Loss Behind 50% Rise in Theatre Rates

California theatres are found to be among the most hazardous building fire risks in the state, which accounts for the 50 per cent premium boost that has been made on this type of policy, R. C. Stevenson, manager of the Pacific Fire Rating Bureau, told SHOWMEN'S TRADE REVIEW in San Francisco this week.

Stevenson, whose body fixes fire insurance rates for California, said that a study conducted from 1942 to 1946 had revealed a high level of theatre fires and that under the old premium rates theatres were not paying their way.

Normal experience of loss on the premium dollar, he explained, for any type of insurance is 50 per cent. Under these conditions a company will do better than break even. But with California theatres, he added, there was a 70 to 75 per cent premium dollar loss suffered. To compensate for this and to bring the loss expectancy down to 50 per cent, the insurance body was forced to boost theatre premiums by 50 per cent.

Stevenson said that while there had been no large fire in San Francisco or other large cities due to strict inspection by fire departments, the frequency of fires in the smaller towns was responsible for the rise. The increase, he said, was based on five years' experience and had nothing to do with increased costs other than losses.

Exhibitors Study

It was this rate boost which has led exhibitor organizations to conduct their own study of rates and to consider the possibility of establishing their own insurance company. This step, which would involve a difficult administrative set-up, is thought to be impracticable because what would be saved on premiums would be eaten up by expenses, insurance circles claim.

7 Defendants in Conn. $1,170,000 Trust Suit

Charging unreasonable clearance, Prudential Theatres Co., Inc. and the Playhouse of New Canaan, Inc., operators of Playhouse theatres in New Canaan and Darien, Conn., have filed a $1,170,000 triple damage anti-trust suit in New York Federal Court against Paramount, United Artists, Monogram, Universal, Columbia, Eagle Lion and New England Theatres, Inc., a subsidiary of Paramount. The sum of $450,000 property damage is also sought. Action alleges that first-runs in Stamford and Norwalk have excessive clearance over the Playhouse in New Canaan and Darien.

Theatre Business On Upgrade Exhibitors Tell Youngstein

Theatre business throughout the country is slowly and steadily building itself up from the drop it took in recent months, Max E. Youngstein, advertising and publicity director for Eagle Lion, declared in New York Tuesday upon his return from a tour of 31 exchange centers.



Max Youngstein

Youngstein said he had discussed the situation with at least 300 exhibitors either in their offices, over cocktails or at luncheon, and that "with the exception of one guy, they all thought the business uptrend had started."

Youngstein was critical of much of the industry talk which he said was having a depressing effect upon the country at large and which did not reflect the true picture.

Hits 'Firing' Stories

He was especially critical of certain types of economic and firing stories as well as unjustified talk painting a drab picture of the situation.

"Newspapers and the country," Youngstein said, "have received the impression that our business is in one of the worst states of depression as the result of the news of firings that have come out of New York and Hollywood. . . . If they don't watch out, they're going to build up a depression out of their own minds," he added, pointing out that actually no major company was in the red.

The situation was further worsened, he said, by the tendency of exhibitors and distributors of "talking out of two sides of their mouths."

Two-sided

"The producer-distributor," Youngstein said, "says we've got to have more showmanship. Then he cuts his field force and cuts his advertising. The exhibitor says the same thing and he cuts his ad budget to ribbons and refuses to cooperate with the producer-distributor. Many pictures would have made more money for exhibitor and producer-distributor if they had worked together," he continued, indicating that it was this lack of cooperation in part which accounted for the temporary drop in theatre attendance noted during the summer.

"All of us," Youngstein said, "will do better with a good picture. The point is what are we doing with the picture that we have right now?"

This lack of cooperation between exhibition and distribution, the Eagle Lion advertising chief finds has been somewhat dissipated.

One of the purposes of his tour was to see how the Bill Heineman Eagle Lion sales drive was getting on and from what he observed. Youngstein thinks it will be a record-breaker.

To Fight or Not to Fight Boycott On British Films, That's the Question

To fight the British film boycott or not to fight the British film boycott—that seemed to be the question this week as one company unofficially expressed determination to battle picket lines all the way and another appeared to feel that any action along those lines would be unwise.

The boycott question, raised so far only by the Sons of Liberty against British film as part of their don't buy British campaign because of the British foreign policy with respect to the Palestine problem and Israel, recently came to the fore prominently when it appeared that it seemed to be causing more concern and misunderstanding in Britain than it was in the United States.

No National Support

Surveys to date show that the fight against English films by boycott and by picketing did not have the national support of Jewish organizations and that only in New York and for one night in Boston had it made itself felt. The New York picket situation has had effect since exhibitors in this area do not want to expose themselves to difficulties on such serious questions and do not wish to invite picketing.

The Boston picket line—which applied to "Hamlet" for one night and brought out four or five pickets, disappeared after the initial performance.

In New York, Universal International announced that it would bring "Hamlet" to that city. But a Universal spokesman declared that insofar as he knew his company had no plans to fight picketing of the production, believing that it was best to ignore such movements. The spokesman made it plain that this applied not only to "Hamlet" but has also actuated the company when other British pictures it distributed had been picketed.

A different view seems to be held by Eagle Lion where a spokesman said that the company thought that a boycott against anything might offer legal redress and intimated that the fight might be taken to the courts so that a decision could be reached.

Olympics

Eagle Lion is set to open its Olympic games feature-length picture and is already lining up exploitation for the dates. Since this picture is made by Rank it may prove a test. First opening will be Boston, Sept. 10 at the Exter; second Chicago, Sept. 12 at the Apollo and third, New York, around Sept. 17 at the Gotham.

Video Cuts Film Attendance, Chicago Survey Shows

Television in Chicago has cut down film attendance, a survey conducted by marketing students of Northwestern University disclosed this week.

The survey, based on 331 20-to-30 minute interviews with video set owners shows that since they purchased sets 200 attend the movies less often, 130 have not changed their movie-going habits and a solitary interviewee goes even more often.

The survey also shows that sports television programs are the most popular with both men and women and that children—the future moviegoers—prefer video over radio by 34 to 1, while teen-agers prefer it 11 to 1, and adults by five to one.

UA in Good Shape Sears Says

Has 6-8 Months Product; Talks New Hughes Deal

United Artists is in good shape as far as product is concerned for the coming months, President Grad Sears asserted Monday as he announced he was negotiating a deal with Howard Hughes whereby distribution rights to the latter's "Vendetta," "Mad Wednesday" and "The Outlaw" would be returned to Hughes.

In return, Sears said, Hughes will provide second money ranging from $600,000 to $750,000 to produce three replacements for the pictures UA would restore to him and will also guarantee the first money if necessary. Hughes will have an investor's interest in these three pictures to be made for United Artists, but UA will select producers, stories and casts, Sears added.

In explaining the proposed deal, which at the time Sears spoke had not been finalized, the UA president declared that he was not giving up any pictures which might be needed unless he could get replacements. To date only "The Outlaw" has been delivered and the trade has heard rumors that Hughes did not plan to turn over "Vendetta" or "Mad Wednesday." Presumably he wants them for RKO distribution.

6 to 8 Months

Of the UA product situation, Sears said: "We have enough unreleased product to carry us for six to eight months." He added that the company would continue to be supplied by its "recurrent producers" and predicted that "Red River" would be the greatest grosser in United Artists' history, taking in a minimum of $5 million and a possible $7 to $8 million if its grosses through all runs equalled its opening indications. Sears said he might sell "Red River" away from National Theatres, "unless I get what I want" and declared the picture would be sold in England only as an A feature.

United Artists Closes 5-Year Dutch Deal

United Artists has concluded a five-year franchise starting Sept. 3 by which N. V. Film Verhuurkantoor Nederland will distribute its product in Holland. The deal, which was concluded by UA Executive Vice-President Arthur W. Kelly and the F. L. D. Strengholt, head of the Dutch outfit, is said to give UA an outlet in some of the country's finest first-run and circuit houses which are controlled by Strengholt.

Greer Named Head Of Texas Outfit

John C. Greer was named director and general manager of United Theatres Service Corporation. Sally Applegate was named shorts booker and other new officers are Secretary Ira McFarland and Treasurer L. T. Riley.

Press Agents for Free

By showing "Red River" free of charge to a selected list of universities in the south just as the school season neared its end, United Artists developed at least 5,000 press agents for the picture, President Grad Sears declared this week. Sears explained that the students went home and talked the picture up to their parents, friends and relatives.

Sioux City Mayor Names Censor Committee

Mayor Dan J. Conley of Sioux City, Ia., this week appointed a nine-man and nine-woman review committee to pass on motion pictures or publications offered to the community. The mayor's action followed the recent banning of three books by Police Chief Julius Myron. The committee will act only after it has received complaints against specific films or books.

Skouras St. Louis Deal Seems Set for Sept. 10

Way appeared cleared in St. Louis this week for the complete control of the Ambassador Building Corporation and the Missouri Theatre Building Corporation by Charles P. Skouras of National Theatres and his brother George P. Skouras of Skouras Theatres, New York City, as no objections to their proposed deal had been offered by required number of stockholders. The deal is expected to be consummated Sept. 10.

In the Missouri Theatre building deal, they will offer $115 for each $100 bond involved plus a share of stock. The market quotation was reported at $111 to $112. For the Ambassador they are offering $117.75 for a $100 bond and a share of stock. Quotations had been from $111 to $114. Both buildings contain the 3,000-seat Ambassador, 3,600-seat Missouri and the Grand Central, now closed. Houses now are operated by Fanchon and Marco.

50 Exhibitors Form Drive-In Organization

Organization of the Drive-In Theatre Owner's Association was accomplished in Charlotte, N. C., on Aug. 29 as 50 drive-in exhibitors met in the Ship Ahoy Restaurant and elected R. O. Jeffress of the Ft. Rock drive-in president.

Jeffress had proposed such an idea following threat of suit by drive-in patent owners. Other officers are: Vice-Presidents Hopp Jernigan, L. L. Theimer, and Secretary-Treasurer A. W. Bell. Directors are: Fred Sessoms, Jack Biggard, C. B. Hayworth, Howard Nally, Ben Pless, Bob Rogers, J. Francis White.

The next meeting has been set for Dec. 6. Operators from other states have been invited to join.

20th-Fox Plans French Production, Zanuck Says

Twentieth Century-Fox will utilize its $12,000,000 in French-blocked funds to finance part of a $24,000,000 program of production planned for that country, Production Vice-President Darryl F. Zanuck declared in Paris last Friday.

Zanuck declared that the European plan, which together with France, England and Italy, covers production of 12 pictures, would cause some curtailment in Hollywood production but did not state how extensive the cut would be.

Fox Changes Meet

Twentieth Century-Fox's domestic sales convention, scheduled for Chicago on Sept. 11, has been changed to Los Angeles from Sept. 14-17, General Sales Manager Andy W. Smith announced this week.

Will Sell Only 'All-Americans'

Johnston Tells British Policy Effective Oct. 1

Eric Johnston, president of the Motion Picture Association of America Tuesday flatly told the British that after Oct. 1, American films in the future would be sold as duals only on an "all-American" program.

This move, which may not be felt for several months due to contractual obligations, would go far to beat the British system of apparently arbitrarily classifying all British pictures in the A class where they would get the major share of revenue brought in on a dual program. It would also force British product to be strictly on its own without any support from an American half of a dual bill. It was this latter consideration which is also important for American distributors, and many British exhibitors do not think the British product can hold up on an all-British program, and British studios reportedly are not ready to supply the full quota which the British will put into effect Oct. 1. This quota restricts British time severely as far as American product is concerned and with an arbitrary system of classification would apparently put American product in the B category whether it was A product or not. The Johnston "all-American" move will not affect Universal and Eagle Lion which have contracts with J. Arthur Rank for distribution.

Calls Conference

Johnston meanwhile renewed his invitation for the British producers to send a delegation to talk things over in Hollywood. This meeting presumably would bring American producers together with the British J. Arthur Rank, Sir Alexander Korda and Sir Henry French of the British Film Producers Association.

The original invitation had been made at a press conference in which the MPAA leader again appealed for greater cooperation between the industries of both countries and told the British they would have to determine whether films required a protected home market or a free world market since it was impossible to have both.

Disney Drops Squawk Against New French Deal

Walter Disney has withdrawn the objections he made to the State Department against revision of the Blum-Byrnes pact, and will go along with the Motion Picture Association of America in the matter, it was confirmed this week in New York by the Disney office. Disney had objected to the revised pact because it presumably favored majors against independents and had asked the Department not to put it into effect until the independents could be heard.

Protest

In San Francisco's Fox Theatre a painting of George I of England has hung for many years on the wall of the men's room and no one has paid any attention. This week art circles, including Dr. Walter Heil, director of the de Young Museum, are in considerable agitation. The painting was pronounced to be an authentic work of Sir Godfrey Kneller, a master English painter of the 18th century. The Kneller remains in the men's room and feminine patrons of the arts are protesting!

States Collect $17,159,000

Admission Levies Hit New High for Year

Thirty-three states collected sales and gross receipt taxes on amusements totalling $17,159,000 during the fiscal year ending June 30, 1948 compared to the $14,216,000 which 28 states collected in 1947, the Department of Commerce in Washington reported this week.

The exact amount of the taxes which came from motion picture theatres was not known but license and privilege tax collections, which also affect theatres, in the 33 states for 1948 had dropped to $3,501,000 compared to $4,010,000 during 1947.

An interesting feature of the survey was that the number of states collecting taxes has increased in the past three years. In 1946 only 27 states collected; 1947 saw it jump by one to 28 and 1948 had 33 in the collecting field.

Hold DiPesa Services At Boston Chapel

Funeral services were held in the chapel at Boston College Thursday for Joseph DiPesa, dean of Boston motion picture press agents and associated during the past 37 years with Loew's Orpheum and State.

DiPesa died at his home to which he had returned from work last Friday when he was taken ill. Death was atrributed to a heart ailment which followed a siege of pneumonia.

Morris Siegel Dies In Hollywood at 47

Morris J. Siegel, 47, former MGM production executive, and associated in the founding of Republic for which he was president from 1937 to 1944, was buried in Hollywood Wednesday. Siegel died of a heart attack last Saturday following return from New York with his brother Sol, 20th Century-Fox producer. He is survived by his widow, three other brothers, two sisters and two daughters.

Harry McClure

Funeral services for Harry A. McClure, 58, former Kansas district manager for Fox Midwest, were held in Emporia, Kansas, Tuesday. McClure died at Topeka, where he lived since his retirement in 1944. He is survived by his widow, Beatric; two sons—Allison and Harry, Jr.; his father, J. A. McClure, a brother, two sisters and two grandsons. McClure owned theatres in Emporia until the 1930s after which he joined Fox Midwest.

Settle Fraud Suits

Three suits alleging percentage frauds against the Forum Theatre in Bastrow, California, were settled this week by Paramount, Loew's (MGM), and 20th-Fox.

Racket? Oh, No!

Appeal to the newspaper editors of the nation for support in its fight with the Association of Motion Picture Producers over banning the use of the word "racket" in its production, "The Number's Racket" will be made by Enterprise. The company, which plans to carry its fight to the Breen section of the AMPP declares that the use of the word "racket" in connection with numbers game is justified.

NEWSREEL CLIPS

Sales

King Bros.' "The Dude Goes West" has piled up 972 bookings in the three months of its release, Monogram announced this week.

National Screen Service will set aside Sept. 13-Dec. 31 as George Denbow Tribute Drive, to honor its sales vice-president, President Herman Robbins announced. Theme of the drive will be "Getting Back to Showmanship," and a series of regional meetings to be held on the following dates by the following drive captains, has been set:

Eastern, under William Bein, Sept. 7 Chicago; Sept. 9 Pittsburgh; Sept. 11 New York; Sept. 13 Atlanta; western under Ben Ashe, Sept. 7 Los Angeles; Sept. 9 Denver; Cept. 11 Kansas City; Sept. 13 Dallas.

Finance

Republic by-passed its quarterly preferred stock dividend due "to unsettled conditions," the company said in a statement which also announced that in order to effect further economies President Herbert Yates had taken a 50 per cent salary cut.

Paramount's estimated earnings for the second quarter ending July 3, 1948 amounted to $5,810,000 after taxes or 84 cents a share on the common, compared to $7,885,000 for the corresponding 1947 period, when earnings amounted to $1.11 a share of common. Earnings for six months ending June 3, 1948 were $13,570,000 or $1.96 a share compared with the similar six months of 1947 when the earnings were $17,407,000 or $2.45 a share on the common.

Names

William Cameron will be presented with an honorary membership in the Society of Motion Picture Art Directors at their annual banquet in Hollywood Sept. 14; **Bob Hope** will be given a special award by the Disabled American Veterans for his entertainment to hospitalized veterans at their benefit ball in the Hollywood Palladium, Sept. 20; **Monroe Greenthal's** ad agency has snagged the ad account for Sam Goldwyn's "Enchantment" which makes his second from that outfit. First was the campaign on "A Song is Born." United Artists Western Sales Manager **Fred M. Jack**, accompanied by Western District Manager **W. E. Callaway** are in New York; Realart Executives **Carroll Puciata** and **James Harris** are back in town.

Talk Library

Voice recording of the industry's pioneers will be placed in a referance library maintained by the Academy of Motion Picture Arts and Sciences, Curator Howard Wallis announced. First to be so interviewed will be Carl Louis Gregory, who shot camera on some of the industry's early films. A list of others whose voices will be perpetuated include Maurice Costello, Lionel Belmore, "Broncho Billy" Anderson, Lionel Barrymore, Mack Sennett, Blanche Sweet, Mae Marsh.

The Academy will also have an original print of D. W. Griffith's "Birth of a Nation" which is being donated by Iwan Serrurier, president of the Movieola Company.

Pioneer

When Harry Goldman died in Beverly Hills, Calif. on Aug. 17 at the age of 73, it started reminiscence out in Green Bay, Wis. Goldman reportedly was operating a household goods store in that town when the first motion picture was offered him. His friend, Carl Laemmle, an Oshkosh clothier, had put his all on the new project, so Goldman decided to build a theatre and erected the Post, Green Bay's first film house. Through the years he was credited with introducing first multiple-reel features, illustrated songs and other novelties. Soon he opened the Comet, a second house, and then a third, The Colonial. In 1916 he built the Palace and shocked the community with 25 cents admissions where it had hitherto paid five and 10 cents. Later he put in a 22-piece pit band at his Grand. In 1926 he quit show business.

Calendar

SEPTEMBER

14-17, sales convention, 20th Century-Fox, Los Angeles.

14, 15, convention, Independent Theatre Owners of Ohio, Deshler-Wallick Hotel, Columbus, O.

14-16, annual meeting of trustees of the Pacific Coast Conference of Independent Theatre Owners, Ambassador Hotel, Los Angeles, Calif.

16-17, Mid-year meeting Variety Clubs International, Statler Hotel, Washington, D. C.

18, Variety Clubs International Humanitarian Award dinner and presentation to Secretary of State George C. Marshall, Statler Hotel, Washington, D. C.

24, annual golf tournament, Variety Club of Philadelphia, Whitemarsh Valley Country Club.

24-25, convention, Theatre Owners of America, Drake Hotel, Chicago.

27, fall midwest meeting, Theatre Owners of America, Jefferson Hotel, St. Louis.

27, annual convention, Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois, Hotel Jefferson. St. Louis.

28-30, joint convention, Theatre Equipment Dealers Protective Ass'n and Theatre Equipment Supply Manufacturers Ass'n, Hotel Jefferson, St. Louis.

OCTOBER

14, testimonial dinner by Kansas City film industry to N. Y. Radio City Music Hall Manager Gus Eyssell, Muehlbach Hotel, Kansas City, Mo.

17, ninth annual dinner dance, Motion Picture Bookers Club, Hotel Commodore, New York.

27-28, annual convention, Kentucky Association of Theatre Owners, Seelbach Hotel, Louisville.

NOVEMBER

1-2, convention, Allied Theatre Owners of Texas, Dallas.

27-28, fall board meeting of National Allied, New Orleans.

29-Dec. 1, annual convention, National Allied, New Orleans.

Treasury Official to Talk Excise Tax at TOA Meet

Undersecretary of the Treasury Edward H. Foley will speak at the convention of the Theatre Owners of America to be held in Chicago Sept. 24-25, it was announced this week. Foley will talk on "The Excise Tax" at the Sept. 24 session.

Want a Strike?

"Which union do you want to strike against you?" This question faces operators of the Blumenfeld Circuit which is constructing a new drive-in theatre in Stockton, Calif.

Stagehands and electrical workers' unions each claim responsibility for the installation of the outdoor sound system. Construction is at a deadlock because the drive-in is certain to be picketed by the union that is by-passed.

AMERICA'S FI
OF TOP SECRE
BLASTED



FTH COLUMN
T TRAITORS
BY FBI!

ENDS A HAND

...WITH A GUN IN IT...

TO AVENGE G-MAN'S MURDER!



COLUMBIA PICTURES presents

WALK A CROOKED MILE

starring **Louis HAYWARD · Dennis O'KEEFE**

with **LOUISE ALLBRITTON**

CARL ESMOND

An EDWARD SMALL Production

Screenplay by George Bruce • Directed by GORDON DOUGLAS • Produced by GRANT WHYTOCK

COLUMBIA PICTURES

Selling the Picture

News and Ideas Concerning Profitable Advertising, Publicity and Exploitation

I.M.P.S. Clinic

How To Put Over The Fall Campaign

(Fall campaigns—new movie season, fall season of hits, etc.—are an important factor in a great many situations, and the I.M.P.S. members have taken up the subject as to how they handle such drives from the standpoint of individual items of showmanship.)

Experience and practice in promoting special publicity for the new movie season starting in the Fall gives top place to the theatre's own screen as the selling medium for messages about the attractions of movie-going during the cool weather when competition from outdoor recreation dwindles but other important rivalries for the public's spending money arise—Xmas shopping, for example. Most of the I.M.P.S. members participating in this clinic list special trailers as the activity they depend upon to carry home the idea that people should see more movie shows from now on. Slogans are a vital part of the campaign, and most of the showmen play these up in all elements of the drive—repeating the slogan in trailer, lobby display, newspaper advertising and direct-mail efforts. Here are direct quotes from some of the I.M.P.S. members who regularly stage new movie season campaigns:

TED C. RODIS, Pilgrim Theatre, New York, N. Y. We vary the slogans for our fall campaigns: "Movie Season of Hits," "Fall Harvest of Screen Hits," etc. Some local merchants go along with us regularly on this exploitation, these including a photo studio, cleaning establishment, jeweler, bakery. Special trailers are used, and we receive some special treatment in the local newspaper. Regarding the ways to set up such campaigns we find that if you get acquainted with your neighborhood merchants and keep on cordial terms with them the rest is easy. The exploitation is directed at the whole community but the school groups are the most important. We play up our service for institutional value.

DON SHARP, Sharum Theatre, Walnut Ridge, Ark. The slogan: "Your Entertainment Harvest" is played up in newspaper advertising, which is increased by 50 per cent for the campaign. Special trailers are used and our situation makes it important to appeal to and reach the rural patron, who is the prime objective of the drive.

G. G. WALLER, Prairie Theatre, Sun Prairie, Wisc. We make it a regular practice to put on a Greater Movie Season. Screen trailers, special, are used and newspaper advertising is increased 10 per cent for the drive, which is aimed chiefly at students and teachers. The lobby display seems to produce the best results in getting the idea across.

TAYLOR F. JOYCE, Pryor, Oklahoma. We regularly feature a "Fall Festival of Hits." There is no merchant cooperation but we get good support from the local paper, as the editor is a friend of mine and our biggest booster. We use a Filmack trailer and boost our newspaper advertising 10 per cent during the drive. The campaign is aimed at all groups, but the most important to cultivate are the students and teachers. For the institutional angle of our advertising and publicity, we play up courtesy to patrons.

TRUMAN RILEY, Palace, Queen, El Rey, Azteca Theatres, McAllen, Texas. Our campaign features the slogan "Fall Festival of Hits," "Greater Movie Season," etc. It is strictly a theatre promotion stunt with no

(*Continued on Page* 14)

IF YOU ARE A PROGRESSIVE, GOING-PLACES MEMBER OF THE THEATRE BRANCH OF THE FILM INDUSTRY YOU CAN PROVE IT BY SHOWING YOUR MEMBERSHIP CARD IN I.M.P.S. JOIN NOW. YOUR MEMBERSHIP CARD WILL BE SENT IMMEDIATELY UPON RECEIPT OF YOUR APPLICATION. USE BLANK BELOW.

Chick Lewis, General Director
Institute of Motion Picture Showmanship
Showmen's Trade Review
1501 Broadway, New York 18, N. Y.

I hereby apply for membership in the Institute of Motion Picture Showmanship, with the understanding that such membership in no way obligates me to pay dues nor spend money for any commodity or article by reason of such membership.

Name .....

Theatre .....

Street .....

City ..... State .....

Behind the Idea

The Origin of 'Kodak'

There's a reminder of I.M.P.S. Member Al Swett's suggestion concerning the origin of showmanship ideas (STR Aug. 2, p. 23) in the release last week from Eastman Kodak quoting George Eastman on how and why he chose 'Kodak' as the trade-mark for his company's products. The word, registered as a trademark in 1888, was devised the same year Mr. Eastman designed his first camera. Here's how the Eastman release quotes the founder of the company on the origin of Kodak:

" . . . a trade-mark should be short, vigorous, incapable of being misspelled to an extent that will destroy its identity, and—in order to satisfy trade-mark laws —it must mean nothing. A letter 'K' had been a favorite with me . . . therefore, the word I wanted had to start with a 'K'. Then it became a question of trying out a great number of combinations of letters."

I.M.P.S. Member Report

Ballyhoo Beats April Showers in August

E. C. QUALLS, JR., owner-manager, State Theatre, Burlington, N. C., started his two-weeks advance campaign for "Easter Parade" with teaser announcements on station breaks at the local radio station. The announcer simply said: "There's going to be an Easter Parade in August." A week before opening there were regular transcriptions with tag lines added. The same pattern was followed in the newspaper advertising—teasers up until Saturday before opening, when a 4-column display plus an 8-column by 7 inches display showed scenes from "Easter Parade." The poster campaign employed twelve 3-sheets, twelve 6-sheets, two 24-sheets, 50 window cards and 1,000 heralds. On the screen there was a teaser for two weeks in advance, and mailing of 500 postal cards using the "there's to be an Easter Parade, etc." line. Also there were insert cards, in frames, placed in good locations such as drug stores, hotels.

After that kind of vigorous, heart-warming campaigning, one would expect the weather man to play along. But, Qualls ruefully reports, "it rained the full week of the engagement—'just April showers in August,' I suppose." But think of how much more dismal things would have been without that kind of showmanship. The answer is Qualls' summation: "despite the weather there was very good attendance."

I.M.P.S. Member Report

Taking Topical Advantage

RUFUS C. NEAS of the Cameo Theatre, Bristol, Va. recently saw a chance for what he calls a small bit of promotion when the Exchange Club of Bristol organized a Boys' Club. It happened that Neas was playing "Fighting Father Dunne," so he arranged to have the picture announced at a club meeting.

'Superman' Continues to Get Feature Promotion

"Superman," Columbia's super serial, continues to get exploitation effort approximating that of an "A" feature as it makes the rounds. It is a long, long time since any serial has won as much promotion attention. The two latest precincts to be heard from are Philadelphia, where 50 of the Warner houses, along with a number of key independents have booked it; and Baltimore, where the serial is playing the city's showcase, the Hippodrome.

In the city of brotherly love, where Irving Blumberg handled the details for the Warner chain, cooperation with the local Mutual Broadcasting outlet, WIP, which carries the "Superman" radio show, played a big part in the success of the campaign. Each day the announcer on WIP urged his listeners to see "Superman" on the screen and then read a list of five theatres. The list was changed weekly, thus assuring the entire Warner chain and the many independents would be covered throughout the fifteen-week run of the chapter-play. The theatres being plugged each week cooperated by running a trailer on the "Superman" radio program.

Street and window displays were also utilized to the fullest in publicizing the film. United News, local distributors for Action Comics, which publishes "Superman," arranged for the placement of 50 display pieces in localities near the theatres and bannered the sides of their trucks. Smellenburg, one of the largest department stores in town, featured "Superman" products, with theatre credits prominent in the displays, and whole windows of the shop were given over to "Superman" exploitation.

Esther Williams Beauty Contest Attracts Many

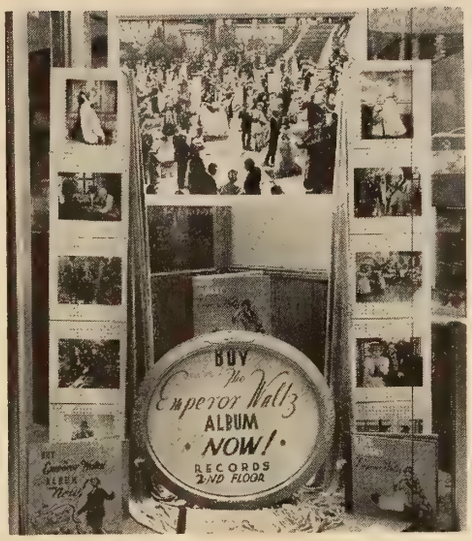
As we've said before, bathing beauty contests are a lot of trouble, but they are effort well spent. Jack J. Engerman of the Palomar Theatre, Seattle, found this out recently when he ran a contest for 16 days. Two radio stations plugged the contest with 18 announcements per day, fifteen other theatres distributed heralds with information about the contest, and a tieup with a photographer made it possible for any of the entrants to have pictures taken for display.

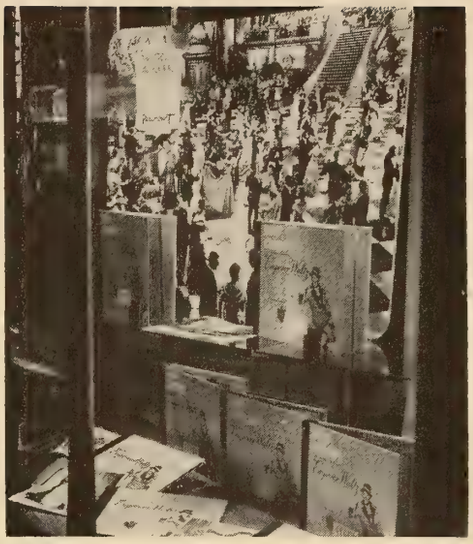
The contest started with the opening of "On An Island With You," and was called the Esther Williams Bathing Beauty Contest. The payoff was that the stunt attracted 64 entries. with the final three winners chosen by the audience. Prizes promoted included Bulova watch, choice of a dress, Durabilt weekender luggage, hand-painted oil portrait, $25 in cash, and the original bathing suit worn by Miss Williams in the film.

Gardenias for Women at Theatre's Anniversary

Manager Ted Carey of the Fox Lyric, Tucson, Ariz., gave a gardenia to every woman patron attending on the occasion of the theatre's 25th anniversary as a mark of appreciation of their patronage.

The theatre was built in 1918 by the Diamos Brothers and has several times been remodeled. Recently the 800-seat house was given a face lifting, with a new front, redecorated lobby, new upholstered opera chairs, new sound and projection equipment and candy bar. Carey became manager of the Lyric four and a half years ago, succeeding Fred McSpadden who now manages the Fex Tucson.—PHOE.





AND THERE WERE 30 MORE JUST LIKE 'EM! It would take two or three pages to reproduce all of the windows promoted by Manager M. D. (Babe) Cohn and Paramount Representative Jim Castle for the showing of Paramount's "The Emperor Waltz" at the Paramount Theatre in Kansas City. But the two music tieups shown above are typical of the wide coverage given the Technicolor film in the Missouri metropolis.

Mermaid's Tail Plays Large Role in Hecht's Swell Campaign on 'Peabody'

Once in a lifetime a fellow puts over the perfect exploitation campaign—it is something to be remembered, and with affection. This experience came recently to Elmer Hecht of the Park Theatre, Tampa, Fla. when he handled the southern premiere of "Mr. Peabody and the Mermaid," the U-I fantasy in which Bill Powell falls for Ann Blyth, a ravishing gal who is half woman, half fish—the lower half, of course, being the fish part.

This fish tail, which, it is said, cost U-I $20,000 to make, played quite a role in Hecht's campaign. The whole thing had something of a local angle because the underwater scenes in the picture were made at Weekiwachee Spring, only 65 miles north of Tampa. (The Chamber of Commerce would have you know that Weekiwachee Spring is "the underwater mountain"). When the 70 actors and technicians left the Spring after completing the sequences they made the fish tail available to Hecht for his southern premiere.

Hecht decided on two angles—a big street ballyhoo and a mermaid bathing beauty contest. He induced six merchants, the Weekiwachee owner, Newton A. Perry, and the Tampa *Times* to go in on it with him. The campaign was startling, to say the least. Perry had a glass swimming tank constructed (see cut) and Hecht used all the influence he could muster so that the tank finally was placed in Tampa's Court House Square, right in the center of the city.



Nancy Tribble, who doubled for Ann Blyth in the underwater scenes of "Mr. Peabody and the Mermaid," acts like a mermaid right in Tampa's Court House Square as a newsreel cameraman grinds.

Glamor in Goldfish Bowl

Three times a day Perry's girl swimmers donned the mermaid tail and entered the tank, demonstrating his invention for breathing via hose line under water. Two of the girls, Nancy Tribble and Mary Ann Ziegler, had doubled for Ann Blyth during the making of the picture. This stunt got the city in a whirl, crowds showing up at each performance, and considering the amount of plugging for the picture, Tampa can be said to have been really mermaid-conscious. (It is whispered that Hecht himself actually believes in mermaids now).

The other main angle of the campaign—the mermaid bathing beauty contest—turned out to be something really big. There were 12 entrants from middle Florida cities, all of them old hands at contests and more or less in the professional beauty class. This put the contest in the major league category. The Tampa *Times,* of course, ran stories and pictures every day during the contest and also featured the tank ballyhoo. But what surprised Hecht was that the opposition paper, the *Tribune,* considered the tank episode legitimate news and ran almost as much stuff as the *Times.* AP and INS also covered the event, as did Universal Newsreel.

The beauty contest was decided on the stage of the Park Theatre the opening night and was won by Mary Dwight of St. Petersburg. She received a number of gifts from the participating merchants and a week's vacation at the Spring.

Hecht's campaign on "Peabody" is a good illustration of the adage that you can actually MAKE news if you've got something good enough. Hecht had something good to work with and saw to it that he got every last particle of publicity out of his material. Did "Peabody" do business? What do you think?

SELLING SLANTS AUDIENCE SLANTS

Showmen Report on Campaign Angles and Customer Reaction

MELODY TIME (RKO)

Selling Slant: Disney's and star names plus comedy and music are top selling factors. Aim high and for high-class audiences (your action fans and the mugs won't like this one). Give Roy Rogers a play in exploitation.

Audience Slant: Kids will like all or some part—mostly the Roy Rogers and Little Toot episodes—at least mine did. Work for an opening as picture will build over the week-end for you. Try to get 5 showings on Saturday and Sunday to amplify your fill and spill if yours is an all-day grind; if not be sure to tell them the feature starting-times in ads. **G. GERMAIN, Palace, Pittsfield, Mass.**

HOMECOMING (MGM)

Selling Slant: Reunion of top stars Gable and Turner is No. 1 item to sell but don't neglect Anne Baxter and John Hodiak. Play down war angle and play up the romance.

Audience Slant: Essentially a woman's picture (though war background may keep some of them away). Those expecting to see a sizzling love story will be somewhat disappointed but the stars do fine work and the film, as a whole, is up to MGM's usual standard of excellence. But I do wish Metro would make their features shorter. **EARL POTTER, Tivoli, Miami, Fla.**

GUNFIGHTERS (RKO)

Selling Slant: Action and spectacular color of the great outdoors. Worth advance exploitation via lobby display.

Audience Slant: Very good reaction, Randolph Scott good draw and popular here. **FRANK FOREST, Oakdale Theatre, Hazel Park, Mich.**

UNCONQUERED (Paramount)

Selling Slant: Selling the stars, also the novel by tieup with book store.

Audience Slant: Pleased my patrons; spectacular scenic backgrounds and color photography particularly impressed audiences. **FRANK FOREST, Oakdale Theatre, Hazel Park, Mich.**

FURY AT FURNACE CREEK (20th-Fox)

Selling Slant: Put emphasis on outdoor action drama and the star.

Audience Slant: Good reception. **FRANK FOREST, Oakdale Theatre, Hazel Park,**

MIRACLE OF THE BELLS (RKO)

Selling Slant: Since this is a strong Catholic picture, the trailer and advance publicity will give you all the customers you can take care of, provided you have a Catholic population —which I have.

Audience Slant: This didn't disappoint any of my patrons, who went out of their way to tell me how thrilled they were by it. **G. G. WALLER, Prairie Theatre, Sun Prairie, Wisc.**

UNDER CALIFORNIA STARS (Republic)

Selling Slant: Roy Rogers naturally the top selling element, but promise also good color, story and supporting cast.

Audience Slant: Thoroughly pleased the action fans and the kids. **G. G. WALLER, Prairie Theatre, Sun Prairie, Wisc.**

I.M.P.S. Clinic

Fall Campaigning

(*Continued from Page* 12)

cooperative advertising. We use special trailer with trailerettes on the big pictures. Slug mats on top of all ads and a folder type handbill is one of the most effective approaches to interest in the promotion. There is only a slight increase in the newspaper advertising budget, but we use radio, billboards and handbills on larger scale. The particular group aimed at is the tourist trade coming to the Rio Grande Valley for the winter season, with students by far the most important.

JEFF JEFFERIS, Jefferis Theatre, Piedmont, Mo. The "Fall Festival of Hits" slogan is used for the new season drive here. Our local newspaper is un-cooperative and there is little if anything resulting from that source. Dependence is largely on lobby displays—cutouts and streamers, with the screen importantly used for slides and trailers. The most important single group aimed at is the high school students. Merchants cooperating are a clothing shop, a bakery and the Chevrolet dealer.

MITCHELL KELLOFF, New Ute, Aguilar, Colo. Our fall drive is ballyhooed as "Greater Movie Season." The campaign is furthered by cooperation of two grocery stores, a druggist, a service station, a lumber company, a style shop and Fronteer Power Company. Trailers are used for the drive and a special issue of my mimeograph newspaper is entirely devoted to the new season campaign, which I tie in with the merchants cooperating.

I.M.P.S. Member Report

"First" Angle Given Strong Play in Drive

REED WHATLEY, manager, Showboat & Ora Theatres, Freeport, Texas, pulled out all the stops on his publicity pipe organ for the Showboat's first world premiere—an area showing of "Red River." The "first" element got lots of ballyhoo in an 9 x 14 inch handbill printed in black on yellow stock. The headline: "Never before in the history of Brazoria County have we had the pleasure of participating in a World Premiere Showing." There was major dislay space for a 3-column press book mat and bold display for playdates. Approximately 3,000 special ads were sent with the regular program to boxholders in the Freeport area, and 5,000 of the handbills were distributed by insertion in Houston daily newspapers circulated in Brazoria County. Fifty window cards were displayed in select locations in addition to the regular window card frames in town. A telegram signed by Governor Beauford H. Jester saluting Whatley as the manager of the Showboat and being one of the many to premiere "Red River" was displayed in the lobby. This lobby display, which included a 24-sheet on the wall at the rear of the confection counter and inside stands presenting stills from the feature were up one week in advance. It created so much interest that Whatley is crediting it with major importance in his campaign.

The newspaper campaign included two teasers, two weeks in advance in two weekly newspapers; one scene mat ad one week in advance; 1 4-column by 100 lines mat ad on opening week (there's no daily in Freeport). On radio there were 5 spot announcements daily a week in advance, and one announcement opening day and each day of the run.

An STR Showmanalysis (REG. U. S. PAT. OFF.)

Campaign Material for RKO RADIO'S "Good Sam"

GENERAL APPROACH: Comedy, with appeal to the whole family, of a man so good-natured that he is unable to refuse help, financial or otherwise, to everyone who asks for it. And he's always in a jam—often with his wife. In the end he's broke and changes clothes with a tramp. Being a comedy, it all ends well—as you like it. All press material plays up the comedy, the stars, Gary Cooper and Ann Sheridan, and Director-Producer Leo McCarey.

NATIONALLY ADVERTISED: RKO has put an extensive national advertising campaign back of the comedy. The full-page ad on the press book cover appeared in the Saturday Evening Post, the Ladies' Home Journal, Life and the American Magazine. A different full-pager was used in Woman's Home Companion, Collier's, Photoplay, Movieland and Screen Guide. In Look, Redbook and most of the rest of the fan magazines a third page ad appeared.

NEWSPAPER ADS: The 23 ads are excellent examples of the adman's art; there's plenty of white space to make them easy to take in at a rapid glance, and they all emphasize the comedy angles. First importance, pictorially, is given to the stars, Gary Cooper and Ann Sheridan, wreathed in smiles, with an occasional wink from the "better half." Director McCarey gets pictorial and name recognition, too. Several of the larger ads picture him, smiling, in the director's chair; others reproduce a large smiling head. A full-length portrait of Cooper, with empty pockets and greedy hands extended to him, appears in many of the ads, carrying out the story's theme. Large ads guaranteed to attract readers' eyes, on any page, are Mats 501, 304 and 402, though many of the smaller ads are nearly as effective.

POSTERS: The man who drew the posters was not afraid to leave some of the space blank, which is a relief to the eye and an attention-puller. The smiling heads of the two stars in all four posters are effective for cutouts in any spot, as is the full-length figure of the empty-pocketed Cooper, surrounded by begging hands. The accessories are similar to the posters.

EXPLOITATION: Ann Sheridan's tie-in with the A.S.R. lighter will be promoted by the manufacturer in window displays, blow-ups, counter cards, etc., in department, jewelry and tobacco stores and the exhibitor should not overlook this active help in local campaigns. Eight stills, good for various store tieups, are reproduced. Among campaign stunts outlined is one for a family group photo contest for a newspaper tie-in, or can be conducted by the theatre. A puzzle card in which the letters forming "Good Sam" are to be worked out will interest puzzle fans. A "Good Sam" Day in which reporters will spot courtesy incidents, a stunt to be worked in cooperation with the Salvation Army (which figures in the story); A "Good Sam" radio stunt and a street ballyhoo are outlined. The exploitation section outlines many other stunts that the exhibitor can utilize with profit.



Happy-Go-Lucky Horace Says:

"YOU CAN'T BEAT THAT EXTRA SHOWMANSHIP PUNCH FROM 20th!"

2-COLOR NEWSPAPER ADS!



...oh those happy-go-loving goings-on in this happy-go Irish hit!

TYRONE POWER
ANNE BAXTER

THE LUCK OF THE IRISH

with CECIL KELLAWAY · LEE J. COBB
JAMES TODD · JAYNE MEADOWS · J. M. KERRIGAN
PHIL BROWN · CHARLES IRWIN
Directed by HENRY KOSTER · Produced by FRED KOHLMAR
Screen Play by Philip Dunne
Based on a Novel by Guy and Constance Jones

20th CENTURY-FOX

Here's happy-go-Horace who'll ch your luck . . . an

S I G N A T U R E

THE PICTURE THAT'S AS HAPPY AS IRISH LAUGHTER!



Look at the two of them now, making love as if no one was watching! It's a great day for the Irish...for laughing...for you!



TYRONE POWER · ANNE BAXTER

with CECIL KELLAWAY · LEE J. COBB · JAMES TODD · JAYNE MEADOWS · J. M. KERRIGAN · PHIL BROWN

Directed by HENRY KOSTER · Produced by FRED KOHLMAR
Screen Play by Philip Dunne

THE LUCK OF THE IRISH

20th CENTURY-FOX

Here's happy-go-lucky Horace who'll change your luck . . . and life!

S I G N A T U R E

These Are The 2-Color Newspaper Ads (840 LINES and 1000 LINES) *That Kick Off The Campaign In*

SALT LAKE CITY ➔ *Tribune-Telegram & Deseret News*
ST. LOUIS ➔ *Star-Times & Globe-Democrat*
SPOKANE ➔ *Chronicle Spokesman Review*
ATLANTA ➔ *Journal & Constitution*
CINCINNATI ➔ *Times-Star, Post & Enquirer*
HOUSTON ➔ *Chronicle, Press & Post*
DALLAS ➔ *Times-Herald & News*
BIRMINGHAM ➔ *News Age-Herald*
MONTGOMERY ➔ *Advertiser-Journal*
FT. WORTH ➔ *Press & Star-Telegram*
NASHVILLE ➔ *Banner Tennessean*
SYRACUSE ➔ *Post-Standard*
BUFFALO ➔ *Courier-Express*
CLEVELAND ➔ *Plain Dealer*

Showmen coast-to-coast say you can't beat

20th CENTURY-FOX

September Is LUCKY MONTH At 20th Century-Fox . . . September Is YOUTH MONTH All Over America!

SHOWMANSHIP SLANTS

Current Theatre Exploitation Briefed Down to Basic Ideas

Harry A. Rose, Majestic, Bridgeport, Conn., used a "Storm Warning" throwaway as an advance for the "return by popular request" showing of "A Night at the Opera." The showing was given still another novelty build-up through the distribution of a simulated bank check (date and a serial number gave it added realism). The check was made out to bearer for $1,000,000 Belly Laughs and was signed "Groucho, Chico and Harpo Marx."

Bud Heck, Walter Reade's Mayfair, Asbury Park, N. J., capitalized the give-away theme of "Good Sam" by sending an usher, made up to resemble the character in the film, to parade the boardwalk and distribute lollipops to moppets taking part in or witnessing the annual Baby Parade at the Jersey resort. "Good Sam" got rid of several thousands of the lollipops.

Sam Hebscher, manager, Savoy Theatre, Hamilton, Ont., and chief of the Odeon Movie Club, presented "Miss Canada" for her first personal appearance after winning the title which assures the titleholder, Miss Jean Ferguson, of appearing in the Miss America contest to be held in Atlantic City. The appearance, as guest star of the Odeon Movie Club of the Air, took place within 12 hours of Miss Ferguson's victory.

Sam Torgan, RKO Keith Theatre, Lowell, Mass., produced visible, and profitable, evidence of the potency of his campaign for "The Babe Ruth Story" by pointing to a line of people stretching from his box-office to a point more than a block away before the cashier set up for business on opening day. Features of the campaign: a commendatory letter from the mayor setting a "Babe Ruth Day" for Lowell; special screening for civic, religious and business leaders, with the city's orphans as special guests at the show and a luncheon following it; "Babe Ruth Day" got page one newspaper space in two papers, and there were sports page stories ten days in advance; White Tower newspaper ad, carrying playdate and theatre name, broke opening day; imprinted paper bags and paper napkins distributed in seven outlying towns; 125 counter and window cards to co-operating downtown bars and night clubs; distribution of Cigar Institute of America display material on the picture to retailers in area through tieup with wholesale tobacconists; window and counter space in downtown book store. "Immediately on notice of booking," Torgan reports, "we began building one of the strongest lobby flashes we have made in months. It was impossible for anyone with eyesight to miss this flash."

Bob Apple, Senator Theatre, Oakland, Calif., conducts a "junior rodeo" in connection with his Saturday morning shows for children. The youngsters attending receive a dated ticket entitling them to a free pony ride at a "ring" across the street from the theatre.

Louis Foley, Majestic, Perth Amboy, N. J., assistant manager (who entered training as a student manager under the G. I. Bill of Rights some months ago) came through with a cracking good understudy job of showmanship when Julius Daniels, house manager, was busy supervising construction of the Walter Reade Circuit's new Drive-In at Perth Amboy. Foley got his chance with a big picture—"The Emperor Waltz." He took the music as the obvious lead and promoted a music store window display, for which he furnished a four-foot cardboard record sniped with cast, play-dates and featuring a dozen scene stills. The exhibit remained in the store for a week preceding opening day and for the duration of the week-long run.



SAFETY CAMPAIGN TIEUP. Capt. Edward Pootel, head of the San Francisco Traffic Division, and Iver C. Larsen, local director of the National Safety Council, putting up the first banner on trolley wire crosspiece in front of the Paramount Theatre a week before opening of "Raw Deal." The banner reads: "Don't give pedestrians a 'Raw Deal.' Drive safely." All of Market Street was bannered. Manager Earl Long engineered this most effective city tieup.

Showman Starts Trade Group to Boost Area

Mike Piccirillo, manager of the Center Theatre, Hartford, Conn., has started a long-range idea to bring new trade into the theatre's vicinity. In conjunction with about 50 merchants in the Center area, Piccirillo formed the North Main Street Businessmen's Association.

"We have found," he notes, "that many shoppers only purchase goods up to a certan point at Main and Morgan Streets. Businessmen, working together through this new association, can make actual plans for getting new trade into the North Main Street area."

The association is non-profit, and all funds contributed will go into group projects, among which will be co-operative newspaper advertising campaigns.

The association is holding half-hour meetings once a week in the theatre building. Speakers, representing promotion and merchandising groups, address the members.

Hunt for Oldest Dollar 'Silver River' Contest

Manager George Sullivan of the Auburn Theatre, Auburn, N. Y., hit upon a new stunt to promote his showing of Warners' "Silver River" when he staged a contest to find the oldest silver dollar in Auburn. Guest tickets were awarded to the holder of the oldest.

Preceding the contest was a five-day stunt in the window of a jeweler with a shop on the main street. A number of silver nuggets were displayed, with a silver creamer and sugar set awarded by the jeweler to the person whose guess was nearest correct, with guest tickets for the three runners-up. The merchant plugged the contest on the radio and Sullivan ran a line on it in his newspaper ads.

Tom, Jerry Articles

A complete line of Tom & Jerry bookends, statuettes and figurines will be placed on sale shortly by Coventry Ware, Inc., of Ohio. Tom & Jerry are the cat and mouse characters of the MGM cartoon series which has won four Academy Awards.

Treasure Chest Hunts Naturals for 'Pirate'

The word "pirate" at once conjures up visions of buried treasure to almost everyone, and the hunt for buried treasure chests is almost a *sine qua non* in the exploitation of a picture bearing the title, "The Pirate." So, when the MGM picture with that title was booked into the Towne Theatre, Milwaukee, Manager Ervin Clumb and MGM Exploiteer Louis Orlove were practically forced to put on such a stunt. Not satisfied with one hunt for buried treasure, they arranged for three.

The main hunt was given the big exploitation guns. A copper-and-lead-lined chest was buried at Milwaukee's popular bathing place, Bradford Beach. Contest prizes included a diamond ring, wrist watches, a portable radio, MGM album of records, genuine Florentine figurines, theatre passes and candy. Clues were published daily in the Milwaukee *Sentinel*. Clumb and Orlove placed above the candy stand in the lobby a cutout scene from the 24-sheet carrying an announcement of the contest, advising readers to watch the *Sentinel* for clues and to listen to radio station WMLO's Pirate Treasure Chest Show sponsored by four Milwaukee stores. List of prizes, in large letters, was carried above the cutout scene.

The preliminary treasure hunt was conducted with two small golden chests, one placed back of some bushes in one of the city's large parks, the other in a busy section of the city. Clues were given and finders of the chests were awarded valuable prizes. These hunts were also advertised in the newspapers.

All disc jockeys were given "Pirate" albums and they cooperated by playing tunes from the picture, with proper credits; 110 special cards were made up and posted in all record and music shops and department stores, while MGM record salesmen placed 200 streamers bearing imprinted "Pirate" copy.

Hold Kid Show For 'Babe Ruth Story'

The Harris Brothers' State Theatre, Hartford, Conn., held a special showing of the film, "The Babe Ruth Story," Wednesday (25) for 2,500 underprivileged children. The showing was sponsored by the West Hartford Post of Jewish War Veterans.

'Press Kits' Make Bow

A flexible exploitation service designed by Robert L. Lippert, head of Screen Guild Productions and a veteran circuit operator, makes its debut with the issuance of material for selling the Screen Guild productions "The Return of Wildfire" and "Jungle Goddess." This development of the conventional press sheet is called the "Press Kit." It consists of an envelop measuring 11¼ x 14½ inches (easy to file or carry) in which are inserted material for publicity, proofs of ad mats available from National Screen, exploitation pointers, etc.

As key or later runs demonstrate ideas locally used with success these are outlined on separate sheets and inserted in the kit. The publicity material has the advantage of being in typewritten (mimeographed) form more acceptable to newspapers than printed matter. Blank spaces for insertion of theatre name, playdates, etc., make it unnecessary for the theatre to re-type the material for presentation to the newspaper.

Theatre Management

Guide to Modern Methods in the Administrative and Executive Phases of Theatre Operation

Popularity Contest With a Charity Angle

Manager Lou Merenbloom of Schine's Hippodrome, Corbin, Ky., won much local goodwill, in addition to publicity for his theatre and its attractions, through tieing up with the Ossoli Club, a women's organization active in charitable work. The entire stunt to select a May Queen, was in promotion of the club's charities, votes for the May Queen nominees costing 10 cents each.

The Ossoli Club placed ballot boxes, each containing 10 separate compartments, in 10 leading stores in Corbin. Each compartment had a slit and was labeled with the name of a contestant. Through the slit the public was invited to deposit money which wa scredited as a vote for the girl whose name appeared above that compartment. Each 10 cents deposited counted as a vote. At different times the merchants advertised that they would donate 10 per cent of their sales to any candidate customer buying articles, the 10 per cent of the sales price being counted as additional votes.

The Hippodrome's share of publicity and goodwill came after the voting had been completed: the 10 contestants were presented on the stage of the Hipp while the ballot boxes from the 10 stores were passed through the audience, with each patron depositing his ticket stub as a vote for the candidate of his choice. Adult ticket stubs counted for five votes, the children's stubs counting for two votes. The ballot boxes were then returned to the stores until the contest closed. The winner was declared the May Queen. The money obtained will be used for the club's charitable work throughout the year.

This simple stunt, or a variation, may be used in almost any location; it calls for little time from the manager and costs the theatre little money; yet is a business hypo for the middle of the week.

Merenbloom also obtained publicity for the theatre and two coming features through a coop ad which the 10 stores took in the Corbin *Daily Tribune*, each presenting a picture of one of the contestants along with its ad, with the theatre's ad in the center of the page.

Hawaiian Orchids For Women Patrons

In celebration of the seventeenth anniversary of the Fox Theatre in Phoenix, Ariz., the manager had Hawaiian home-grown orchids flown to Phoenix for presentation to 1,000 women patrons. The local New England Bakery donated a five-tier birthday cake for the occasion and members of the audience were each given a slice.—PHE.

'Mrs. Oklahoma City'

The Capitol Theatre, Oklahoma City, was the scene of the "Mrs. Oklahoma City" contest last week. The contest was judged a huge success. The winner, Mrs. Loveta King, will participate in the finals at the Criterion Theatre, Oklahoma City, Sept. 1. The winner at the finals will receive a large amount of prizes and a free trip to Asbury Park, N. J., to compete in the "Mrs. America" contest.—OKC



The Brass Tacks of Efficient Picture Theatre Management*

SMART THEATRES AT THRIFTY COSTS

By Jack Jackson

If you happen to be looking for some swellegant examples of how to put a few of those boom-year dollars to work on the kind of job that should keep you and your theatre off the red ink salesman's prospect list let me suggest a peek spree in sunny Florida. Down in the Land of Palms—two kinds; trees that wave in the breeze and the bell boys, waiters, etc., that wave in your kisser in anticipation of tips—Frank Rogers and his cohorts of Florida State Theatres, the always pushing Wometco gang, as well as many independent operations, have performed some really surprising feats of theatre face-lifting and interior rejuvenating.

Before I get too far along let me go on record to the effect that this is the article I promised to offset last week's scolding about theatres that had been allowed to go neglected. I believe that, after reading this, every theatre owner will be convinced beyond all possibility of doubt that progress is not only more preferable but far more profitable than stagnation. The reports I gathered indicate that the establishments covered in this narration are outgrossing those in the area of neglected theatres by better than 20 per cent, which makes a heap of difference in these days when the lull of ticket machines is presaging a storm of financial worries. Of necessity many of the really worthwhile examples will be skipped in the interest of giving details about the outstanding examples on record but I'm sure that 'most any theatre will be able to do a better job of planning for low-cost and effective renovations from these briefies of what the chaps in the peninsula state are doing and have done.

Jess Clark, general manager of Florida State and Guy Kenimer, former city manager of Jacksonville and now in charge of the beauty treatments, have done some amazing things at consistently low cost. For instance: perhaps some of you remember the old Palace in Tampa. It always reminded me of the old armories where the National Guard stored their guns between drills. Well, Kenimer (or under Kenimer's direction) the entire building has been given a coating of cement and paint with garnishment in the form of fluted decorative curved blades that extend from rooftop tapering into the building proper at a level a few feet above the box-office. Tubed Neon further embellishes the scheme until today the Palace could take its place among the favored entries in any theatre beauty parade.

Cloth Draping Saves Time and Labor

The old wall decorations offered quite a problem, according to Kenimer, because of tremendous labor expense involved in leveling the ornate surfaces preparatory to the ultra expensive job of re-plastering. Well both jobs were avoided by the simple process of cloth draping from ceiling to wainscot levels. Result: an astonishing improvement in acoustics, an impressing dignity in appearance and a phenomenal saving in cost. The Strand, another oldster, and the Florida, (which used to look like a poor relation of the beautiful Tampa across the street) have both been given plentiful doses of modern vitamins with the result that the populace of Tampa have a new interest in movies and, while not banging the doors down, continue to amble up to the box-offices in sufficient numbers to keep the mortgage holder at a safe distance.

Don't get the impression that these have been penny-pinching jobs. They haven't. There is the usual impression of opulence that goes with good theatre operation and a generous use of expensive lighting fixtures and neon decorative display. It's just that great thought was expended in advance and considerable "derring do" in the field of imagination given the "go" sign over the tried and true but outmoded formulas of the past. In short, decisions were made on the basis of how to accomplish the best job at the lowest possible cost factor.

I doubt if anyone who ever glanced at the old Rex in Miami would recognize the present glamorous Florida as its spawn. Words cannot adequately describe the overall front. It just plain scintillates. And they tell me the job was not overly expensive.

Wometco's new Miami, monickered by Sonny Shepherd as "The Theatre of the Americas," is spanking brand new from tip to tip and must have cost a pretty penny. Yet here again an eye for the future was exercised and the saving in labor is certain to reduce the investment outlay cost as the years flow by. This is truly a magnificent establishment. I wore out two pairs of shoes and covered 'steen miles accompanying Sonny on tour of his domain. If they overlooked anything I'd sure like to get the details. Seems like I walked miles—up and down and

(*Continued on Page* 18)

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Jackson . . .

(*Continued from Page* 17)

'round and 'round—without encountering the man-power usually present at such establishments. When I interrogated Sonny he replied: "It's automatic. Buttons and thermostats and other electric servants do all the work."

Before going on I'd like to pay tribute for the unusual job of selling that accompanied the Miami opening. Sometime later I'll go into details but right now the streets of Miami—I'm talking about August—are swarming with citizens from our neighbor countries in South America and the Islands of the Caribbean. Whether the Chamber of Commerce or Sonny was first to sense and ferret in this prolific field of customers I don't know but the records shown me indicate that Sonny went to extremes in sending advance publicity to the Latin countries and in arranging the kind of atmosphere and dodads that act like an Ali Baba sesame on the Latin purse. Consuls, Presidents and numerous notables were invited to officiate at the first performance and the constituents of the notables have been laying their dough on the line ever since. Seems like Sonny (or the CofC) figured out that it's winter down there when it's summer in New York and filled the holes left by the New York winter dodgers with South American dodgers.

Miami Newcomer

A newcomer to the Miami exhibition field, Nate Bernstein of Indiana, has opened a downtown house, The Dixie, and is under construction with neighborhood establishment while approving plans for a new Drive-In. His Dixie, while handicapped a bit for product, is doing a swell job of getting its full share of customers. The house is the last word in modern structure and Bernstein chose a novel manner to capitalize on the desires of the cigar and cigarette lovers. The Dixie only has one floor but a section off the main lobby has been glassed in at the cost of a few rows in the back of one aisle and smoking permitted. It only accommodates about 20 patrons but the fact that smokers can leave their seats, indulge in a few puffs without missing any of the picture and return to the theatre proper seems quite a factor in attracting ticket buyers. It's a sort of room converted into a genuine box-office asset.

John Cunningham's mixed sky and roof Edison has also been given the benefit of a new front and some eye-filling neon treatment. Charlie Osborn is running the Miami show spot for John while he swings the baton over the Lucas and Jenkins holdings in Savannah, Georgia. This is another theatre where the novelty of selecting your own covering, natural or shingle, seems to overcome a far back place on the availability sheets. The patronage is in the lower earning brackets necessitating a low admission price and plenty of activity in the special event and giveaway field. The price of product is always a factor in establishments such as this and Cunningham sacrifices availability in the interest of film cost.

Charlie Walters, one of the older of the old timers, has taken his Tivoli from under George Hoover's Paramount banner and is operating the house himself with Earl Potter, former Wometco ace, as manager. Charlie should be closing the place about now for a complete job of renovating with a new cooling system, new seats and some elaborate frontal treatment on the schedule. He plans to surprise the natives and the tourists with an all new and different show shop that will be ready to go when the first bleak winds drive the first Northern visitors down around mid-October.

I had two interesting visits with Mrs. Ed Claughton, better known as Lillian. Mrs. C. handles the reins of the Royal and Embassy in downtown Miami, the Varsity on Miami Beach, five houses in Tampa and stands ready to take hold on a neighborhood house in Coral Gables and a theatre at Rivera Beach just as soon as these are completed. Mrs. C. confesses to 7 years experience as being only a junior course in what it takes to keep the profits rolling; admits to having a tough time of it on occasion and gazes in constant wonderment at the mounting cost of film product. She joins Nate Bernstein in the opinion that the most important problem facing the exhibitor today is the solving of the puzzle "How high is up" when it comes to rental terms.

Spirit of Adventure?

Whether it's due to lack of experience or an inherent spirit of adventure it must be admitted that Mrs. Claughton is one exhibitor who has actually gone off the beaten path in her search for customers. Being active in the cultural circles she has given playing time to such classics as "Pagliacci" "Nicholas Nickelby" and other offerings aimed at gaining attention from the upper classes. The receipts have been disappointing but she remains undiscouraged and intends giving another whirl at the high brow stuff when the season again opens.

I was with Al Brandt of the Flamingo for a short visit and we discussed the prospect of foreign language films which his house has been playing to varying success for the past few months. Seems like the most successful engagement; a dual of the French "Passionelle" and the Swedish "Torment," which inaugurated the policy, is unexplainable other than in the catch line "sex and sadism." At any event this mixing of nordic and French hit a box-office score that no other combo has neared to date. I asked what special procedures of advertising and exploitation were employed to attract attendance and was informed that nothing other than news ads, trailers and radio entered the selling scheme. Brandt's theory is that the population of Miami Beach is constantly changing and that any effort geared for other than immediate return would be wasted.

I spent considerable time with Ed May, that fellow who did such a swell job for Schine that they moved him to a town named for him; Maysville, Ky., who is now doing his usual job for Wometco's Lincoln. This being off season in America's tourist capital there is a letdown in effort but somehow or other Ed May just can't slow up and is constantly maneuvering some scheme calculated to increase the lines at the Lincoln's box-office.

I intend breaking down some of the activities of Ed May to accompany those of his immediate superior Sonny Shepherd in the near future but right now I'm at the place where "finis" should be marked so I'll have to give a quickie bow to Ryt Suez of the Beach, George Hoover, Al Wilkie, Al Weiss, Dave Cohen, Jack Fink, Hal Kopplin, Tom Windle, Herman Silverman, Bob Bernstein and no end of other swell showmen who made my ten days in Miami memorable and theatrically profitable.

Family Trade

The State at Virginia, Minn., which labels itself "Virginia's Family Theatre," ran the following ad in the local newspaper for a current picture:

"Seductive as Scarlett! Ambitious as Amber! A match for the devil himself!

"You'll scream! You'll squirm! You'll shout!

"It's the most exciting . . . barbaric . . . flaming love and terror-thriller ever filmed!

"It's dynamite! It's brutally frank!

"She was voluptuous . . . desirable . . . a rare and dazzling beauty!

"We dare not tell you more!"

At the bottom of the ad was this note: "Special Kiddies Show Sat. at 2:15 P.M."

Lures Radio Opposition Show into His Theatre

Faced with radio opposition by the Miami Valley Barn Dance Show, Manager Thor Hauschild of the Schine Piqua, Piqua, Ohio, kept a weather eye on the program, and found around 100 autos parked in front of the station at each broadcast. He then got in touch with the station management and arranged to have the show presented on the stage of the Piqua every Saturday night, thus making the opposition an added attraction at his theatre.

The cost of putting the attraction in the theatre was nominal—the expense of hiring a stagehand, plus a few incidentals. In plugging the show, the radio station gave the theatre valuable publicity, blanketing the air with spot announcements. And a sponsor for the barn dance, who will take over all expenses of the show, was in view.

A good example of combining with the opposition instead of fighting it!

Porcupine at Theatre Proves Attention Winner

A porcupine in the court of his nearby tourist camp proved such an attraction to the campers that Michael A. Siouris, who also operates the Apollo Theatre, Salt Lake City, believes it might prove a good attention-getter for his theatre. He thought it gave the lobby a sort of old-west flavor. Patrons, whether coinciding with his view or simply out of curiosity, crowded the lobby for a look at Cheeta, as Siouris' little daughter named the porcupine, after Tarzan's ape.

Kids flocked to stare at it and were thrilled when it showered quills into a glove on a stick. How the animal got into the tourist court from the mountains is a mystery, although they are occasionally found in the heart of the city. Siouris plans to give the porcupine to a zoo.—SLC.

Bread Co.'s Free Shows Attended by 1600 Kids

A series of free Saturday morning film shows, attended by 1,600 kids weekly, is given at Durwood's Electric Theatre in Kansas City, Mo., under a tieup made with the Rainbo Bread Company by City Manager Barney Dubinsky, Manager Jimmy Foster of the Electric and Manager Bob Hynes of the Missouri, who worked out the details.

The baking company arranged for the use of the theatre as a civic project and invites the kids free. The theatre's capacity of 1,600 is filled at every performance.

The arrangement is a cooperative one between the bread company and the theatre, each plugging the other in its advertising.—KC.

"SHOULD BRING THE PRODIGAL FANS FLOCKING TO THE BOX OFFICE AGAIN!"
—Film Daily

HIS SCAR marked them BOTH!!



"Suspense melodrama will find favor with fans!"
—DAILY VARIETY

"Suspenseful. Marquee garnish afforded by the Henreid-Bennett combo!"
—VARIETY

"Easily exploitable . . . mass appeal!"
—M. P. DAILY

"Well-acted, fast-paced . . . to please the majority of customers!"
—M. P. HERALD

"Superb suspense offering...strong box office!"
—THE INDEPENDENT

"Payoff handsomely at box office!"
—HOLLYWOOD REPORTER

"Strong! Henreid-Joan Bennett name draws!"
—SHOWMEN'S TRADE REVIEW

FLASH!
BROKE 6-YEAR HOUSE RECORD AT ASTOR THEATRE, READING, PA.!

PAUL HENREID · JOAN BENNETT
"HOLLOW TRIUMPH"

The Story of a Man Who Murdered Himself *and Lived to Regret it!!!*

Another hit for the BILL HEINEMAN DRIVE!

with EDUARD FRANZ · LESLIE BROOKS · JOHN QUALEN · MABEL PAIGE · HERBERT RUDLEY

Produced by Paul Henreid · Directed by Steve Sekely

The Box-Office Slant

Current and Forthcoming Feature Product Reviewed from the Theatreman's Standpoint

An Innocent Affair

United Artists Comedy 90 mins.

AUDIENCE SLANT: (Family) One of the real laugh-riots of the year. Will have 'em falling out of their seats through most of the film.

BOX-OFFICE SLANT: Bound to be a top money-maker. Should receive great word-of-mouth. MacMurray-Carroll combination should prove a strong name draw.

Cast: Fred MacMurray, Madeleine Carroll, Charles "Buddy" Rogers, Rita Johnson, Louise Albritton, Alan Mowbray, "Prince" Mike Romanoff, Pierre Watkin, William Tannen, James Seay. Credits: Producer, James Nasser. Director, Lloyd Bacon. Original screenplay, Lou Breslow and Joseph Hoffman. Photography, Edward Cronjager.

Plot: An advertising man is trying to sign a million-dollar account for his agency. His wife thinks he is romancing with another woman, when actually he's trying to land the deal from an ex-sweetheart who no longer appeals to him. When the wife tries to make him jealous, complications ensue. Eventually they are reconciled.

Comment: Here is an extremely funny comedy. It is one of the real laugh-riots of the year. The picture will have 'em falling out of their seats through most of its 90 minutes running time. MacMurray was never better and the fans will hail Madeleine Carroll's return as a clever comedienne. Top credit ought to go to scenarists Breslow and Hoffman. Director Bacon makes the most of the scintillating script given him. Others in the cast who are splendid are Charles "Buddy" Rogers, another former star who returns to films most happily as a cigarette magnate; Alan Mowbray, who registers some of the biggest belly-laughs in his hilarious sequence, and William Tannen, who contributes a very sharp delineation of a ham actor. James Nasser has a top money-maker for exhibitors in this release.

Walk A Crooked Mile

Columbia Drama 91 mins.

AUDIENCE SLANT: (Adult) Absolute tops in entertainment. Following closely the technique of "The House on 92nd Street," this surpasses it in breath-taking machine-gun paced action, chilling suspense and knock-down surprises.

BOX-OFFICE SLANT: A natural; a showman's dream; a sock! Every Red story on the front page will help you exploit it.

Cast: Dennis O'Keefe, Louis Hayward, Louise Albritton, Carl Esmond, Onslow Stevens, Raymond Burr, Art Baker, Lowell Gilfore, Philip Van Zandt, Charles Evans, Frank Ferguson, Jimmy Lloyd, Bert Davidson, Paul Bryar, Howard J. Negley, Crane Whitley, Grandon Rhodes, Keith Richards, Tamara Shayne, Credits: Screenplay by George Bruce, adapted from a story by Bertram Millhauser. An Edward Small Production, narrated by Reed Hadley. Photography by George Robinson. Produced by Grand Whytock. Directed by Gordon Douglas.

Plot: An FBI agent assigned to guard atomic bomb research at Lakeview, California, where many top-flight secrets originate, starts unravelling a major leak of our atomic formulae which finds their way to Russia within a matter of days. The case leads to London and so Grayson (Louis Hayward) of Scotland Yard joins O'Hara (Dennis O'Keefe) in fighting for American security and finding the murderers and traitors.

Comment: Edward Small has earned a reputation for hard-hitting pictures crammed with fast action and gripping suspense. This one adds new laurels. Following "The House on 92nd Street's" technique, it had a difficult picture to top, but Small did it! Due to the care in developing characterization in every role, plus excellent casting and fine acting, here's a picture which will appeal even to those who don't go for thrillers. For it is, first of all, a human document about the subject which is facing us all—our national security and the atom bomb. As such, and because of its general excellence, it will appeal as much to the women as to the men. A good touch of plot was to bring in the English Inspector of Scotland Yard to work with the FBI. Both Dennis Morgan as the FBI man and Louis Hayward as the Britisher do fine jobs. But then that can be said of the entire cast, individually and collectively. Two roles stand out: that of the ruthless Red spy, portrayed by Onslow Stevens and a memorable bit played by Tamara Shayne as the landlady who had lost her family in Europe through brutal Gestapo methods, yet had the courage to give up her own life in saving the FBI man and in fighting for America, her new country. Human interest bits like this help to make an action picture with all-round entertainment. Every last detail of "Walk A Crooked Mile," from its title down, has real pulling power.

National Reviewing Committees' Classifications

STATION WEST (RKO)
FAMILY—National Board of Review.
CLASS A—SEC. 1—National Legion of Decency.

CARSON CITY RAIDERS (Rep.)
FAMILY—National Board of Review.
CLASS A—SEC. 1—National Legion of Decency.

CHECKERED COAT (20th-Fox)
MATURE—National Board of Review.
CLASS A—SEC. 2—National Legion of Decency.

Bodyguard

RKO Mystery 62 mins.

AUDIENCE SLANT: (Adult) A suspenseful action drama that has all the standard ingredients the average action-seeking patron enjoys in a tough, hard-hitting murder mystery.

BOX-OFFICE SLANT: This should be a completely satisfactory second feature offering in most situations.

Cast: Lawrence Tierney, Priscilla Lane, Philip Reed, June Clayworth, Elisabeth Risdon, Steve Brodie, Frank Fenton, Charles Cane. Credits: Directed by Richard O. Fleischer. Screenplay by Fred Niblo, Jr. and Harry Essex. Story by George W. George and Robert B. Altman. Director of Photography, Robert de Grasse. Produced by Sid Rogell.

Plot: A discharged detective, reluctantly takes the job of bodyguard to the woman-owner of a large meat-packing company. In this capacity, he is able to solve the mystery of the death of an investigator who died under mysterious circumstances. When he solves the case, he is reinstated in his capacity as top plain-clothes-man.

Comment: There is enough action and suspense to this second-feature offering to make it a completely satisfactory attraction, especially for the action-seeking patrons. Compact in running time and capably performed, it is a hard-hitting story about a detective, who hands in a routine job, the standard quota of gunplay, skulduggery, fisticuffs and chases. With one exception:—it carries the timely angle of dealing with meat. Leading role of the tough detective in "Bodyguard" is handled by Lawrence Tierney and Priscilla Lane does a competent job in the romance with him. Philip Reed, June Clayworth, Elisabeth Risdon, and Steve Brodie all contribute satisfactory support. Richard O. Fleischer's smooth direction and the production supervision of Sid Rogell contribute further to the feature's worth.

The Luck of the Irish

20th-Fox Comedy-Fantasy 99 mins.

AUDIENCE SLANT: (Family) There's enough comedy and romance, plus a fantastic story of leprechauns (real ones) to delight young and old alike. Great "escape" stuff for these trying times.

BOX-OFFICE SLANT: Names will make the difference. Energetic exploitation should help plenty.

Cast: Tyrone Power, Anne Baxter, Cecil Kellaway, Lee J. Cobb, James Todd, Jayne Meadows, J. M. Kerrigan, Phil Brown, Charles Irwin, Tim Ryan, Jimmy O'Brien and others. Credits: Directed by Henry Koster. Produced by Fred Kohlmar. Screenplay by Philip Dunne, based on a novel by Guy and Constance Jones. Photography, Joseph La Shelle.

Plot: Tyrone Power, foreign correspondent, does a leprechaun a good turn during a visit in a small Irish village, whereupon the leprechaun (in the person of Cecil Kellaway) guides Power through business and romance troubles, with everything turning out okay for everyone.

Comment: If you believe that leprechauns really exist (and this story makes a good case in their favor) you'll have a swell time with "The Luck of the Irish," and so will your audiences. The story line is a thin one, concerning as it does the ambitions of Tyrone Power, a foreign correspondent who has built his reputation on his ability to ferret out facts and print them as such, and who is determined henceforth to sell his skill as a writer and newspaperman to the highest bidder, regardless of the truth of what he is required to write. Power is essentially a nice guy, however, and through the promptings of a leprechaun (Cecil Kellaway) and the subtle urging of Anne Baxter he eventually returns to Ireland where he met them both, marries Miss Baxter, and very carefully every night leaves out a bit of whiskey for the leprechaun, "to keep out the cold." Power as the correspondent, Miss Baxter as the Irish lass and particularly Cecil Kellaway as the leprechaun are superb. The direction of Henry Koster is firm, careful and never intrusive and the

production values contributed by Fred Kohlmar leave nothing to be desired. Lee J. Cobb as the newspaper publisher who hires Power at the behest of his daughter, Jayne Meadows, is excellent, as is Miss Meadows. Scenes in Ireland appear on the screen in a green tinted film, which is a bit disturbing at first, with scenes in New York City on regular black and white stock. Energetic exploitation should help this one plenty—and there are plenty of angles to exploit. The star names will make the difference.

In This Corner

Eagle-Lion **Drama** **61½ mins.**

AUDIENCE SLANT: (Family) Very good fight picture, fast-moving and advancing Scott Brady closer to top star popularity.

BOX-OFFICE SLANT: Will be an excellent supporting feature for a double bill. Its short running time will help in filling out program.

Cast: Scott Brady, Anabel Shaw, Jimmy Millican, Mary Meade, Charles D. Brown, Robert Bice. **Credits:** Arc Productions, Inc. Producer, David I. Stephenson. Director, Charles F. Riesner. Screenplay, Burk Symon and Fred Niblo, Jr. Photography, Guy Roe.

Plot: A former Navy man's right arm is paralyzed after he accidentally kills a buddy. However, the Navy's psychiatric treatments bring him around and he becomes a professional boxer. He gets to the top, only to have crooks fake the death of an old pug at his hands, causing him to be listless in the big fight. The old pug shows up at the last minute, though, and the hero regains control of his right hand and wins.

Comment: This is a very good fight picture. It is fast-moving and will advance Scott Brady closer to real star popularity. Brady delivers solidly as the young Navy vet; he looks the part and his virility and enthusiasm cover lack of acting experience. Jimmy Millican is fine as the heavy and Mary Meade makes a mighty fetching feminine menace. Guy Roe's photography is as good as any seen in a long time for a supporting feature like this; also deserving a hand is George J. Teague, who contributes some crackerjack photographic effects in the boxing sequences. This entry will be an excellent supporting feature for a double bill. Its short running time will help in filling out your program.

Out of the Storm

Republic Pictures **Drama** **61 mins.**

AUDIENCE SLANT: (Family) A timely and appealing presentation of the No. 1 economic problem of young love: how to marry and live on $40 a week. Good acting may make your audience overlook weak points of the story.

BOX-OFFICE SLANT: Play this up for its problem as well as its suspense and action and you have a picture of wide, if routine, appeal. Lends itself to tie-ups involving budget clothes, furniture, savings banks, etc.

Cast: James Lydon, Lois Collier, Marc Lawrence, Richard Travis, Robert Emmett Keane, Helen Wallace, Harry Hayden, Roy Barcroft, Charles Lane, Iris Adrian, Byron Foulger, Claire DuBrey, Smoki Whitefield, Charlie Sullivan, Rex Lease and Edgar Dearing. **Credits:** Directed by R. G. Springsteen. Associate Producer, Sidney Picker, Screenplay by John K. Butler. Based on a story by Gordon Rigby. Photographed by John MacBurnie. Art Director: James Sullivan. Musical Director: Morton Scott.

Plot: Donald Lewis (James Lydon) might have gone on being a decent, hard-working pay-roll clerk making $40 a week and being unable to marry his girl Ginny (Lois Collier) if Red Stubbins, a holdup man, hadn't come to the shipyards to rob them of the $125,000. It seems like the solution of all Don's problems to take the cash himself, marry Ginny and live happily thereafter. But life isn't that simple, Don learns when he attempts to get out of the clutches of the law, so he goes back to being poor, but happy.

Comment: Through a nice documentary beginning, the spectator is led into the story of young people caught in the eternal battle of love against economic pressure. The chase, suspense and ingratiating characters compensate for moments of hard-to-accept motivation. Good routine entertainment that the family can root for and even carry a hint of a message away with them: Pay the kids enough, let 'em marry early and stay out of trouble! Will more than hold its place on a double bill.

The Saxon Charm

Universal International **Drama** **88 mins.**

AUDIENCE SLANT: (Adult) The author of "The Hucksters" has done another character study which will appeal to most people who have met up with a tyrant and a bully—no matter what his occupation. For the rest, there is excellent acting by top-notchers and the old thrill of seeing the mighty (heel) fall.

BOX-OFFICE SLANT: The pulling power of players like Robert Montgomery, John Payne, Susan Hayward and Audrey Totter, and the advance campaign should all help grosses mount.

Cast: Robert Montgomery, Susan Hayward, John Payne, Audrey Totter, Heather Angel, Henry Morgan, Harry Von Zell, Cara Williams, Chill Wills. **Credits:** Screenplay by Claude Binyon from the novel by Frederic Wakeman. Produced by Joseph Sistrom. Directed by Claude Binyon.

Plot: Matt Saxon (Robert Montgomery), a Broadway producer, dominates everyone associated with him but he has charm and he uses it as a weapon for his own interest. He becomes interested in doing the first play of novelist Eric Busch (John Payne) and persuades Eric to do extensive rewriting, preferably away from his wife. His play is ruined and his marriage almost hits the rocks before he sees Saxon in his true colors; then he breaks with the producer, returns to his wife and gets his play produced by someone else. Saxon, has a flop, falls rapidly from his high place when he alienates his backer, but manages to borrow some money from Eric and gets another satellite to feed his vanity.

Comment: Once again Fred Wakeman has written a thorough study of a heel—this time a theatrical producer. But his counterpart can be found, to a lesser degree perhaps, in almost every business. So the little man and his family who make up the bulk of your audience will enjoy seeing Matt Saxon get his. This is fare for the more thoughtful and the others can latch on to the entertainment qualities to be found in a tight story played by a cast of top-notch performers. Robert Montgomery's portrayal of the heel is excellent and shows the thinking that is behind an unsympathetic role. In the few moments of weakness given him, he tries to make us understand how he got that way and his final effort to rise again makes it plain that should he succeed, he will be as unpleasant, as phoney and as falsely charming as before. In contrast to him, John Payne in the role of Eric is everything a nice but muddled guy should be. Susan Hayward is just a wife this time, with one drunk scene—to reveal her past; Heather Angel has a good, if tiny bit, as Saxon's unfortunate ex-wife and Audrey Totter continues her upward climb as Alma, the girl who loves Saxon but knows it's her hard luck. A competent job in every department done by people who know the picture-game.

Code of Scotland Yard

Republic **Drama** **60 min.**

AUDIENCE SLANT: (Family) A well directed British picture with an English cast supporting Oscar Homolka. Has Mendelssohn Concerto and Schubert's Ave Maria performed as solos with Symphony Orchestra. This is better than usual program fare.

BOX-OFFICE SLANT: Lots of good ingredients to make for satisfactory entertainment. Seldom do you find a thrilling manhunt and good concert music to pull the "long-hairs" and the mystery fans to the same picture.

Cast: Oscar Homolka, Derek Farr, Muriel Pavlow, Kenneth Griffith, Manning Whiley, Kathleen Harrison, Garry March, Jan Van Loewel, Irene Handl, Johnnie Schofield. **Credits:** Produced and Directed by George King. Screenplay by Katharine Strueby. Music composed and conducted by George Melachrino. Mendelssohn Concerto and Schubert's Ave Maria played by Frederick Grinke, solo Violin.

Plot: Descius Heiss (Oscar Homolka) is an antique dealer and fence in partnership with a crook. Descius went into crime to revenge himself on society which sent him to Devil's Island when he was innocent. Now he would like to become the respectable citizen his neighbors and especially his young daughter, think him to be. A blackmailing ex-employe who has designs on the girl, makes him turn over most of his money but still threatens to tell her his secret. At this, Heiss chokes him and the rest of the picture concerns his efforts to preserve his daughter's happiness while evading Scotland Yard.

Comment: So good an actor is Oscar Homolka, he has you rooting for him even as a murderer, for the man he kills deserves to die and Homolka kills him while fighting for his daughter's happiness. He lives with courage and dies the same way. This picture has good performances and interesting photography. The personalities are fresh and do all-round believable jobs. Muriel Pavlow is especially appealing and in the hands of a Hollywood make-up artist might emerge with more personality. All in all, this is a better than routine British picture that suffers only from a sudden cutting at the very end.

The Creeper

20th Century-Fox **Mystery** **68 mins.**

AUDIENCE SLANT: (Adult) Extremely weird offering that easily can claim the longest footage of hysterics in some time. Tends to be depressing rather than entertaining. Not suited for children.

BOX-OFFICE SLANT: A potential supporting feature for top comedy.

Cast: Eduardo Cianelli, Onslow Stevens, June Vincent, Ralph Morgan, Janis Wilson, John Baragrey, Richard Lane. **Credits:** Reliance Production. Producer, Bernard Small. Executive producer, Ben Pivar. Screenplay, Maurice Tombragel. From original story idea by Don Martin. Photography, George Robinson.

Plot: Three murders occur before the guilty man, responsible for three killings, is apprehended. He nearly commits a fourth slaying by clawing a young girl when her

(*Continued on Page* 30)

Regional Newsreel

News of Events and Personalities Reported by Correspondents Throughout the Nation

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LOS ANGELES

Former Detroit theatreman Alex Schreiber announced plans for building three theatres here, with ground to be broken on the first one in November. It will be at Westchester and Alley.

Grapevine has it that George Bowser will very shortly become Charles Skouras' right-hand man, relieving him of some of his many duties; and that Dick Dickson will move up to Bowser's spot at Fox West Coast. Spencer Leve is supposed to be promoted to Dickson's job.

Harry Vinnicof's labor committee for the Southern California Theatre Owners Association met Monday with Service & Maintenance Employes union to discuss a new contract.

Johnny Mack Brown, Monogram cowboy star, was host to 150 Lamont kids who selected him as their most popular western star. The group arrived in 25 cars chaperoned by members of the Lamont Lions Club, who sponsored the contest in conjunction with the Lamont Theatre.

Bert Stearn, Screen Guild franchise holder in Pittsburgh, was in town for a series of confabs.

Bill Roth at Filmack Trailers got a call from Forum Manager Reg Streeter one morning at 10:30 a.m., asking for a special trailer on "A Foreign Affair" for the same day. Three hours later Filmack delivered the trailer.

NEW HAVEN

John Murphy, general manager of Loew's out-of-town theatres, is making the Loew Poli circuit with Division Manager Harry F. Shaw and Publicity Chief Lou Brown. Murphy inspected theatres in New Haven, Bridgeport, Waterbury, Meriden, Hartford, Worcester, Springfield and Norwich. Joel Levy, booker for Loew's out-of-town theatres, spent several days in New Haven and then went on to Boston. Purpose was conference with various exchange heads.

Two new theatres are opening in New Haven area. The downtown Crown, 450-seat house operated by Maurice Bailey of the Bailey circuit, is located in the building formerly housing the Elks Club. Theatre plans to run foreign and other types of pictures. House has air conditioning and is up to date in every respect.

The other new theatre is the New Haven Drive-In located between New Haven and Wallingford on Route 5. It is operated by C. M. Lane and Dave Willig.

KANSAS CITY

The Kansas Drive-In Theatre celebrated its first birthday last week-end with four days of special events. Earl Allvine and Rube Finkelstein of the management devised souvenir gifts for the whole family. On Thursday and Friday nights candy bars were given to kiddies, with some 2,000 attending to claim the giveaway. Saturday night was ladies' night, with a gardenia (flown in from California) for each woman patron. Sunday, the last night of the observance, was for the men of the family with free cigars as the souvenir. It was a great week-end for the box-office traffic.

The really heavy heat, which has been evaded all summer, finally struck late in August and hurt business.

Paramount Exchange Office Manager Al Chaffee took a week's vacation and booked himself to give his lawn a haircut and permanent.

HARRISBURG

Fabian City Manager Gerry Wollaston previewed the locally filmed Fabian release, "Harrisburg, My Home Town," for city, state and county officials in the State Theatre. Film showing local scenes, is similar to Fabian's localized pictures of Johnstown, Altoona, Allentown and Reading. Fabian's local ad and publicity head, Edgar Goth, visited Altoona, Johnstown and Reading and Richmond, Va., consulting with city managers on an institutional campaign. Fabian area manager, Lou Golding, called on local exhibitors.

Spasis "Spike" Todorov, assistant manager at the State, is back from a motor vacation with his family, to Pittsburgh, where they visited Bob Sokol, formerly assistant at Loew's Regent here and now assistant to Bob Elder in the Pittsburgh Loew Theatre.

Regent Manager Sam Gilman and his assistant, Bill Blankenship, had a hurried booking of "Tarzan's New York Adventure" with not even a mat to help in their exploitation.

Films Second?

Various drive-in theatres of Ontario have gone all-out in the presentation of stage features in addition to screen fare. The Canadian Drive-In at St. Catharines has added a quiz night to its vaudeville and public dancing. At other open-air theatres, Jack Hoxie, movie cowboy, and a rodeo have been introduced as an added attraction.

OMAHA

Walter Yancke, city manager for the Dent Theatres at Lincoln, is home after a battle in the hospital with polio.

Jim Burrus was to reopen the Isis, Crete, Neb., Sept. 1, following remodeling.

Film Row vacationists include: Mae Withauer, 20th-Fox; Charles Lorenz, MGM; Caroline Joyce, U-I; Marie Hassett, Regina Healy and Kay Theiler, Paramount; Betty Pantier and Marie Franksen, RKO.

District Manager Roy Nolan, St. Louis, and Branch Manager Max Rosenblatt, Des Moines, were in Omaha.

Vacationing exhibitors include: Bert Thacker, South Sioux City, Neb., Canada; Vern Lindholm, Ainsworth, Chicago; R. D. Goldberg, local circuit owner, to west coast; Ralph Blank, owner of the Admiral and Chief, Lake Okiboji.

Illness has forced Nate Galbreath, Universal salesman who recently underwent an operation, to resign. Marian Wallace, 20th-Fox contract chief, will marry Raymond Sokey, Omaha, Sept. 4. Mrs. Ray Brown, wife of the Harlan, (Ia.), exhibitor in the hospital. Gladys Waldrop, MGM, took out two weeks to care for her mother who is ill. Cecil Crouse is opening the 300-auto drive-in at Carroll, Ia. The old Cass Theater here is being remodeled and will be reopened by Don Herring, a Californian.

INDIANAPOLIS

Peter Mallers of the Mallers Circuit, Ft. Wayne, Ind., reports the new 1,100-seat Lake Theatre in Warsaw, Ind., nearing completion. It will be among one of the finest houses in the state. James Ehringer, operator of the Albion, Albion, Ind., is remodeling his projection booth in compliance with State fire regulations.

Peter Mallers, Ft. Wayne, Ind., and Alex Kalafat, Garrett, Ind., both Indiana exhibitors, attended the annual convention of the Ahepa, a Greek organization in Detroit, Mich.

Syndicate Theatres, Inc., Franklin, Ind., has purchased 30 acres of land just on the outskirts of Columbus, Ind., where they will build a 750-car open-air theatre. Thomas Grady, Columbus, Ind., city manager, will be in full charge of the new project.

The Maywood drive-in has installed a cold drink bar, Manager Melvin Cox announces.

Hallis Bass, operator of the Ritz, Owensville, Ind., has been appointed manager of the local recreation center there, in addition to managing his theatre.

Lewis Chowning has acquired the New Washington Theatre at New Washington, Ind.

BALTIMORE

Loew's City Manager Bill Saxton has been appointed to the committee of the benefit polo game, featuring some of America's top-ranking polo stars, to be held here Oct. 3 for the Damon Runyon Cancer Fund. Mr. and Mrs. Abe Cohen, Essex Theatre, celebrated their 26th wedding anniversary at the Variety Club. Mrs. Harry Welch, wife of the Mayfair publicist, is enjoying the beach at Ocean City. The Hunt family and Al Vogelstein are back from a fishless fishing trip at Rehoboth. Jack Dawses is look-

REGIONAL NEWSREEL

ing for a new building for his theatre chair business. Mrs. Morris Oletsky and children are back from Ocean City as is Mrs. Barry Goldman from Atlantic City.

Ed Wyatt, Capitol Theatre, escaped injury when his car and a truck collided. Mrs. White, Capitol, is on vacation. Bill Procter, Capitol, was attacked and robbed recently while going home. Jim and Inez Gladfekter, Hippodrome, are back from their two-week jaunt. Jim Dixon, manager Elkridge drive-in, reported the finishing touches would be completed by Sept. 1.

Joe Poltilove at the Variety Club is sporting the "new look" in sport jackets. Mother of John Volz suffered a broken wrist in a fall.

Jack Fruchtman's new Park, Lexington Park, Md., was opened formally on Aug. 26.

NEW ORLEANS

The Laurel Theatre at Laurel, Miss., changed ownership. Roy Lombardo purchased it from Mrs. Ruth Weingreen. The Grand, Stonewall, Miss., closed this month for repairs. Owner Phillip Murphy also owns the Majestic at Quitman, Miss.

Mary Becker of the local MGM accounting department saw how things are run in the home office in New York City during her vacation. Republic Inspectress Severine Harris vacationed in Panhandle, Tex. Recent visitor at Columbia's exchange was Mrs. Margaret Kaiser Webster, who worked there for a number of years and is now living in Mississippi. Margaret McWaters, New Orleans and Iris Adams of Algiers, La., are new Columbia cashiers. Columbia Office Manager John Granger visited Memphis, Tenn.

Back at work after an illness this week was Jean McDonald, Twentieth Century-Fox cashier. Last week's vacation absences included Miss Ruth Rome, contract clerk at 20th Century-Fox, and Mary Lou Crenshaw of Paramount.

Harold F. "Babe" Cohen, veteran New Orleans salesman and former Monogram of Georgia district manager, has bought a partnership in Screen Guild's local exchange, joining Ernest Landaiche who recently bought out Joy Houck's interest in the Screen Guild franchise here. Jerry Jernigan continues as Landaiche's partner in Memphis.

MINNEAPOLIS

Max Slaughter and T. B. Butler have opened their 400-car Movieland drive-in north of Yankton, S. D., which will cost an estimated $50,000 when completed. Joe Floyd expects to open his Starlight drive-in at Sioux Falls, S. D., early in September. He also is building a drive-in at Rapid City, S. D., which he expects to open next month. Both have a capacity for 500 cars. Harold Hansen also is building a drive-in at Sioux Falls which will accommodate 350 cars.

Ralph Green has opened his drive-in at Rochester, Minn., and is working on outdoor theaters at Racine and Madison, Wis. Ted Mann's 500-car drive-in near Duluth also is scheduled to open in September.

Former operators of two Minneapolis neighborhood theatres, forced out when the buildings were sold, were allowed to retain their licenses on an inactive basis by action of the city council. Mrs. Roy Secrest, wife of the late operator of the Princess, plans to build a theatre at 3231 W. Lake Street. Mrs. Evy Engquist and Paul Mans plan to move the license of the Vogue to a nearby building at 224 W. Lake Street.

A polio scare in southern Minnesota is reducing theatre grosses in the Albert Lea area. While statistics show only a few polio cases in the region, there are several in the county, and newspaper "scare" stories have helped cut boxoffice grosses in the city's theatres about 50 per cent.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN has it!

MPTOC Golf Winners

Prize winners in the annual golf tournament of the Motion Picture Theatre Owners of Connecticut at Racebrook Country Club were Al Fitter of Paramount, with low gross of 76; I. J. Hoffman of Warner Bros. theatres with a 78; M. E. Bailey with a 78; Marshall Fasano with an 81 and Max Salzburg of Eagle Lion with an 81. Guests included State Auditor Frank Lynch, Representative William Raynsford, Public Utility Commissioner Harry Strong, and Fire Marshal Jeremiah Dunn.

ATLANTA

Recent appointments and resignations include: Mrs. Thelma Haglund, named head booker at Universal-International; Charlie King, for many years head booker for the Bach circuit in Atlanta, has joined Exhibitors Service, replacing Ruck Roebuck who joined Selznick as special representative; Emily Franco resigned as secretary to Monogram Office Manager O. S. Barnett; Al Rook is back with Columbia as Florida salesman; W. G. Baynard is a new booker at The Warner office, replacing Rube Joiner who is now a Republic sales representative; Jim Barrett was appointed manager of the Florida Theatre, Miami; Tom Landers replaces Ralph Mann as manager of the Rogers, Montgomery, Ala., owned by Mr. and Mrs. Clark Hodgins; Charles Stevens is the manager of the new Tavares in Tavares, Fla.

The Loudon, Loudon, Tenn., has closed: no business; the Joy, Knoxville, Tenn., will close Sept. 28, lease having expired; The Lincoln, Gainesville, Ga., catering to Negroes, also has shut up shop.

H. G. Moore, owner of the Brighton, Brighton, Ala., passed out cigars while in Atlanta—yes, it's a new son. Monogram of Georgia Branch Managers Henry Glover of New Orleans, Hal Jordan of Charlotte, Bailey Pritchard of Memphis, Jimmy Hobbs of Atlanta and their salesmen attended a meeting here with President Arthur C. Bromberg.

Manager C. F. Groom of the Wake, Raleigh, N. C., is in Atlanta looking after the Tower while Harvey Smith is vacationing in New York. Screen Guild head booker here, Mrs. Claudia Liner, is vacationing in New Jersey.

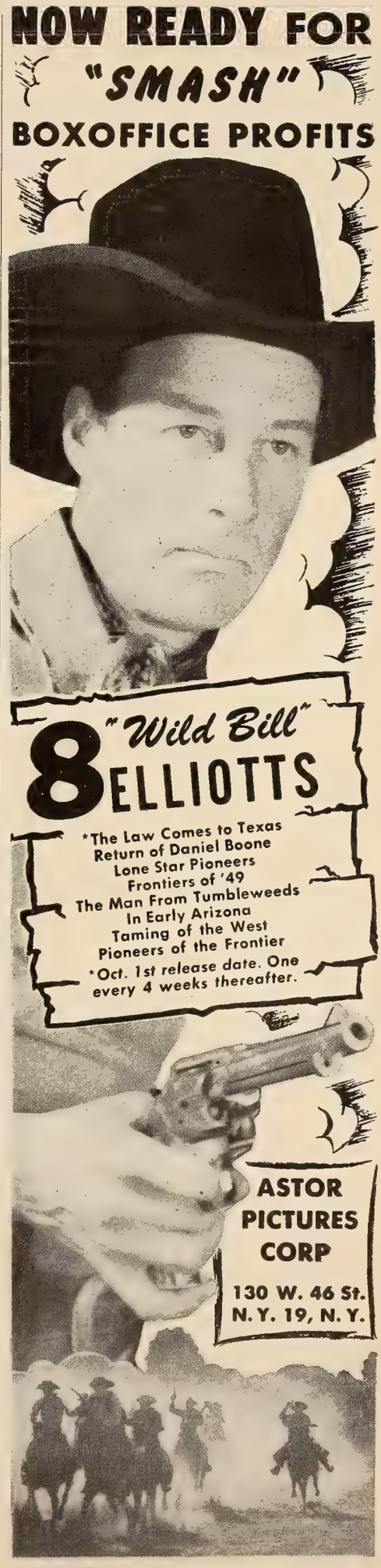
CLEVELAND

Cleveland Variety Club headlined the Damon Runyon benefit show at the Hollenden Hotel last Thursday night with presentation by I. J. Schmertz of a $2,500 donation. The Damon Runyon Fund also profited by the opening of the new 1,800-seat Mayland Theatre, when all receipts of the opening night were to be turned over to the cancer fund.

George Petersen, drive-in theatre builder, and Mrs. Petersen celebrated their silver wedding anniversary.

Two yeggs were foiled in an attempt to make off with a 1,000-pound safe belonging to the Ohio Theatre, Cuyahoga Falls. A couple of

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REGIONAL NEWSREEL

(*Continued from Page* 23)

cops, seeing a car parked in front of the theatre at 3 A.M., caught the robbers just after they had rolled the safe down the stairs from the second floor.

A son, named Kenneth, was born in Uhrichsville, to A. K. Veach of the Twilight Drive-In Theatre and Mrs. Veach. Harry Weiss, 20th-Fox has brought his wife and daughter back from the family summer home in the Adirondacks. Saul Lane has resigned as U-I booker and is replaced by Jim Levitt.

Henry Greenberger and Max Lefkowich have taken a long-term lease on the 714-seat Lake Theatre, thereby adding a sixth downtown house to their Community Circuit. The Warner lease on the house expired Aug. 31.

HARTFORD

The formal opening of Variety Club of Connecticut, Tent 31, new clubrooms will be held during the latter part of September, RKO New Haven Manager Barney Pitkin and chief barker of the Tent announced.

Sam Schechter, at one time manager, Warner Colonial, Hartford, has been appointed manager, Globe, Holyoke, Mass., replacing Bob Schaefer, now manager of E. M. Loew's Thompson Square in Boston. Ben Lamo, assistant manager, Strand, Hartford, has been recuperating at home from an operation. Sam Horwitz, assistant, Loew-Poli, Hartford, and family returned from a vacation at Crystal Lake, Rockville, Conn.

Two independent theatres in Connecticut changed hands on 10-year leases this week. The Community Amusement Corp., a new firm, with offices at 1255 Main St., Hartford, signed 10-year leases with Mickey Daly, president, Daly Theatre Corp., Hartford, for the 1200-seat Daly, Hartford and 700-seat Plainfield. Officers of new outfit are Demitris Petrou, Bernie Menschell, and John Calvoressci, all of New York. Latter three were to assume active operation Sept. 1, on 10-year leases with options for 10 additional years.

Mickey Daly will continue to operate the Capitol Theatre, Lowell, Mass. The Strand Theatre at Montpelier, Vt., has been purchased from Homer Skeeles by Richard Cody.

Certificate of organization has been filed here for the New England Theatrical Agency, Inc., New Haven, Conn.; president, Morris Wasserman; vice-president, Hannah Wasserman; treasurer, William F. Booth; secretary, Thelma V. Birdsall.

PORTLAND

Mid-summer business is holding to normal and some spots slightly above, and features held for a third and fourth week in both Portland and Seattle. Steady increase in population and new high in agricultural workers has helped the box-offices.

The Northwest division of Evergreen Theatres holding its annual convention at Olympic Hotel, Seattle with 60 members and assistants and department heads of Oregon and Washington participating.

Barney Rose, western district sales manager for Universal-International is meeting with Seattle Manager George DeWalde and his sales staff. Edward (Eddie) Walton, vice-president and assistant general sales manager of Republic, is conferring with Seattle Manager Paul McElhinney.

Sam Wheeler, western division sales manager for Film Classics, traveling with Bill Shartin, northwest manager in Seattle-Portland. Hal Boehme, Astor northwest franchise holder, is leaving on a business trip to Oregon's key cities.

New Ideal Theatre Chairs
JOE HORNSTEIN has it!

Loophole

Roof of the municipally owned "Cow Palace" in San Francisco became the "big top" of Ringling Bros. and Barnum and Bailey despite opposition by Theatre Owners of California. City charter prohibits the staging of commercial enterprises in the public building and T.O.C. protested its use, but circus operators, finding a loophole in the charter which allowed for circus entertainment, were able to secure its space for a highly successful 4-day run. The loophole was originally written in to allow for appearance of the Shrine Circus which plays here regularly for charity.

WASHINGTON

George Crouch, recently appointed general zone manager for Warner Bros. Theatres in the Washington zone, has announced several changes in his staff. Frank La Falce, director of advertising and publicity, will in the future undertake the supervision of the Warner and Metropolitan Theatres in addition to his other duties. Louis F. Ribnitzki has been named film buyer; while George Werner has been appointed head booker. James W. Root will be assistant feature booker as well as short subject booker, and Charles Grimes will assume the supervision of the Stanley Theatre in Baltimore as well as the theatres in the Virginia District. Harry E. Lohmeyer will retain the district managership of the Washington neighborhood houses, while Nat Glasser continues as district manager of theatres in the Maryland district.

Columbia's Sally Zeoli is doing another fine job with the women's committee of the Variety Club, in its welfare awards drive this year.

J. Raymond Bell, former Washington public relations man, has been appointed to head the newly established Washington office of the New York advertising agency of Donahue & Co., Inc.

New employes at Warners include Marjorie Kitzmiller, new secretary to Earl Yates and Loretta Keith, both in the contact department. Peggy Andrews, Warner contact department, is engaged to Jimmy Watts. The wedding will be next spring.

SAN FRANCISCO

Screen Guild General Sales Manager Francis A. Bateman met with bookers and salesmen here in a three-day regional sales meeting at the St. Francis Hotel. Eastern Sales Manager Arthur Greenblatt accompanied him to the conclave held for western representatives. Those attending included Samuel K. Decker, franchise holder from Los Angeles; Frank Schmilder, manager, L. A.; Harold Goldstein, L. A. booker; Joseph Narcessian, Salt Lake franchise holder; Mat Bramson, Seattle and Portland operating manager; Chet Roeler and Lu Goldstein, salesmen, and Al Grubstreet, local Screen Guild head.

Hans Kolmar, public relations, Fox West Coast, was in Reno, Nev., to exploit the opening of its new house. Richard Morros, producer in the new M.R.S. Productions, was here on the release of "Inner Sanctum."

Telenews Manager Charles E. Shutt feted the ninth birthday of his theatre by highlighting a documentary, "20 Years of History." Shutt said the program was in answer to the many who predicted the Telenews would last about a year when it opened in 1939.

Roy Cooper, Golden State film buyer, has been elected president of the California Theatre Owners Association and he will attend the annual convention of T.O.A. being held in Chicago Sept. 23. Warners Sales Manager Benjamin Kalmenson made brief stay here in a survey of western exchanges. Daniel Anderson, manager of Harding, returned from his vacation at Clear Lake, Calif.

Sneak preview of "California's Golden Beginning," documentary film of Marshall's discovery of gold, featured the S. F. Advertising Club's recent special luncheon.

SALT LAKE CITY

Hollywood has found a new reason for going to Reno other than to obtain a divorce. It has been found an "ideal" spot for films that require a college location. During the past month 20th Century-Fox has sent two companies to the Nevada "separation point" to shoot campus scenes at the University of Nevada. These are "Mr. Belvedere Goes to College" and "Mother Was a Freshman."

Richard Rose has been appointed assistant manager at the Centre here, replacing Al Schmidt who recently resigned. Marilyn Robinson, Utah's candidate for the 1948 "Miss America," will leave her home in Ogden for the Atlantic City pageant on Sept. 4. Manager Pincus of the Utah Theatre is finding a daily chapter of the "Superman" serial, the 5:30 P.M. Wednesday KALL stage broadcast attendance drawing cards. Also the *Tribune-Telegram* Mickey Mouse Club which he is continuing to present.

Columbia Manager William Seib is calling on Utah exhibitors. Manager C. Clair Woods of the Centre is expected back soon from his vacation jaunt. Returning from a fishing trip in the Jackson Hole country, MGM star Robert Taylor stopped off in Salt Lake City and Provo, Utah.

TORONTO

The heat wave was so intense along Lake Ontario that air-conditioning in theatres became almost useless except where refrigeration equipment was available to cool the water. The heat, however, did not prevent "The Mating of Millie" from going into a 13th week at the Biltmore, Toronto, nor "Easter Parade" from entering a fourth week at Loew's. "A Foreign Affair" is in its third week at the Eglinton and

Crime, Sex Revolt

Rural exhibitors in Ontario are complaining about stiffened resistance by the public against features having a pronounced crime or sex theme, small-town audiences having fallen off appreciably for gangster films. They have asked the Motion Picture Theatres Association of Ontario to discuss the trend with the film-distributing companies in Toronto and the association has promised whatever co-operation is possible.

REGIONAL NEWSREEL

LONDON OBSERVATIONS

Minter Capitalizes Circuit Turn-Down, Pattern Offers Possibilities for U. S. Distributors

By JOCK MacGREGOR

American producers despairing at not getting circuit deals in the U. K. may well profit from the methods of Renown's George Minter. After the press flayed his "No Orchids for Miss Blandish" the "big three" were not interested. He did not just sit back bemoaning his luck. He exploited the occasion.



Jock MacGregor

With the product shortage, many fine cinemas (some circuit owned) have had to take available pictures irrespective of run. George concentrated on these and the independents. He chose the early dates carefully and houses which change weekly held it for three to ten weeks. With facts to back their story, salesmen found two-week guarantees easy to get.

British showmen do not like to have their actual figures published, but the results are illuminating. Typical is a seaside town where a good week's take at the circuit house is $2,800 on a forty per cent rental. At the smaller independent "Orchids" grossed $6,000 in three weeks at fifty per cent.

"Orchids" sensational press at first looked like killing it, but George now believes he will gross 25% more than had he booked it to a circuit and if current tales about circuit rentals are true he is even better off.

* * *

Filippo Del Giudice who has long pleaded for special exhibition for his films plans to get it now that he is an independent releasing through Pathe. He hopes for extended runs for "The Guinea Pig" in key centers and is negotiating for a west end show place. He believes that by this means he will attract the better classes who do not usually go to the movies. In the U. S. the product will be shown at selected houses where British films are appreciated.

* * *

As forecast, J. Arthur Rank is releasing "Hamlet" on a studied road show basis. In Edinburgh, it goes to the GB Picture House and Cardiff to the Odeon, but in Glasgow, Liverpool and Manchester, despite large Odeons and Gaumonts, independents get it. At Oxford an ABC house is being rented. Extended runs with set performances and seats bookable at $1.10 top is the general policy. Incidentally reservations are being made at any Rank house in the area even for the independent halls which are understood to have been leased for the picture.

* * *

Arthur Dent has completed the English version of the Danish Agfacolor feature cartoon, "The Tinderbox" and plans a Christmas release. He is also finishing "Bless 'Em All," a slapstick laugh tonic in which he promises not to pull a single custard pie. Many well-known war songs are being introduced.

* * *

J. Arthur Rank's speech to GFD salesmen was not released to the press, but according to the official hand-out, the theme of the conference can be summed up in the slogan, suggested by David Freer of the Glasgow exchange: "GFD—Goodwill, Fair Dealing."

* * *

Jock and Mary Lawrence's farewell party at the Dorchester was one of the most enjoyable gatherings in a long while and was not restricted to JARO personalities who were plentiful. J. Arthur Rank had several talks with MGM's Ben Goetz. The Sydney Wynnes sailing on the same boat for their first look at the U. S. and Canada—and what a stiff program they have—took advantage of the occasion to say au revoir to their many friends.

* * *

For the record: Over 75 miles of Technicolor film were shot for the two-hour Olympic Games feature which E. L. will release . . . Irving Berlin told me at the MGM reception that he is composing extra numbers for the screen version of "Annie Get Your Gun" and is writing a new show called "Stars on My Shoulder" . . . "Naked City," despite lack of star names, is doing terrific business on London release . . . Warners have whipped "The Unsuspected" back into the west end after withdrawing it to make way for "Silver River" which it now replaces . . . Hollywood scribe Ivy Wilson's "Hollywood Album" has been published in London . . . Sam Goldwyn's "Best Year" has chalked up twenty-two weeks and is still going strong in Dublin; not bad for a first run since the population is under the half million mark . . . Scots, always touchy about their country, were not amused at JARO hand-out describing Margaret

New Theatres

Denver—Emmett Savard and Irving Gilman are building two drive-in theatres in Greeley, a college town. A. B. Smith is building a 450-car drive-in at North Platte, Neb.

St. Louis—Lake Edwards of Paducah, Ky., is building a 500-car drive-in between that city and Benton, Ky., for early October opening.

Corona del Mar, Calif.—Ralph Wilmot has received a permit to build a film theatre here to cost $50,000.

Erie, Pa.—W. W. and J. Zeny, owners of the Avenue, plan to build a new $40,000 theatre here on East 26th Street.

Salt Lake City—Joseph L. Lawrence and D. K. Edwards, who will own the new theatre, have asked bids for the erection of 1,300-seat house at 31st Street South and Highland Drive.

Olympia, Wash.—Attorney Thomas O'Leary announced he would build and own a new film theatre to be built here, with work to start this month.

Des Moines—Roy M. Warfield will start building an outdoor theatre to cost $250,000 at Sioux City, Ia., as soon as the architect completes the plans. H. A. Parrott, operator of the Strand, Milford, Ia., plans to build a drive-in to be called the Lakeland, a mile north of that city.

Atlanta—A. V. Saunders has started work on 543-seater in Hartford, Ala. The Wometco circuit has started building the 1,027-seat Hialeah in Miami.

Indianapolis—Syndicate Theatres, Franklin, Ind., will build a 750-car, open-air theatre on the outskirts of Columbus, Ind.

Hartford, Conn.—A 600-car, open-air theatre, the New Haven, has been opened in North Haven, by the New Haven Drive-In Theatre Corp. The Crown Operating company has completed the 450-seat Crown in New Haven. Thomas Gerry Buckley and his mother have completed the 1,150-seat General Stark Theatre, Bennington, Vt.

Minneapolis—Harold Hansen is building 350-car drive-in at Sioux Falls, S. D. Mrs. Roy Secrest plans to build a new theatre in Minneapolis.

Los Angeles—Jules Seder and Howard Goldenson, of Lee Theatres, Inc., will build the Encino at Encino, Calif. Alex Schreiber, former Detroit theatreman, stated he would build three theatres here—the first at Westchester and Alley, starting in November.

(*Continued from Page 24*)

Tivoli and "Mickey" Nortown and Victoria.

Marcus Loew Theatres, Ltd., declared a $1 third-quarter dividend, payable Sept. 30, making a four per cent annual rate. Company operates the Uptown and Loew's here. The western section of Quebec Province will have its use of electricity curtailed during the winter dim-out period in Ontario.

E. S. Coatsworth has resigned as Toronto branch manager for the National Film Board.

Odeon Theatres of Canada has opened the Roxy at Owen Sound, Ont., where it competes with the company's Odeon as well as with two Famous Players' houses. Odeon has started construction of a 660-seater to cost around $75,000 at St. Thomas, Ont. Famous Players is making alterations in the Imperial, Sarnia.

LOUISVILLE

Falls City Theatre Equipment Owner W. E. Carrell will attend the joint equipment dealers and manufacturers' convention in St. Louis Sept. 28-30. Malcom Wells, stage actor and author and a brother of Charlie Wells of the Falls City Equipment company, has two bids from publishers for his recently-completed novel. A native of this town, he was formerly with the Little Theatre company here.

Manager Jackie Lewis of the Lincoln, Hodgenville, Ky., has returned from an extended Colorado vacation. J. E. Elliott, Jr., same theatre is touring the South, including Jacksonville and Miami and possibly Havana.

Andy Anderson, owner of several indoor theatres, has opened his Starlight drive-in at Owensboro, Ky. Mr. and Mrs. Frank Heidel, owners, expect to open their Pioneer Theatre, Wartburg, Tenn., within 30 days.

Among recent visitors on film row were Mr. and Mrs. E. L. Ornstein, Edwin St. Clair, Paul Sanders, G. M. May, A. N. Miles, Clyde Marshall, Sylvester Raley, J. E. Elliott, Jr., George Lindsay and Louis Chowning.

MILWAUKEE

Film Classics Division Manager Max Roth visited the local independent offices. Duke Melcher of the Gallagher Film Service vacationed in Canada and the east. Standard Theatres District Manager F. X. Schlax took his vacation the last two weeks in August. William Mick, formerly downtown manager here for various circuits and for the past eight years with Na-

(*Continued on Page 26*)

Filmack
GIVES YOU THE BEST VALUE IN SPECIAL TRAILERS
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NEW YORK 245 WEST 55 STREET
LOS ANGELES 1574 W WASHINGTON

"Voice of Theatre Speakers"
JOE HORNSTEIN has it!

REGIONAL NEWSREEL

(*Continued from Page* 25)

tional Screen Service in Texas, has resigned due to illness and will go to Arizona or California for his health. While Leona Pfeffer of Screen Guild Productions was vacationing in Florida, Miss L. Iserman took over her booking duties.

Matt Sullivan, formerly with United Artists' Buffalo office, has succeeded Max Mazue as local manager for Film Classics. Eagle Lion exchange is moving into Monogram's old office on North 8th Street, the Monogram exchange having moved next door. Lt. Com. F. L. De Lorenzo, son of Winnie De Lorenzo of the Independent Film Exchange, has left for the Naval Air Station at Pensacola, Fla., where he is to be an instructor of aviation.

Caspar J. Chouinard is the new branch manager in Milwaukee for United Artists, replacing Robert Allen, resigned. Chouinard joined UA as booker and office manager in Minneapolis in 1934 and two years later was promoted to salesman.

COLUMBUS

Long-winded speeches will be taboo at the Sept. 14-15 convention of the Independent Theatre Owners of Ohio at the Deshler-Wallick Hotel here, Secretary P. J. Wood stated. A meeting of small-town exhibitors will precede the business sessions. Questionnaire on the ratings of the following distributors, Paramount, Columbia, 20th-Fox, Loew's (MGM), Warner Bros., United Artists, RKO, Monogram, Republic, Eagle Lion, Film Classics, Universal and Selznick Releasing Organization will be up for discussion.

Former Chief of Service at Loew's Ohio Tom Paskell is here on furlough from Air Corps service in Japan. Ohio Theatre Lobby Artist Frank Tibbitts will have a one-man show of his paintings in the art gallery of the Southern Hotel. Mary McGavran, veteran theatre editor of the *Ohio State Journal,* will be married Sept. 11 to Editorial Staffer Harold Koebel in Cadiz, O. Children's Hospital Twig No. 54 sponsored a cartoon show for children at the Grandview. Ohio Manager Walter Kessler and wife are vacationing in Florida and Havana. MGM Cincinnati Assistant Branch Manager Harry Sheeran visited Columbus exhibitors. MGM Salesman Tom Smiley has been ill.

A 64-year-old man seen fleeing from the home of A. Gail Dumbauld, United Film Service salesman, was questioned by police on the death of Mrs. Dumbauld.

ST. LOUIS

Board of directors of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois met here Monday this week to perfect plans for its annual convention at the Jefferson Hotel, Sept. 27.

Mr. and Mrs. Harry Pitner will reopen the Uptown, Fairfield, Ill., after being closed for the summer, on Sept. 3. Paul Musser and C. Burdette reopened the remodeled and redecorated Old Trails Theatre at Greenup, Ill. Aug. 29. Mr. and Mrs. Art Diller have changed the name of the improved Town, Lovington, Ill., which they recently bought, to the Diller.

Mr. and Mrs. Lawrence Gorski are the new owners of the remodeled Aloma, Stewardson, Ill. Mr. and Mrs. Ronald R. Tolliver of Cisne, Ill., took over the management of the 400-seat Louise, Louisville, Ill., on Aug. 28, and reopened it Sept. 1 following repairs and redecoration. S. E. Pirtle has installed new air-conditioning unit in the 300-seat Gem, Bardstown, Ill.

St. Louis' five per cent admission tax was imposed on two reviews which the Veterans of Foreign Wars gave here in connection with its convention. Chorus of the St. Louis Municipal Opera attended a showing of Grace Moore's old film, "One Night of Love," at Ruby S'Renco's Art Theatre. A. E. Miller is the Missouri representative of Capitol Records Distributing Company of Georgia which has been allowed to do business in this state as a "foreign operation." Admiral Richard E. Byrd attended the showing of his Antarctic pictures at the Art Theatre.

RKO District Manager Ray Nolan has returned from a business trip to the west coast. Mark Raymond, former RKO salesman here, is now salesman for an air conditioning company in Portland, Ore.

Owner Emma Cox has installed air conditioning, put in two new rest rooms and redecorated her Joy in Osceola, Ark., and redecorated and improved the Gem, same city. Remodeling of Malco's Central Theatre, Hot Springs, Ark., has been completed; cost: $30,000.

New Mirrophonic Sound
JOE HORNSTEIN has it!

Hot, OK Well!

Baltimore's recent heat wave, which hit the 102 mark three days running, allowed Loew's Century to do a public service. City Manager Bill Saxton kept the cooling plant running all night and invited the public in after the last show to sleep or relax in the house. The stunt garnered newspaper space and radio time.

NEW YORK

Members of the Screen Office and Professional Employes' Guild are split over the advisability of conforming with the Taft-Hartley law or not, with one group believing it is the wiser course since non-compliance is giving the International Alliance of Theatrical Stage Employes an excuse to move into their field. The matter has to come up to a general meeting.

Thirteen firemen were felled by fumes early Sunday as they battled to control a blaze which broke out in the export shipping room of RKO in the Film Center Building. Several reels of film were reported destroyed. The cause of the fire was undetermined.

Filmrowites on vacation: Mrs. E. Miranda to the Poconos; Harry Newman. May Bolnick had a birthday party in the shipping room at United Artists. Sue Hork has quit the row to visit a sick grandmother in Chicago. George Weiss is the new assistant shipper at United Artists. Maria Vincenza Trotta, daughter of Vincent Trotta of National Screen Service and Mrs. Trotta, was married Aug. 28 to Harold Douglas Hall.

John Calvocoressi and Bernie Menschall, both formerly connected with Skouras Theatres in Long Island, are officers of the new Community Amusement Corporation of Hartford, Conn., which has taken over the Dailey Theatre in Hartford and the Plainfield in Plainfield, N. J. The former is treasurer and the latter secretary.

Jerome Britchey has opened Westchester County's first drive-in, the 500-car Starlight on Route 9, Croton-on-Hudson. Alterations have been completed in the Reade Oxford, Plainfield, N. J., which will resume vaudeville in October.

Frank Goodale, 61, for years manager of Loew's State, Yonkers, died Aug. 26 in St. Petersburg, Fla., after a year's illness. He was the first man to fly an airship across the Hudson in 1909.

Bob Sekoler of Lasker-Schwartz, foreign film national booking office, has become engaged to Sarah Katz, New York model.

PHILADELPHIA

Former Tower Theatre Manager Roy Sullender has joined Allied Theatres as booker and purchaser with Elmer Hollander. Screen Guild's Harry Brillman is offering a reward for return of an inscribed garnet ring he lost on Vine Street. National Film Service Secretary Rosetta Saunders returned to her apartment after work last week to find the premises had been entered and a large plaster piggy bank shattered and the nearly $1,000 it contained stolen.

Rosalie Henkey, 20th-Fox shipper, announced that she was married during her vacation. Mrs. Regina Green, former United Artists booking clerk, is the mother of a son named James Patrick. MGM Booker Dave Titleman spent part of his vacation moving into his "dream" house. RKO Clerk Marcia Akman vacationed in Canada. Roy Rogers and his rodeo will be seen at the Arena, Sept. 2-11. MGM Eastern Sales Manager Edwin Aaron visited the local exchange. Ben Amsterdam and I. Epstein celebrated the 17th anniversary of their Atlantic Theatres. Stanley-Warner Contact Manager Ellis Shipman observed another birthday.

Mrs. Benny Harris of American Film was seen around the exchanges following a long illness. Columbia Booker Joe Floord is receiving condolences on the death of his mother.

The 80 some exhibitors who attended luncheon meeting here last Monday to further the Will Rogers Memorial Hospital, asked for permission to have a trailer and to take up theatre collections.

CHICAGO

Eagle Lion's "Raw Deal," which the Chicago censors pinked for adults when booked for the Balaban and Katz Roosevelt, was booked for two weeks at B&K Apollo after EL prevailed upon the censor to lift the adult tag. Captain Harry A. Fulmer has been named chief of the police censor bureau and Edward Mueller a member.

The Kling Studios is planning to open New York offices for the expansion of its television department. Jack Leib, director of its film department, is making a series of backgrounds for some state publicity films and a commercial for the Searles Laboratories.

Ted Tod, Selznick publicity and promotion

For Independents

Stanley Kane, executive director of North Central Allied, will appear before the small business committee of the House of Representatives which will be in Minneapolis Sept. 20-21. Kane will register complaints against monopolistic and unfair trade practices and will offer a prepared statement in behalf of independent theatre owners. The committee also will visit other key cities.

REGIONAL NEWSREEL

Drive-In Music

The Family Drive-In at Evansville, Ind., has installed a Hammond organ. Preceding the show each night, there will be a musical program to entertain patrons until the show begins. H. M. Coleman, is the manager.

executive, Chicago, will marry Dorothy Horton of Peoria, Ill., on Sept. 16. Sam Emberis retires from National Screen Service sales staff after 11 years of service.

State Fire Marshal John H. Craig reports theatres are cooperating with him in putting over fire prevention week, Oct. 3-9, and that there were 29 theatre fires in Illinois last year with a total loss of $170,135—a good record.

The Jacksonville, Ill., Majestic reopens Sept. 15. The Sherman and Lyric, Sullivan, Ind., are getting new fronts. Manager Gene Peffley, Tivoli, Gary, Ind., has installed 1,200 new seats, RCA soundheads and an air conditioning unit.

Ed Erickson has been appointed by National Theatre Advertising President Joe Berenson to cover the Kansas City territory, and Eddie Sonz the Florida area.

DENVER

Bill Williams has resigned as Film Classics salesman to become general manager for the new 850-seat Santa Fe, Santa Fe, N. M., to be opened Oct. 17. The theatre is being built by the Santa Fe Theatre Corporation, headed by Don Beers, Santa Fe automobile dealer at a cost of $185,000.

Tre Vit, racehorse, owned by C. U. Yaeger, owner of Atlas Theatres, broke track records while photo-finishing to a win in the $23,000 Great Western handicap at a Chicago race track.

Cinema Amusements has bought the Moterena, North Denver drive-in, from Irving Gilman. Paramount Western Division Sales Manager George Smith talked with the local staff for four days.

Sam Rosenthal, owner of the Bison, Buffalo, Wyo., was seriously ill with pneumonia in a Sheridan, Wyo., hospital. Latest reports indicate improvement in his condition.

Hugh Rennie, Monogram salesman, is recuperating at home after an ulcer operation.

DES MOINES

Earl Manbeck, Jr., Des Moines, has purchased the suburban Forest, Des Moines. James L. Gillespie, assistant manager, Orpheum, Davenport, will marry Shirley Hartkop Sept. 11.

J. L. Kennedy, new owner of the New Rialto, Adel, has appointed Jack Kennedy as manager. Marion Hesselink, former manager of the New Rialto, has transferred to Kennedy's Iowa, Winterset. The Campus has opened at Storm Lake. Manager W. L. Hill announced first run pictures for evenings with no matinees.

R. M. Brown has repurchased the Roxy, Milton, from William Keup, to whom he sold it several months ago. The Nation, at Lost Nation, has suspended indefinitely, according to Manager Walter Allen. Kenneth Hodges has sold the Cozy, Morning Sun, to Clement Dahlheimer. Milton Troehler, Orpheum manager, Sioux City, has been appointed manager of the Davenport Orpheum, succeeding John Dostal, transferred to New Orleans.

P. G. Held, 70, former exhibitor, died at Griswold, Ia., recently. He retired from the business several years ago.

Koenigsreiter—He May Lose His Show But He Won't Lose Public's Goodwill

Erwin Koenigsreiter of Greendale, Wis., may be an exhibitor without a theatre this fall if someone outbids him when the theatre, a government property, is put up for sale.

But no one who has watched him will ever think he is an exhibitor without showmanship, and the betting probably will be that the residents of Greendale will be a bit incensed if they lose him.

To be more explicit, Greendale is a government project built for the low-income group whose rentals proved a bit higher than the low-income group was willing to pay and is now more or less inhabited by the better-than-low-income group. The government built the 650-seat Greendale Theatre there in 1938 to provide entertainment for the residents of this suburban community which is some 12 miles out of Milwaukee.

Pudgy-cheeked, smiling Koenigsreiter leased the house and right away ran into resistance. The residents felt that it was "their taxes that kept the theatre going," he recalled this week, and resented the operation on the ground that it was a subsidy.

Koenigsreiter may have had some private views about what kind of subsidy he was getting when he paid Uncle Sam or one of the Uncle's departmental nephews some $7,000 a year rental, but he made no issue about this and instead set about to win the community.

Community Draw

He's been so successful that today he estimates that about 50 per cent of his patronage comes from communities around Greendale—Hales Corners, Muskego, St. Martins, Tess Corners, West Allis. Further he has reversed the usual practice which frequently exists in smaller communities of having the trade pass him by to go to the "big city" down the line for their movies. Patrons from Milwaukee actually come to his theatre, he says!

How did he do it? Well, for taking an interest in civic affairs for one thing and by making his theatre and its programs part of the civic life for another.

His outstanding attraction is a local newsreel which he films on 16-mm. himself, making it a point of covering all events around the area, including weddings, picnics and other allegedly "small town" news. He writes his own script, does his own cutting and even provides his own comment.

This he gets to the screen by the simple process of cutting into the sound system with a public address mike and running the comment off as his reel flashes on the screen, watching the action from a gap in the curtain behind the last row of seats.

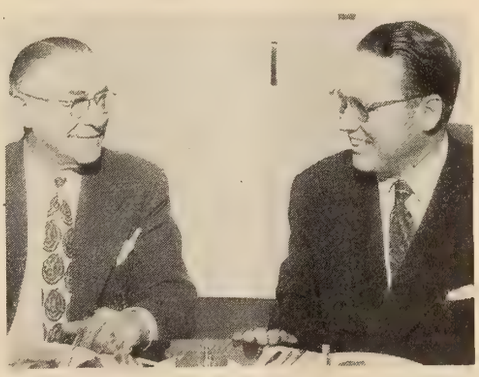
The results pay dividends.

Civic Minded

But he doesn't stop with that. Koenigsreiter has entered actively into every kind of civic project. He is chairman of the village public celebrations committee. Every Easter Sunday he puts on a village church service in the theatre, using appropriate auditorium decorations and stationing a huge cross before the screen where a temporary altar is erected.

What's more, he organized a baseball team bearing the theatre's name and registered it in the Milwaukee County Suburban League. There isn't an affair of a civic nature that he doesn't get in with and work for. And that doesn't keep him from attending to his own business—show business—either. He has advertising and exploitation ideas, geared to the size of his patronage and the tastes of his town. He keeps an up-to-date mailing list with over 4,000 names.

It's paid off he finds. The exhibitor whom the folks once thought as subsidized, is now part of the town that he serves.



PROTEGE AND FORMER BOSS. G. S. Eyssell (r), president of Radio City Music Hall and executive manager of Rockefeller Center, Inc., entertains his former boss, Frank L. Newman, Sr., at luncheon in the Music Hall's studio apartment. Eyssell first worked in the show business in Kansas City under Newman, pioneer exhibitor in that area and now president of the Evergreen State Amusement Corporation, Seattle, Wash.

Paramount Set on 2 of 6 For Early 1949 Shooting

Paramount's Production Chief Henry Ginsberg has set two productions for the shooting schedule at the beginning of 1949. These are "Under the Gun," with Alan Ladd starring, and "Dear Wife," sequel to "Dear Ruth," with William Holden, Edward Arnold, Joan Caulfield, Mona Freeman and Billy De Wolfe.

The studio schedule, the Ginsberg announcement stated, calls for four others to be ready for the cameras early in the new year. Currently Paramount has three features shooting, with five new ones to start between now and Dec. 31. These include "Diamond Haystack," Bing Crosby and Barry Fitzgerald; "A Mask for Lucretia," Paulette Goddard, John Lund and MacDonald Carey in the stellar roles; Bob Hope's "Easy Does It;" DeMille's "Samson and Delilah," and "I'll Never Love You," Betty Hutton vehicle.

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Hollywood Newsreel

West Coast Offices—6777 Hollywood Blvd., Hollywood 28, Calif.—Ann Lewis, Manager

PRODUCTION PARADE

By Ann Lewis

On the Republic lot Hunt Stromberg is settling last minute details on his latest production "Too Late For Tears," in which Republic Prexy Herbert Yates is understood to have a financial interest. Production is scheduled to start the second week in September, for United Artists release. The novel angle about the film is that Hal Wallis made a package deal with Stromberg for a reported $300,000 flat for the use of his players and director. Cast includes Lizabeth Scott, Don DeFore, Kristine Miller and Wendell Corey with Byron Haskins directing. Stromberg is still searching for a top male lead.

* * *

Arthur Hammerstein has arrived in Hollywood to confer with Jerry Fairbanks regarding a new short subject which will feature Hammerstein's numerous inventions. Short is slated for Fairbanks' "Unusual Occupations" series. For a new series, Fairbanks just signed Leo White, WB contract player. White will star in a series of shorts carrying a new twist on animal pictures—a human talking to animals in the zoo.

* * *

Latest news about the Paul Henreid deal with Canadian International Screen Productions brings out the fact that the first of the pictures Henreid will make will be an adaptation of "Jack Hammer Song," from a play by Millard Lampell. Announcement last week that Allied Artists would release these films was the result of a misunderstanding.

* * *

Dennis O'Keefe will star in "Dark Page" for Edward Small and Columbia release, as the last of his commitments under his current contract. It is reported that Small is negotiating for Orson Welles to co-star with O'Keefe in this filmization of Samuel Fuller's novel.

* * *

Richard H. Berger starts his producer job at Paramount with the signing of a term contract. For the past two years Berger has been a producer at RKO, where he is credited with the making of the recently-released "Rachel and the Stranger."

* * *

Ranald MacDougall just completed the first draft screenplay of "Dragger Captain" at Warner Bros. Screenplay is based on the New Yorker stories by Joseph Mitchell. Henry Blanke will produce.

* * *

Producer Jan Grippo has scheduled "Safety Pins" an original story by Arthur Adamson, as his next Bowery Boys film for Monogram. Gerald Schnitzer and Charles Marion have been signed to do the screenplay.

* * *

First of the David O. Selznick-Sir Alexander Korda productions, of which four have been definitely scheduled, will be "The Third Man" and will co-star Joseph Cotten and Valli. British producer-director Carol Reed plans on starting the film in Vienna this winter. The entire picture will be photographed in Europe, with London, Paris and Rome among the locations called for.

* * *

The much-postponed "Daughter of Ramona" finally gets under way September 8th, according to word from Producer Martin Mooney. Set for the leads are Philip Reed, Martha Vickers and Donald Woods. To be made in Cinecolor for Film Classics release, picture will have Robert Callahan serving in the associate producer capacity with Harold Daniels directing.

* * *

Former actor and film editor, Peter Scully, has announced the formation of Mayfair Pictures, with a releasing deal set with Monogram. First picture to be produced by Scully will be "The Rainmaker," based on the D. D. Beauchamp stories which appear in Colliers magazine. Film will go before the cameras the latter part of September.

* * *

Virginia Mayo has been set to play one of the starring roles in Warner's forthcoming film "Colorado Bound." Raoul Walsh, who will direct, has slated the picture to commence the early part of next month. Anthony Veiller produces.

* * *

A "different" role for an actor was given Frederic Worlock, when Samuel Goldwyn signed him to portray a London house which speaks for itself in Goldwyn's "Enchantment." Although the part is strictly classified as narration, the voice of the house, describing itself and what has occurred within its walls, is heard both at the opening and closing of the picture.

Luke Returns to 'Chan'

Keye Luke returns to his former role of "number one son" of the Charlie Chan films under a long-term contract signed at Monogram over the weekend.

Studio Roundup

Director John Huston returned to Hollywood from Havana—but he almost didn't make it. While he was in the Cuban capital filming backgrounds for Columbia's "Rough Sketch," two bank robbers, disguised as policemen, escaped with over a half-million dollars. The day before the robbery, art director Cary O'Dell and Huston had thoroughly "cased" the bank premises, and still man Bill Walling had photographed it inside and out. To make things more incriminating, at the instant the robbery was in progress, the two cops supposed to be guarding the bank were across the street questioning Huston as to whether he had proper permits to make movies in that location. Finally, the Havana police telephoned producer Sam Spiegel in Hollywood; it took an hour for Spiegel to convince them that Huston and crew were just a bunch of Hollywoodians and not bank robbers!

Another director at Columbia had trouble last week, but of a different nature. Gordon Douglas was confined to his home under physician's orders and Henry Levin took over "Mr. Soft Touch" directorial duties. Still another megaphone artist — Nicholas Ray — had some good luck. He wound up 25 days of shooting court room scenes in Humphrey Bogart's "Knock On Any Door"—the longest court room scene made in Hollywood since "Madame X" and "The Trial of Mary Dugan."

Lois Hall, 20-year-old blonde bombshell from Minnesota, was selected from over 100 girls tested for a "female Tarzan" in Republic's special, "Daughter of the Jungle." It went before the cameras Aug. 27. This is Miss Hall's initial film appearance; she's a champion swimmer and diver, which will come in handy. Republic also started "The Missourians" a few days earlier, a story of a great train robbery in the early 70's.

Actors occasionally complain about their roles, but there wasn't a peep on this score from Dennis Morgan and Jack Carson last week when they checked in for work in "Two Guys

New Blood Important, Says Veteran Star Bogart

At least one veteran motion picture star is convinced that new blood is important. Humphrey Bogart, who has formed Santana Productions in association with Producer Robert Lord, put it this way to SHOWMEN'S TRADE REVIEW:

"I believe that a star doesn't have to have his face plastered all over the screen to make a picture successful. The important thing today is the vehicle." And "Bogie," as he is affectionately known, is making good on his conviction by giving newcomers an opportunity in "Knock On Any Door," which Columbia will release.

The day when a big name was all that was necessary to put across any kind of story has passed, "Bogie" believes. Now, he points out, it is considered okay for a star like himself to take a relatively small role if it means a successful picture.

The Warner Bros. star is proud of his independent production venture. It's something he's always wanted to do: "I've had my own ideas of what should go into a production, but I've never been able to get them across. Now it's up to the paying public as to how far I'll get."



Humphrey Bogart

Bogart believes the quality of a picture, plus its name draws, are more important than the title. However: "We're going to keep "Knock On Any Door," because we feel many people are familiar with the best-selling book, and because it's a swell title, anyway."—JAY GOLDBERG.

PICTURES STARTED LAST WEEK

REPUBLIC. D-ughter of the Jungle—Principals: Lois Hall, James Cardwell, Sheldon Leonard. Director, George Blair.

The Missourians (Trucolor)—Principals: William Elliott, Adrian Booth, Andy Devine. Producer-Director, Joseph Kane.

TITLE CHANGES

"The Tatlock Millions" (Para.) now MISS TATLOCK'S MILLIONS.

"Black Velvet" (U-I) now RED CANYON.

"Call of the Cactus" (Mono.) now OUTLAW BRAND.

and a Gal" at Warner Bros. Morgan plays Morgan and Carson plays Carson in this Technicolor musical, where all action occurs on a movie lot. Another bit of "type" casting took place when Director Raoul Walsh, who began in the industry in 1912 as an actor for the late D. W. Griffith, was set to portray himself in the same film. In the same opus, directors Mike Curtiz and King Vidor portray themselves.

Rose Hobart was added to Paramount's "A Mask for Lucretia" and veteran thespian William Farnum also won an important role. At one time Farnum was the highest-paid star in the business, and is now making a comeback as a supporting player.

Radio commentator George Fisher will watch a beauty contest and actually get paid for it! He started his exacting role of bathing beauty announcer in "Joe Palooka in The Big Fight" at Monogram. Over at Metro, another sport—baseball—was the center of attraction as director Busby Berkeley moved his "Take Me Out to the Ball Game" company to a sound stage.

Samuel Goldwyn is scheduled to start his mountain-feud story. "Roseanna McCoy," Sept. 5, though at this writing.

Finney to Share Film's Profits With Youth Units

Producer Edward Finney has set up a participation arrangement under which recognized youth organizations will receive 10 per cent of all profits paid him out of receipts from "The Prairie," a feature based on the J. Fenimore Cooper Leatherstocking Tales.

"The Prairie—Young America" fund will be held in trust and distributed—"to make better Americans out of the underprivileged youth," the announcement states—from the main office of the Bank of America in Los Angeles.

Louis Weiss Plans Re-Make

Louis Weiss' plans for his return to the production field have been expanded to include a remake of "Her Unborn Child," which he first produced in 1930. Plans call for starting the camera work late this autumn.

Hollywood Pact for Monte

Paul Monte, Brazilian screen and nightclub star, is now a contract star of Columbia and Horizon Pictures, the John Huston-Sam Spiegel production unit, having signed a long-term pact that begins with Monte's appearance in "Rough Sketch."

Headlines Sell Film

Current headlines have been responsible for keeping "The Iron Curtain" in the chips, 20th Century-Fox claimed in New York this week. The headline stories of the un-American Activities Committee hearings have caused the picture to pick up 44.7 per cent in the past month.

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



Wanger to Have 8 For Release in 18 Months

Walter Wanger this week announced eight pictures for release within the next eight months. They are: "Tap Roots" (U-I), "Joan of Arc," (RKO); "Tulsa," "Reign of Terror," "Blank Wall"—all Eagle Lion; "The Ballad and the Source," an untitled Greta Garbo and a new Susan Hayward.

Fund Over the Top

The Los Angeles area has raised its quota of $10,000,000 for the United Jewish Welfare Fund, Samuel Goldwyn, president of the Fund, announced to 3,000 Fund workers and guests gathered in the Philharmonic Auditorium on the night of Aug. 27, for a concert at which Artur Rubinstein, Lotte Lehmann and Joseph Szigeti were the artists.

Goldwyn said that Los Angeles had "given the rest of the country a goal to shoot at," and revealed that the area had increased its annual contribution to the $225,000,000 national quota more "by far" than any other American city.

Welsch Set to Produce First Film at Republic

Another independent came into the already swollen ranks last week when Howard Welsch, former Universal producer, announced formation of Fidelity Pictures Corp. Welsch said that financing had been arranged and he revealed that Walter Colmes, who has been making films for Screen Guild (he did "Burning Cross"), will be associated with him in his first film. Others in the Fidelity organization are Robert Peters, vice-president; Woodrow Irwin, secretary; and attorney Greg Bautzer.

The first of 6 features planned for the next 18 months will be made at Republic, with no release set. It will be produced in Trucolor.

Warners Sign Wilcox

Frank Wilcox has been signed by the Warner Bros. studio for the role of Gordon Prescott in its picturization of Ayn Rand's novel, "The Fountainhead," with Gary Cooper, Patricia Neal and Raymond Massey. Henry Blanke will produce and King Vidor direct.

Box-Office Slants

The Creeper

(*Continued from Page 21*)

lover, whom she had accidentally wounded, manages to regain strength to shoot the murderer. The culprit had been a lunatic who was experimenting with cats.

Comment: An extremely weird film that easily can claim the longest footage of uninterrupted hysterics in some time. It seems that Janis Wilson, who evidently thinks she is a cat at certain moments of illusory visions, screams piercingly about every other minute. The film, which has a plot that is as hazy as a day in Pittsburgh, tends to be depressing rather than entertaining Veteran thespians like Onslow Stevens, Eduardo Ciannelli and Ralph Morgan vainly marshal their talents in the dolorous proceedings. If you book this as a supporting feature be sure you date it carefully. Its frightening aspects preclude its presentation at shows attended by children.

Station West

RKO-Radio Pictures Drama 92 mins.

AUDIENCE SLANT: (Adult) A competent all-around picturization of a Saturday Evening Post yarn of the early West with Dick Powell doing the chief shootin' and ridin' and Jane Greer being very lovely to look at.

BOX-OFFICE SLANT: The Dick Powell fans and the pull a good hoss opera carries should make this serve well.

Cast: Dick Powell, Jane Greer, Agnes Moorehead, Burl Ives, Tom Powers, Gordon Oliver, Steve Brodie, Guinn "Big Boy" Williams, Raymond Burr and Regis Toomey. Credits: Produced by Robert Sparks. Directed by Sidney Lanfield. Screenplay by Frank Fenton and Winston Miller from the novel by Luke Short.

Plot: When two soldiers guarding a gold shipment from the mining town are murdered, Lt. John Haven (Dick Powell) of the Military Information Department is sent to investigate in civilian garb. He finds that most of the town is owned by Charlie, and Charlie is a very beautiful woman who sings in the saloon and gambling hall. Haven is fascinated by Charlie, but suspects her and finally reveals she plotted the robbery. Prince, her partner who is in love with her and jealous of Haven mortally wounds her while trying to get Haven. The latter kills Prince and Charlie dies in Haven's arms.

Comment: This picturization of a Saturday Evening Post serial which had a lot of readers, has been made into a satisfying western. Dick Powell in the chief role is a bit more serious and morose than necessary, but his lines occasionally give him a dry humor and he plays with deadly earnestness the part of a tough army investigator. Jane Greer manages to combine the proper amount of sex appeal and stoniness to make you believe she could do all the ruthless things the plot calls for, and still be all-woman in her emotions. Raymond Burr contributes a good bit in the role of a chicken-hearted lawyer who is caught in his own mesh. Agnes Moorehead, Burl Ives and Big Boy Williams all add to the convincing portraits of the early westerners in an outpost town. This is for everyone who likes a good man-hunt and a love which can never come to fruition. While this usually doesn't include the ladies, they will very likely be happy to string along on the pull of Dick Powell's name.

I Surrender Dear

Columbia Musical 67 mins.

AUDIENCE SLANT: (Family) Mediocre musical that has inadequate story and uninspired performances.

BOX-OFFICE SLANT: Can get by on lower half of double bill headed by serious drama.

Cast: Gloria Jean, David Street, Don McGuire, Alice Tyrrell, Robert Emmett Keane, Douglas Wood, Regina Wallace, Byron Foulger, Jack Eigen, Dave Garroway, Peter Potter. Credits: Producer, Sam Katzman. Director, Arthur Dreifuss. Original screenplay, M. Coates Webster. Additional dialogue, Hal Collins. Photography, Vincent Farrar.

Plot: When a young girl singer's father gets his notice at a radio station where he has been working for years, his replacement is scheduled to be a popular band leader doing a disk jockey program. The girl becomes vocalist for the band leader, meanwhile, and then quarrels; she returns, helps salvage her father's job. The happy ending comes when the band leader, girl and father all join forces on a new air show.

Comment: Mediocre musical that has an inadequate story and uninspired performances. Gloria Jean and David Street, the leads, aren't strong enough, although they both have pleasing singing voices. Outstanding is Don McGuire, who lends a welcome job of comedy relief as Street's sidekick. The title is a good one, and the old-time favorite, "I Surrender Dear," is used several times in the film. Rest of musical numbers aren't overly appealing. In spots where disk jockeys Eigen, Garroway and Potter are known, exhibitors could cash in on their popularity.

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Feature Booking Guide

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases and re-issues) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listing.

SHOWMEN'S TRADE REVIEW

A

Title	Company
Abbott & Costello Meet Frankenstein	U-I
Accused, The	Para.
Act of Violence	MGM
Adventures of Casanova	EL
Adventures of Don Juan	WB
Adventures of Gallant Bess	EL
Adventures of Silverado	Col.
Affairs of a Rogue	Col.
Albuquerque	Para.
Alias A Gentleman	MGM
All My Sons	U-I
All's Well	Ind.
Always Together	WB
An Act of Murder	U-I
An Ideal Husband	20th-Fox
An Innocent Affair	UA
Angel in Exile	Rep.
Angels' Alley	Mono.
Angry God, The	UA
Anna Karenina	20th-Fox
Apartment for Peggy	20th-Fox
April Showers	WB
Arch of Triumph	UA
Are You With It?	U-I
Arizona Ranger	RKO
Arkansas Swing, The	Col.
Arthur Takes Over	20th-Fox
Assigned to Danger	EL
Atlantis, The Lost Continent	U-A

B

Babe Ruth Story, The	Allied
Bad Sister	U-I
Baltimore Escapade	RKO
Barkleys of Broadway	MGM
Behind Locked Doors	EL
Berlin Express	RKO
Best Man Wins	Col.
Best Things in Life Are Free	MGM
Best Years of Our Lives	RKO
Beyond Glory	Para.
B. F.'s Daughter	MGM
Big Cat, The	EL
Big City	MGM
Big Clock, The	Para.
Big Fight, The	Mono.
Big Punch, The	WB
Big Sombrero, The	Col.
Big Town After Dark	Para.
Big Town Scandal	Para.
Bill and Coo	Rep.
Black Bart	U-I
Black Eagle, Story of a Horse	Col.
Blanche Fury	EL
Blonde Ice	FC
Blondie's Anniversary	Col.
Blondie's Big Deal	Col.
Blondie's Night Out	Col.
Blondie's Reward	Col.
Blondie's Secret	Col.
Blood on the Moon	RKO
Bodyguard	RKO
Borrowed Trouble	UA
Boston Blackie's Chinese Venture	Col.
Boy With Green Hair, The	RKO
Bribe, The	MGM
Bride Goes Wild, The	MGM
Broken Journey	EL
Brothers, The	U-I
Brothers in the Saddle	RKO
Bungalow 13	20th-Fox
Bush Christmas	U-I

C

Caged Fury	Para.
Calendar, The	EL
Call Northside 777	20th-Fox
Campus Honeymoon	Rep.
Campus Sleuth	Mono.
Canadian Pacific	20th-Fox
Canon City	EL
Captain from Castile	20th-Fox
Captain Boycott	U-I
Casbah	U-I
Cass Timerlane	MGM
Caught	MGM
Challenge, The	20th-Fox
Checkered Coat, The	20th-Fox
Chicken Every Sunday	20th-Fox
Cleopatra Arms	WB
Code of Scotland Yard	Rep.
Connecticut Yankee, A	Para.
Corridor of Mirrors	U-I
Counterfeiters, The	20th-Fox
Countess of Monte Cristo	U-I
Coroner Creek	Col.
Cover-Up	UA
Creeper, The	20th-Fox
Crime Doctor's Diary	Col.
Criss-Cross	U-I
Cry of the City	20th-Fox

*Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX for distributor of pictures known only by title.) Numerals at left of titles indicate PRODUCTION or BLOCK NUMBER, (SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) *Biographical* (C) *Comedy*
(D) *Drama* (Doc) *Documentary*
(G) *Gangster* (M) *Musical*
(H) *Horror* (W) *Western*
(My) *Mystery* (Wa) *War*

(See final page of Guide for Re-Issues)

ALLIED ARTISTS

			Time Mins.	Rel. Date	Refer to
	CURRENT				
8	Dude Goes West, The (C)F	E. Albert-G. Storm-J. Gleason	87	8/15/48	b5/1/48
5	Hunted, The (D)A	Preston Foster-Belita	85	4/7/48	b2/7/48
7	Panhandle (W)F	R. Cameron-C. Downs	84	2/22/48	b2/14/48
6	Smart Woman (D)A	B. Aherne-C. Bennett-B. Sullivan	93	4/30/48	b3/13/48
4	Song of My Heart (D)F	Frank Sundstrom-Audrey Long	85	1/31/48	b11/8/57
	COMING				
10	Babe Ruth Story, The (D)F	W. Bendix-C. Trevor-C. Bickford	111	9/6/48	b7/24/48
	Last of the Badmen	B. Sullivan-M. Reynolds-B. Crawford			a8/21/48
	Strike It Rich	R. Cameron-B. Granville			
	When a Man's a Man	G. Madison-R. Calhoun-G. Storm			

ASTOR PICTURES

Battling Marshal	Dave "Tex" O'Brien-Buzzy Henry	0	12/20/47	New Release
Deadline	Sunset Carson-Pat Starling	64	4/15/48	New Release
Fighting Mustang	Sunset Carson-Pat Starling	62	3/1/48	New Release
Six-Shooter	Sunset Carson-Pat Starling			
Sunset Carson Rides Again	Sunset Carson-Pat Starling			
Sunset Carson Strikes Back	Sunset Carson-Pat Starling			
Western Terror	Sunset Carson-Pat Starling			

COLUMBIA

	CURRENT			
Adventures in Silverado (W)F	W. Bishop-G. Henry-E. Buchanan	73	3/25/48	b5/8/48
Arkansas Swing, The	H. Hot Shots-G. Henry-S. Hart	63	7/29/48	
Best Man Wins (C)F	E. Buchanan-A. Lee-R. Shayne	73	5/6/48	b5/22/48
Black Arrow, The (D)F	L. Hayward-J. Blair-G. Macready	76	Aug. '48	b7/3/48
Blondie's Anniversary (C)F	P. Singleton-A. Lake-L. Simms	67	12/18/47	b1/3/48
Blondie's Reward (C)F	Singleton-Lake-Simms-Kent	68	6/3/48	b8/21/48
Coroner Creek *C (D)A	R. Scott-M. Chapman-G. Macready	90	July '48	b6/5/48
Devil Ship (D)F	Richard Lane-Louise Campbell	62	12/11/47	b12/20/47
Fuller Brush Man, The (C)F	Red Skelton-Janet Blair	93	June '48	b3/8/48
Glamour Girl (M)F	G. Krupa-V. Grey-M. Duane	68	1/16/48	b1/3/48
I Love Trouble (My)A	F. Tone-J. Blair-J. Carter	94	Jan. '48	b1(10/48
It Had to Be You (C-D)A	Ginger Rogers-Cornel Wilde	98	Dec. '47	b10/25/47
Lady from Shanghai, The (My)A	Rita Hayworth-Orson Welles	87	May '48	b4/17/48
Lost One, The (O)A	Nelly Corradi-Gino Mattera	84		b4/3/48
Lulu Belle (D)	D. Lamour-G. Montgomery-A. Dekker	87	Aug. '48	b6/12/48
Mary Lou (M)F	R. Lowery-J. Barton-G. Farrell	65	1/23/48	b2/28/48
Mating of Millie, The (C)F	G. Ford-E. Keyes-R. Randall	85	Apr. '48	b3/13/48
My Dog Rusty (D)F	T. Donaldson-J. Litel-J. Lloyd	64	4/8/48	b6/12/48
Port Said (D)A	Gloria Henry-William Bishop	68	4/15/48	b5/15/48
Prince of Thieves *C (D)F	J. Hall-P. Morison-A. Jergens	72	Jan. '48	b3/6/48
Relentless *T (D)F	R. Young-M. Chapman-W. Parker	93	2/20/48	b1/17/48
Return of the Whistler (My)F	M. Duane-L. Aubet-R. Lane	61	3/18/48	b4/3/48
Rose of Santa Rosa	Hoosier Hot Shots-E. Noriega	65	12/25/47	
Sign of the Ram, The (D)A	S. Peters-A. Knox-P. Thaxter	84	Mar. '48	b2/7/48
Song of Idaho (M-C)F	Hoosier Hot Shots-Kirby Grant	67	3/30/48	b4/10/48
Strawberry Roan, The *C (W)F	G. Autry-G. Henry-J. Holt	76	Aug. '48	b4/24/48
Swordsman, The *T (D)F	L. Parks-E. Drew-G. Macready	81	1/9/48	b10/11/47
Thunderhoof (D)F	P. Foster-M. Stuart-W. Bishop	76	7/8/48	b7/10/48
To the Ends of the Earth (D)A	D. Powell-S. Hasso-Maylia	109	2/27/48	b1/24/48
Trapped By Boston Blackie (M)	C. Morris-J. Vincent-R. Lane	78	5/13/48	b6/19/48
Walk a Crooked Mile	Dennis O'Keefe-Louis Hayward		Sept. '48	
Woman from Tangiers, The (D)A	A. Jergens-S. Dunne-M. Duane	66	2/12/48	b3/6/48
Wreck of the Hesperus (D)F	Willard Parker-Edgar Buchanan	68	2/5/48	b5/29/48
	COMING			
Affairs of a Rogue (D)A	Jean-Pierre Aumont-Joan Hopkins	111		b5/8/48
Big Sombrero, The *C	Gene Autry-Elena Verdugo			a9/20/47
Blondie's Big Deal	P. Singleton-A. Lake-L. Simms			
Black Eagle, The Story of a Horse	W. Bishop-V. Patton-G. Jones		9/16/48	a7/3/48
Blondie's Night Out (C)	P. Singleton-A. Lake-L. Simms			a1/10/48
Blondie's Secret	Singleton-Lake-Kent-Simms			a7/3/48
Boston Blackie's Chinese Venture	C. Morris-R. Lane-G. E. Stone			a7/17/48
Crime Doctor's Diary	Warner Baxter-Lois Maxwell			
Dark Past, The	William Holden-Lee J. Cobb			a7/10/48
Gallant Blade *C (D)	Larry Parks-Marguerite Chapman			a2/21/48
Gentleman From Nowhere (My)F	Warner Baxter-Fay Baker	66	9/9/48	b8/14/48
Her Wonderful Lie	Janis Carter-Marc Platt			
I Surrender Dear	Gloria Jean-David Street			a5/15/48
Jungle Jim	J. Weissmuller-V. Grey-L. Baron			
Knock On Any Door	H. Bogart-J. Derek-G. Macready-S. Perry			
Ladies of the Chorus	A. Jergens-R. Brooks-M. Monroe			a7/3/48
Law of the Barbary Coast	R. Shayne-A. Jergens-S. Dunne			
Loaded Pistols	Gene Autry-Barbara Britton			a7/3/48
Lone Wolf and His Lady	Ron Randell-June Vincent			
Loser Take All	C. Mitchell-J. Nigh-B. Edwards			a6/12/48
Lovers, The	Cornel Wilde-Patricia Knight			
Loves of Carmen, The *T (D)A	R. Hayworth-G. Ford-R. Randell	97		b8/21/48
Man from Colorado, The *T (D)	Glenn Ford-Ellen Drew-Wm. Holden			a5/24/47
Manhattan Angel	G. Jean-R. Ford-A. Tyrrell			a6/12/48
Mr. Soft Touch	G. Ford-E. Keyes-J. Ireland			
Racing Luck	Stanley Clements-Gloria Henry			a7/17/48
Return of October, The *T (C)	Glenn Ford-Terry Moore			
Ridin' the Old Pine Trail	Gene Autry-Jimmy Lloyd			
Rough Sketch	Jennifer Jones-John Garfield			
Rusty Leads the Way (D)F	T. Donaldson-S. Moffett-J. Litel	58		b7/31/48
Rusty Saves a Life	T. Donaldson-G. Henry-S. Dunne			a7.10/48
Singin' Spurs	Hoosier Hot Shots-Patricia White		9/23/48	
Slightly French	Lamour-Carter-Parker-Ameche			a5/8/48
Smoky Mountain Melody	Roy Acuff-Smoky Mountain Boys			
Song of India	Sabu-T. Bey-G. Russell			a7/31/48
Triple Threat	Top Pro Football Stars		9/30/48	

Undercover Man	G. Ford-N. Foch				a7/31/48
Untamed Breed, The *C	S. Tufts-B. Britton-G. "G." Hayes				a6/5/48
Wings Westward *C	Gene Autry-Jimmy Lloyd				a7/31/48
Walking Hills, The	R. Scott-E. Raines-W. Bishop				a7/3/48
Westerns					
Blazing Across the Pecos	Charles Starrett-Smiley Burnette	55	7/1/48		
Challenge of the Range	Charles Starrett-Smiley Burnette				
El Dorado Pass	Charles Starrett-Smiley Burnette				
Phantom Valley	Charles Starrett-Smiley Burnette	52	2/19/48		
Quick On The Trigger	Charles Starrett-Smiley Burnette				
Six Gun Law (W)	C. Starrett-S. Burnette	54	1/9/48		
Trail to Laredo	C. Starrett-S. Burnette-J. Bannon	54	8/12/48		
West of Sonora	Charles Starrett-Smiley Burnette	55	3/25/48		
Whirlwind Raiders	Charles Starrett-Smiley Burnette	54	5/13/48		

EAGLE LION

CURRENT

812	Adventures of Casanova (D)F	DeCordova-Bremer-Bey-Sutton	83	2/7/48		b2/28/48
821	Assigned to Danger (My)	G. Raymond-N. Nash-R. Bice	66	5/19/48		a4/17/48
826	Canon City (Doc)A	S. Brady-J. Corey-W. Bissell	82	6/30/48		b6/26/48
824	Close-Up	Alan Baxter-Virginia Gilmore	76	6/9/48		
820	Cobra Strikes, The (My)F	S. Ryan-R. Fraser-L. Brooks	61	4/24/48		b5/22/48
817	Enchanted Valley, The *C (D)F	A. Curtis-A. Gwynne-C. Grapewin	77	3/27/48		b4/3/48
810	Heading for Heaven (C)F	S. Erwin-G. Farrell	71	1/17/48		b12/20/47
	Hollow Triumph (D)A	Paul Henreid-Joan Bennett	83	8/30/48		b8/14/48
	Lady at Midnight (My)F	R. Denning-F. Rafferty-J. Searle	59	8/8/48		b7/31/48
808	Linda Be Good (C)A	E. Knox-J. Hubbard-M. Wilson	66	1/3/48		b11/1/47
815	Man from Texas (D)F	J. Craig-J. Johnston-L. Bari	71	3/6/48		b4/3/48
825	Mickey *C (C)F	L. Butler-B. Goodwin-I. Hervey	87	6/23/48		b6/19/48
819	Noose Hangs High (C)F	Abbott-Costello-Downs-Calleia	77	4/17/48		b4/10/48
830	Northwest Stampede *C (C)F	J. Leslie-J. Craig-J. Oakie	79	7/28/48		b7/3/48
828	Oliver Twist (D)F	R. Newton-A. Guinness-K. Walsh	116	7/14/48		b7/3/48
818	October Man, The (D)A	J. Mills-J. Greenwood-E. Chapman	85	3/20/48		b9/6/47
813	Open Secret (D)A	J. Ireland-J. Randolph-R. Bohnen	70	5/5/48		b7/17/48
822	Raw Deal (D)A	D. O'Keefe-C. Trevor-M. Hunt	79	5/26/48		b5/22/48
816	Ruthless (D)A	Z. Scott-L. Hayward-D. Lynn	102	4/3/48		b4/3/48
829	Shed No Tears (D)A	W. Ford-J. Vincent-R. Scott	70	7/2/48		b7/24/48
811	Smugglers, The *T (D)A	Michael Redgrave-Jean Kent	85	1/31/48		b4/12/47
827	Spiritualist, The (D)A	T. Bey-L. Bari-C. O'Donnell	78	7/7/48		b8/7/48
823	Sword of the Avenger (D)A	R. Del Gado-Sigrid Gurie	72	6/2/48		b5/15/48
809	T-Men (D)F	Dennis O'Keefe-Mary Meade	91	1/10/48		b12/20/47
814	Take My Life (D)F	Greta Gynt-Hugh Williams	80	2/28/48		b5/17/47

COMING

Adventures of Gallant Bess *C (D)F	C. Mitchell-A. Long-F. Knight	73			b7/31/48
Behind Locked Doors	L. Bremer-R. Carlson-T. Henry				a7/10/48
Big Cat, The *T	L. McCallister-P. A. Garner-P. Foster				a8/28/48
Blanche Fury *T (D)A	V. Hobson-S. Granger	95			b3/20/48
Broken Journey (D)A	P. Calvert-M. Grahame-F. L. Sullivan	89	9/12/48		b4/24/48
Calendar, The (C)A	Greta Gynt-John McCallum	79			b6/5/48
In This Corner	Scott Brady-Anabel Shaw	62			a6/5/48
It Always Rains on Sundays	G. Withers-J. Warner	92			b11/29/47
Let's Live a Little	Hedy Lamarr-Robert Cummings				a6/5/48
Man Wanted	Anabel Shaw-Robert Lowery				
Million Dollar Weekend	G. Raymond-O. Massen-F. Lederer				
Mr. Perrin and Mr. Traill (D)A	D. Farrar-M. Goring-G. Gynt	92			b8/28/48
Parole	Turhan Bey-Michael O'Shea				a8/21/48
Philo Vance's Peril	W. Wright-L. Belasco-R. Ames				b1/25/47
Red Shoes, The *T (D)A	A. Walbrook-M. Goring-M. Shearer	134			b7/31/48
Red Stallion in the Rockies *C	Red Stallion-Arthur Franz				
Reign of Terror	R. Cummings-A. Dahl-R. Basehart				
Strange Mrs. Crane, The	M. Lord-P. Watkin-J. McGuire				
29 Clues	Scott Brady-Richard Basehart				a7/10/48
Tulsa *T	S. Hayward-R. Preston-P. Armendariz				

Westerns

853	Check Your Guns (W)F	E. Dean-R. Ates-N. Gates	55	1/24/48	b11/22/47
	Gun Fighter	Lash LaRue-Fuzzy St. John-Mary Scott			a12/18/47
856	Hawk of Powder River, The (W)F	E. Dean-R. Ates-J. Holt	54	4/10/48	b3/27/48
857	Prairie Outlaws	F Dean-R. Ates-J. Holt	57	5/12/48	
858	Tioga Kid, The (W)F	E. Dean-R. Ates-J. Holt	54	6/17/48	b3/20/48
854	Tornado Range (W-S)F	Eddie Dean-Roscoe Ates-J. Holt	56	2/21/48	2/21/48
855	Westward Trail, The (W)F	E. Dean-R. Ates-P. Planchard	56	3/13/48	b3/13/48

FILM CLASSICS

CURRENT

Blonde Ice (D)A	Leslie Brooks-Robert Paige	73	May '48		b5/22/48
Date With Murder, A	John Calvert-Catherine Craig				a8/28/48
Devil's Cargo (M)A	J. Calvert-R. Hudson-R. Karns	61	Apr. '48		b3/20/48
Discovery (Doc)F	Admiral Byrd-Members of Expedition	74	Jan. '48		b4/24/48
For You I Die (D)A	C. Downs-P. Langton-M. Auer	76	Jan. '48		b1/3/48
Furia (D)A	Isa Pola-Rosanno Brazzi	89	Jan. '48		b10/25/47
Inner Sanctum	Mary Beth Hughes-Charles Russell				
Miraculous Journey *C (D)F	R. Calhoun-A. Long-V. Grey	76	Sept. '48		b8/14/48
Money Madness	H. Beaumont-F. Rafferty-H. Warde	73	Apr. '48		b4/3/48
Sofia *C	Gene Raymond-Sigrid Gurie	82	Sept. '48		b8/28/48
The Argyle Secrets (My)F	W. Gargan-M. Lord-R. Byrd	63	May '48		b4/24/48
Unknown Island *C	V. Grey-B. MacLane-P. Reed				
Will It Happen Again? (Doc)A	Adolph Hitler-Eva Braun	62	May '48		b5/22/48
Women in the Night (D)A	Tala Birell-William Henry	90	Jan. '48		b1/17/48

METRO-GOLDWYN-MAYER

CURRENT

818	Alias a Gentleman (C-D)A	W. Beery-T. Drake-D. Patrick	76	Mar. '48		b2/7/48
820	B. F.'s Daughter (D)A	B. Stanwyck-Heflin-C. Coburn	108	Apr. '48		b2/21/48
827	Big City (D)M	M. O'Brien-R. Preston-D. Thomas	103	June '48		b3/27/48
819	Bride Goes Wild, The (C)F	V. Johnson-J. Allyson-B. Jenkins	97	Mar. '48		b2/28/48
813	Cass Timberlane (D)A	Spencer Tracy-Lana Turner	119	Jan. '48		b11/8/47
829	Easter Parade *T(M)F	J. Garland-F. Astaire-P. Lawford	103	July '48		b5/29/48
831	Date With Judy, A *T (C)F	W. Beery-J. Powell-E. Taylor	113	July '48		b6/19/48
810	Good News (M-C)F *T	June Allyson-Peter Lawford	95	Dec. '47		b12/6/47
815	High Wall (D)A	R. Taylor-A. Totter-H. Marshall	99	Feb. '48		b12/20/47
826	Homecoming (D)A	Gable-Turner-Baxter-Hodiak	113	May '48		b4/10/48
814	If Winter Comes (D)A	W. Pidgeon-D. Kerr-A. Lansbury	97	Jan. '48		b12/27/47
809	Killer McCoy (D)A	M. Rooney-A. Blyth-B. Donlevy	104	Dec. '47		b10/25/47
825	Pirate, The *T (M)A	J. Garland-G. Kelly-W. Slezak	102	June '48		b4/3/48
830	Search, The (D)F	Montgomery Clift-Aline MacMahon	105	Aug. '48		b3/27/48
708	Show-Off, The (C)F	R. Skelton-Marilyn Maxwell	83	Dec. '47		b8/18/47
902	Southern Yankee, A (C)F	R. Skelton-B. Donlevy-A. Dahl	90	Sept. '48		b8/7/48
824	State of the Union	S. Tracy-K. Hepburn-V. Johnson	124	Apr. '48		b3/27/48
821	Summer Holiday *T (C)A	Rooney-De Haven-Huston-Morgan	92	5/20/48		b3/13/48
816	Tenth Avenue Angel (D)F	M. O'Brien-A. Lansbury-G. Murphy	74	Feb. '48		b1/17/48
817	Three Daring Daughters *T (M)F	J. MacDonald-J. Iturbi-J. Powell	115	Mar. '48		b2/14/48

Title	*Company*
D	
Daisy Kenyon	20th-Fox
Dangerous Years	20th-Fox
Daredevils of the Clouds	Rep.
Dark Past	Col
Daughter of Darkness	Para
Daughter of the Jungle	Rep.
Date With Judy, A	MGM
Date With Murder, A	FC
Dead Don't Dream, The	UA
Dear Murderer	UI
Decision of Christopher Blake	WB
Deep Waters	20th-Fox
Design for Death	RKO
Devil's Cargo	FC
Disaster	Para.
Discovery	FC
Docks of New Orleans	Mono.
Double Life, A	UI
Down to the Sea in Ships	20th-Fox
Dream Girl	Para.
Drums Along the Amazon	Rep.
Dude Goes West, The	Allied
Duel in the Sun	Selznick
Dulcimer Street	U-I
Dynamite	Para
E	
Easter Parade	MGM
Embraceable You	WB
Emperor Waltz, The	Para.
Enchanted Valley	EL
Enchantment	RKO
End of the River	UI
Escape	20th-Fox
Every Girl Should Be Married	RKO
Eyes of Texas	Rep.
F	
Fallen Idol, The	20th-Fox
False Paradise	UA
Fame Is the Spur	U-I
Family Honeymoon	U-I
Fan, The	20th-Fox
Far Frontier	Rep.
Feudin', Fussin' and A-Fightin'	U-I
Fighter Squadron	WB
Fighting Back	20th-Fox
Fighting Father Dunne	RKO
Fighting Mad	Mono.
Flaxy Martin	WB
Follow Me Quietly	RKO
Foreign Affair, A	Para.
For the Love of Mary	U-I
For You I Die	FC
Forever Amber	20th-Fox
Fort Apache	RKO
Fountainhead, The	WB
Four Faces West	UA
French Leave	Mono.
Fuller Brush Man	Col.
Furia	FC
Fury at Furnace Creek	20th-Fox
G	
Gallant Blade	Col
Gallant Hombre	UA
Gal ant Legion, The	Rep.
Gay Amigo	UA
Gay Intruders	20th-Fox
Gay Ranchero, The	Rep.
Gentleman From Nowhere	Col.
Gentleman's Agreement	20th-Fox
Girl From Jones Beach	WB
Girl From Manhattan, The	UA
Give My Regards to Broadway	20th-Fox
Golden Eye, The	Mono.
Good News	MGM
Good Sam	RKO
Good Time Girl	U-I
Great Gatsby, The	Para.
Green Grass of Wyoming	20th-Fox
Green Promise	Ind.
Guns of Hate	RKO
H	
Half-Past Midnight	20th-Fox
Hamlet	U-I
Happy Times	WB
Harpoon	SGP
Hatter's Castle	Para.
Hazard	Para.
Heading for Heaven	EL
Heart of Virginia	Rep.
Heiress, The	Para.
Henry the Fifth	UA
Her Wonderful Lie	Col.
Here Comes Trouble	UA
High Tension	Mono.
High Wall	MGM
Hills of Home	MGM
Holiday Camp	U-I
Hollow Triumph	EL
Homecoming	MGM
Homicide	WB
Homicide for Three	Rep.
House Across the Street	WB
Hungry Hill	U-I
Hunted, The	Allied
I	
I Became a Criminal	WB
Idol of Paris	WB
If Winter Comes	MGM
If You Knew Susie	RKO

Title	Company
I, Jane Doe	Rep.
In This Corner	EL
Incident	Mono.
Indian Agent	RKO
Indian Scout	UA
Inner Sanctum	FC
Inside Story, The	Rep.
Interference	RKO
Intrigue	UA
I Remember Mama	RKO
Iron Curtain	20th-Fox
Iron Dukes	Mono.
Isn't It Romantic?	Para.
I Surrender Dear	Col.
It Always Rains on Sunday	EL
I Walk Alone	Para.
I Wouldn't Be in Your Shoes	Mono.
J	
Jiggs & Maggy in Society	Mono.
Jinx Money	Mono.
Joan of Arc	RKO
Joe Palooka in Winner Take All	Mono.
John Loves Mary	WB
Johnny Belinda	WB
Judge Steps Out, The	RKO
Julia Misbehaves	MGM
June Bride	WB
Jungle Goddess	SGP
Jungle Jim	Col.
K	
Key Largo	WB
Kidnapped	Mono.
Killer McCoy	MGM
King of the Gamblers	Rep.
Kings of the Olympics (Pt. 1)	UA
Kiss in the Dark	WB
Kiss the Blood Off My Hands	U-I
Kissing Bandit	MGM
Knock on Any Door	Col.
L	
Ladies of the Chorus	Col.
Lady at Midnight	EL
Lady Surrenders, A	UI
Laff-Time	UA
Larceny	U-I
Last of the Badmen	Allied
Last of the Wild Horses	SGP
Law of the Barbary Coast	Col.
Le Silence est D'Or	RKO
Let's Live a Little	EL
Letter From an Unknown Woman	U-I
Let's Live Again	20th-Fox
Life With Father	WB
Lightnin' in the Forest	Rep.
Linda Be Good	EL
Little Women	MGM
Loaded Pistols	Col.
Lone Wolf & His Lady	Col.
Long Denial, The	RKO
Look for the Silver Lining	WB
Loser Take All	Col.
Love Happy	UA
Lovers, The	Col.
Loves of Carmen	Col.
Luck of the Irish, The	20th-Fox
Luckiest Girl in the World	MGM
Lucky Stiff	UA
Lulu Belle	Col.
Luxury Liner	MGM
M	
Macbeth	Rep.
Madonna of the Desert	Rep.
Mad Wednesday	UA
Magic Bow	U-I
Man About the House	20th-Fox
Main Street Kid	Rep.
Man-Eaters of Kumaon	U-I
Man of Evil	UA
Man From Colorado, The	Col.
Man From Texas	EL
Manhattan Angel	Col.
Man Wanted	FL
Mark of the Lash	SGP
Mary Lou	Col.
Mask for Lucretia, A	Para.
Mating of Millie	Col
Meet Me at Dawn	20th-Fox
Melody Time	RKO
Mexican Hayride	U-I
Michael O'Halloran	Mono.
Mickey	EL
Million Dollar Weekend	EL
Mine Own Executioner	20th-Fox
Miracle of the Bells	RKO
Miracle in Harlem	SG
Miraculous Journey	FC
Miss Mink of 1949	20th-Fox
Miss Tatlock's Millions	Para.
Mr. Blandings Builds His Dream House	SRO
Mr. Joseph Young of Africa	RKO
Mr. Peabody and the Mermaid	U-I
Mr. Perrin and Mr. Traill	EL
Mr. Reckless	Para.
Mr. Soft Touch	Col.
Money Madness	FC
Montana	WB
Moonrise	Rep.
Mother Is a Freshman	20th-Fox
Mourning Becomes Electra	RKO
Mozart Story, The	SGP
Music Man	Mono.
My Brother Jonathan	Mono.
My Dear Secretary	UA
My Dream Is Yours	WB
My Own True Love	Para.
Mystery in Mexico	RKO
My Girl Tisa	WB
My Wild Irish Rose	WB

COMING

	Act of Violence	V. Heflin-R. Ryan-J. Leigh			a8/14/48
	Barkleys of Broadway *T	F. Astaire-G. Rogers-O. Levant-B. Burke			
	Bribe, The	R. Taylor-A. Gardner-C. Laughton			a8/14/48
	Caught	J. Mason-B. Bel-Geddes-R. Ryan			
	Command Decision	Gable-Pidgeon-Johnson-Donlevy			a8/14/48
	Hills of Home *T	Lassie-E. Gwenn-J. Leigh	97		a11/15/47
903	Julia Misbehaves (C)F	G. Garson-W. Pidgeon-P. Lawford	99	Oct. '48	b8/14/48
	Kissing Bandit, The *T	F. Sinatra-K. Grayson			a8/23/47
	Little Women *T	Allyson-O'Brien-Taylor-Lawford			
901	Luxury Liner *T (M)F	G. Brent-F. Gifford-J. Powell	99	Sept. '48	b8/21/48
	No Minor Vices	D. Andrews-L. Palmer-L. Jourdan			a7/31/48
	Numbers Racket, The	John Garfield-Thomas Gomez		Oct. '48	
828	On An Island With You *T (M)F	E. Williams-P. Lawford	107		b5/1/48
	Piccadilly Incident (D)A	Anna Neagle-Michael Wilding	88		b8/31/47
	Secret Land, The (Doc)F	U. S. Navy	70	Oct. '48	b8/28/48
	Sun in the Morning *T	J. MacDonald-C. Jarman, Jr.-Lassie			a8/14/48
	Take Me Out to the Ball Game *T	F. Sinatra-E. Williams-G. Kelly			
	Three Godfathers	J. Wayne-P. Armendariz-H. Carey, Jr.			a8/14/48
	Three Musketeers *T	Turner-Kelly-Heflin-Allyson			a8/22/48
	Words and Music *T	J. Garland-M. Rooney-G. Kelly			a8/14/48

MONOGRAM

CURRENT

4708	Angels' Alley (D)F	L. Gorcey-H. Hall-B. Benedict	67	3/21/48	b1/31/48
4713	Campus Sleuth (My)F	F. Stewart-J. Preisser-B. Sherwood	57	4/18/48	b6/5/48
626	Chinese Ring, The (My)F	R. Winters-W. Douglas-V. Sen Young	68	12/6/47	b12/27/47
4712	Docks of New Orleans (My)F	Roland Winters-Victor Sen Young	64	4/4/48	b5/15/48
4709	Fighting Mad (D)F	L. Errol-J. Kirkwood-E. Knox	75	2/7/48	b2/21/48
4714	French Leave (C-D)F	Jackie Cooper-Jackie Coogan	64	4/25/48	b5/8/48
4720	Golden Eye, The	R. Winters-M. Moreland	69	8/29/48	a8/7/48
4716	I Wouldn't Be in Your Shoes (My)A	Don Castle-Elyse Knox	70	5/23/48	b5/8/48
4704	Jiggs & Maggie in Society (C)F	Joe Yule-Renie Riano	67	1/10/48	b2/14/48
4717	Jinx Money (My)F	Gorcey-Hall-Caldwell-McKay	68	6/27/48	b5/22/48
4719	Michael O'Halloran (D)F	Scotty Beckett-Allene Roberts	79	8/8/48	b6/19/48
4707	Perilous Waters (D)A	D. Castle-A. Long	64	2/14/48	a12/13/47
4705	Rocky (D)F	Roddy McDowall-"Rags"-E. Barrier	76	3/7/48	b5/8/48
4710	Rose of the Rio Grande	Movita-John Carroll	60	3/14/48	
4718	Shanghai Chest, The	R. Winter-D. Best-J. Alvin	65	7/11/48	
4801	16 Fathoms Deep (D)F	L. Chaney-A. Lake-T. Chandler	82	7/25/48	b6/12/48
4711	Smart Politics (M-C)F	F. Stewart-J. Preisser-F. Darro	68	1/3/48	b3/6/48
4715	Stage Struck (D)A	Audrey Long-Kane Richmond	71	6/13/48	b5/15/48

COMING

	Big Fight, The	J. Kirkwood-L. Errol-D. Bruce			
	High Tension	Gorcey-Hall-Dell-Parrish			a7/10/48
	Incident	W. Douglas-J. Frazee-J. Compton			
	Iron Dukes	L. Gorcey-H. Hall-G. Dell			a8/21/48
4802	Joe Palooka in Winner Take All (D)F	J. Kirkwood-E. Knox-W. Frawley	64	9/12/48	b8/28/48
4725	Kidnapped	R. McDowell-S. England-D. O'Herlihy		10/3/48	a8/7/48
4721	Music Man (M)F	P. Brito-F. Stewart-J. Dorsey	66	9/5/48	b7/24/48
	My Brother Jonathan (D)A	M. Denison-D. Gray	105	Oct. '48	b3/13/48
	Smugglers' Cove	L. Gorcey-H. Hall-G. Dell			a6/5/48
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	Nov. '48	b3/29/48

Westerns

4757	Back Trail	Johnny Mack Brown-Raymond Hatton	54	7/18/48	
	Call of the Cactus	J. Wakely-C. Taylor			
4762	Cowboy Cavalier	J. Wakely-C. Taylor		7/4/48	
4755	Crossed Trails	Johnny Mack Brown-Raymond Hatton	53	4/11/48	
4753	Fighting Ranger	Johnny Mack Brown-Raymond Hatton	57	8/15/48	
4756	Frontier Agent	Johnny Mack Brown-Raymond Hatton	56	5/10/48	
	Gallant Texan	Jimmy Wakely-"Cannonball" Taylor			
	Gunning for Justice	J. M. Brown-R. Hatton-E. Finley			
4761	Oklahoma Blues	J. Wakely-C. Taylor-V. Belmont	56	3/28/48	
	Outlaw Brand	J. Wakely-C. Taylor			
4751	Overland Trail	J. Mack Brown-R. Hatton-V. Belmont	58	1/31/48	
4765	Partners in the Sunset	J. Wakely-Cannonball Taylor	53	5/6/48	
4766	Range Renegades	J. Wakely-C. Taylor-C. Larson	54	6/6/48	
	Rangers Ride	Wakely-Taylor-Belmont		9/26/48	
4754	Sheriff from Medicine Bow	J. M. Brown-R. Hatton	55	9/19/48	
4763	Silver Trails	Wakely-Taylor-Larson	53	8/22/48	
4752	Triggerman	Johnny Mack Brown-Raymond Hatton	56	6/20/48	

PARAMOUNT

CURRENT

4709	Albuquerque *C (WD)F	R. Scott-B. Britton-G. Hayes	89	2/20/48	b1/24/48
4726	Beyond Glory (D)F	A. Ladd-D. Reed-G. Macready	82	9/3/48	b6/19/48
4713	Big Clock, The (M-D)A	R. Milland-C. Laughton-M. O'Sullivan	95	4/9/48	b2/21/48
4706	Big Town After Dark (D)A	Philip Reed-Hillary Brooke	69	12/12/47	b11/22/47
4722	Big Town Scandal (D)F	Philip Reed-Hillary Brooke	61	7/30/48	
4711	Caged Fury (D)F	Richard Denning-Sheila Ryan	61	3/5/48	b2/14/48
4721	Dream Girl (C)F	B. Hutton-M. Carey-P. Knowles	85	7/23/48	b5/8/48
4720	Emperor Waltz, The *T (C)F	Bing Crosby-Joan Fontaine	103	7/2/48	b5/8/48
4724	Foreign Affair, A (C)A	J. Arthur-M. Dietrich-J. Lund	116	8/20/48	b6/19/48
4718	Hatter's Castle (D)A	R. Newton-J. Mason-D. Kerr	105	6/18/48	b4/17/48
4716	Hazard (C)F	P. Goddard-M. Carey-F. Clark	100	5/28/48	b3/20/48
4708	I Walk Alone (D)F	B. Lancaster-L. Scott-K. Douglas	96	1/16/48	b12/20/47
4712	Mr. Reckless (D)F	W. Eythe-B. Britton-W. Catlett	66	3/26/48	b2/28/48
4707	Road to Rio (C)F	B. Crosby-B. Hope-D. Lamour	101	12/25/47	b11/22/47
4710	Saigon (D)A	A. Ladd-V. Lake-D. Dick	94	3/12/48	b2/7/48
4714	Sainted Sisters, The (C-D)A	V. Lake-J. Caulfield-B. Fitzgerald	89	4/30/48	b3/13/48
4717	Shaggy *C (D)F	B. Joyce-G. Nokes-R. Shayne	71	6/11/48	b4/17/48
4723	So Evil My Love (D)A	R. Milland-A. Todd-G. Fitzgerald	109	8/6/48	b3/13/48
4715	Speed to Spare (D)F	R. Arlen-J. Rogers-R. Travis	57	5/14/48	b3/13/48
4725	Unconquered *T (D)F	Gary Cooper-Paulette Goddard	146	4/2/48	b9/27/47
4719	Waterfront at Midnight (D)A	W. Gargan-M. B. Hughes-R. Travis	63	6/25/48	b5/8/48

COMING

	Accused, The	L. Young-R. Cummings-W. Corey			a6/19/48
	Connecticut Yankee, A *T (MC)	B. Crosby-R. Fleming			a1/31/48
	Daughter of Darkness (D)A	Anne Crawford-Maxwell Reed	91		b2/28/48
4806	Disaster	R. Denning-T. Marshall-D. O'Flynn	60	12/3/48	a6/19/48
	Dynamite	William Gargan-Leslie Brooks			a6/12/48
	Great Gatsby, The	A. Ladd-B. Field-B. Sullivan			a6/12/48
	Heiress, The	De Havilland-Richardson-Hopkins-Clift			a8/21/48
4802	Isn't It Romantic? (C)F	V. Lake-M. Freeman-B. DeWolfe	87	10/8/48	b8/21/48
	Mask for Lucretia, A	P. Goddard-J. Lund-M. Carey			
4805	Miss Tatlock's Millions	Hendrix-Lund-Fitzgerald-Woolley	101	11/19/48	a6/19/48
	My Own True Love (D)	Phyllis Calvert-M. Douglas			a8/16/47
4803	Night Has a Thousand Eyes, The (D)A	Robinson-Russell-Lund	81	10/22/48	b7/17/48
	Now and Forever	C. Rains-M. Carey-W. Hendrix			a5/15/41
	One Woman	A. Ladd-D. Reed-J. Havoc-B. Kroeger			
4807	Paleface, The *T	Bob Hope-Jane Russell	83	11/2/48	a3/6/48
	Strange Temptation	R. Milland-T. Mitchell-A. Totter			a7/10/48
	Special Agent	W. Eythe-L. Elliott-C. Mathews			a6/26/48
4804	Sealed Verdict (D)	Ray Milland-Florence Marly	83	11/5/48	a3/6/48

	Sorrowful Jones	Bob Hope-Lucille Ball			a7/10/48
4801	Sorry, Wrong Number (My)A	B. Stanwyck-B. Lancaster-A. Richards.	90	9/24/48	b7/31/48
	Streets of Laredo	Holden-Carey-Bendix-Freeman			
	Whispering Smith *T	A. Ladd-R. Preston-B. Marshall			a6/14/47

RKO RADIO

	CURRENT		Trade Shown		
814	Arizona Ranger, The (D)F	T. Holt-J. Holt-N. Leslie	63	May '48	b4/3/48
951	Best Years of Our Lives	F. March-M. Loy-D. Andrews	172	Dec. '47	b11/23/46
815	Berlin Express (D)R	Oberon-Ryan-Korvin-Lukas	86	June '48	b4/10/48
907	Design for Death (Doc)F	Japanese Cast	48	Sept. '48	b2/7/48
816	Fighting Father Dunne (D)F	Pat O'Brien-Darryl Hickman	93	June '48	b5/15/48
870	Fort Apache (D)A	J. Wayne-H. Fonda-S. Temple	127	Mar. '48	b3/13/48
962	Good Sam (C)F	Gary Cooper-Ann Sheridan	114	Sept. '48	b7/31/48
819	Guns of Hate (W)F	Tim Holt-Nan Leslie	61	June '48	b5/22/48
811	If You Knew Susie (C)F	E. Cantor-J. Davis-A. Joslyn	90	Jan. '48	b2/7/48
868	I Remember Mama (C-D)F	I. Dunne-B. Bel Geddes-O. Homolka	134	Mar. '48	b3/13/48
991	Melody Time *T (M)F	R. Rogers-D. Day-Andrews Sisters	75	7/8/48	b5/22/48
869	Miracle of the Bells (D)	F. MacMurray-Valli-F. Sinatra	120	Mar. '48	b3/6/48
904	Mourning Becomes Electra	R. Russell-L. Genn-K. Paxinou	120	9/3/48	
903	Pearl, The (D)A	P. Armendariz-M. E. Marques	78	Sept. '48	b2/14/48
821	Race Street (D)A	G. Raft-W. Bendix-M. Maxwell	79	July '48	b6/26/48
817	Return of the Badmen (W)A	Randolph Scott-Anne Jeffreys	90	July '48	b5/15/48
813	Tarzan and the Mermaids (D)F	Weissmuller-Joyce-Christian	67	May '48	b4/3/48
866	Tycoon *T (D)F	John Wayne-Laraine Day	128	Dec. '47	b12/6/47
961	Velvet Touch, The (D)A	Russell-Genn-Trevor-Greenstreet	97	Aug. '48	b7/24/48
812	Western Heritage (W)F	Tim Holt-Nan Leslie	61	Jan. '48	b1/31/48
	COMING				
	Baltimore Escapade	R. Young-S. Temple-J. Agar			a8/21/48
	Blood on the Moon	Mitchum-Bel Geddes-Preston-Brennan			a6/12/48
905	Bodyguard	Lawrence Tierney-Priscilla Lane			a7/3/48
	Boy With Green Hair *T	O'Brien-Ryan-Hale-Stockwell			a6/12/48
	Brothers in the Saddle	T. Holt-R. Martin-R. Powers			
	Enchantment	David Niven-Teresa Wright		Nov. '48	a7/3/48
	Every Girl Should Be Married	C. Grant-F. Tone-D. Lynn			
	Follow Me Quietly	William Lundigan			
	Gun Runners	Tim Holt-Richard Martin-Martha Hyer			
	Indian Agent	T. Holt-R. Martin-N. Leslie			a7/5/47
	Interference	Mature-Ball-Tufts-Scott			
	Joan of Arc *T (D)	I. Bergman-J. Ferrer-J. Emery			a1/3/48
	Judge Steps Out, The (D)	A. Knox-A. Southern-G. Tobias			a7/5/47
864	Le Silence est D'Or (C)A	Maurice Chevalier-M. Derrien	89		b10/25/47
	Long Denial, The	M. O'Hara-M. Douglas-B. Williams			a6/5/48
	Mr. Joseph Young of Africa	Johnson-Armstrong-Toomey-Moore			
822	Mystery in Mexico (My)F	W. Lundigan-J. White-R. Cortez	65		b6/26/48
	Outlaw Valley	Tim Holt-Richard Martin			
901	Rachel and the Stranger (D)F	L. Young-W. Holden-R. Mitchum	92	Nov. '48	b8/7/48
	Roughshod (D)	R. Sterling-C. Jarman-G. Grahame			a9/6/47
	Set-Up, The	Robert Ryan			
	Song Is Born, A *T (C)F	D. Kaye-V. Mayo-B. Goodman	113	Oct. '48	b8/28/48
	Station West (D)	D. Powell-J. Greer-A. Moorehead		Nov. '48	a12/13/47
	Tarzan's Fountain of Youth	L. Barker-B. Joyce-E. Ankers			a8/21/48
820	Twisted Road, The (D)A	C. O'Donnell-F. Granger-H. DaSilva	95	Nov. '48	b6/26/48
902	Variety Time (Vaudeville)F	Kennedy-Errol-Carle	59		b8/7/48
	Weep No More	Cotten-Valli-Paar-Byington			a7/3/48
	Window, The	B. Hale-B. Driscoll-A. Kennedy			a5/15/48

REPUBLIC

	CURRENT				
719	Angel in Exile	Carroll-Mara-Gomez-Bedoya	90	9/3/48	a7/17/48
728	Bill and Coo *U (N)F	George Burton's Birds	61	5/28/48	b12/27/47
703	Campus Honeymoon (MC)F	Wilde Twins-R. Crane-A. Mara	61	2/1/48	b1/31/48
713	Code of Scotland Yard	Oscar Homolka-Derek Farr	60	8/30/48	
716	Daredevils of the Clouds (D)F	Robert Livingston-Mae Clarke	60	8/10/48	b7/31/48
732	Eyes of Texas *U (W)F	R. Rogers-Trigger-L. Roberts	70	7/15/48	b7/24/48
715	Gallant Legion, The (W)F	W. Elliott-J. Schildkraut-A. Booth	88	7/25/48	b5/29/48
644	Gay Ranchero *U (W)F	R. Rogers-T. Guizar-J. Frazee	72	1/10/48	b1/31/48
707	Heart of Virginia (D)F	Janet Martin-Robert Lowery	60	4/25/48	b5/8/48
710	I, Jane Doe (D)F	R. Hussey-J. Carroll-V. Ralston	85	5/25/48	b5/15/48
705	Inside Story, The (C-D)F	M. Hunt-W. Lundigan-C. Winninger	87	3/14/48	b3/27/48
709	King of the Gamblers (D A	Janet Martin-William Wright	60	5/10/48	b6/5/48
706	Lightin' in the Forest (D)F	L. Roberts-D. Barry-W. Douglas	58	3/25/48	b4/24/48
704	Madonna of the Desert (D)F	L. Roberts-D. Castle-D. Barry	60	2/23/48	b3/13/48
701	Main Street Kid, The (C)F	A. Pearce-J. Martin-A. Mowbray	64	1/1/48	b1/17/48
733	Nighttime in Nevada *U	R. Rogers-A. Mara-A. Devine	67	8/29/48	a7/10/48
708	Old Los Angeles (W)	W. Elliott-J. Carroll-C. McLeod	88	4/25/48	a1/17/48
717	Out of the Storm	Jimmy Lydon-Lois Collier	60	8/25/48	
711	Secret Service Investigator (D)F	Lynn Roberts-Lloyd Bridges	60	5/31/48	b6/5/48
702	Slippy McGee (D)A	D. Barry-D. Evans-T. Brown	65	1/15/48	b1/24/48
718	Sons of Adventure	Russel Hayden-Lynne Roberts	60	8/28/48	
712	Train to Alcatraz (D)A	D. Barry-J. Martin-W. Phipps	60	6/28/48	b7/17/48
731	Under California Stars *U (W)F	R. Rogers-J. Frazee-A. Devine	70	5/1/48	b5/15/48
	COMING				
	Daughter of the Jungle	L. Hall-J. Cardwell-S. Leonard			
	Drums Along the Amazon	Brent-Ralston-Aherne-Bennett			a8/28/48
	Far Frontier	R. Rogers-F. Willing-G. Davis			
	Homicide for Three	W. Douglas-A. Young-F. Withers			a7/17/48
	Macbeth (D)	O. Welles-J. Nolan-R. McDowell			a8/23/48
714	Moonrise	D. Clark-G. Russell-E. Barrymore	90	10/1/48	a5/8/48
	Plunderers, The *U	R. Cameron-I. Massey			a7/24/48
	Red Pony, The *T (D)	M. Loy-R. Mitchum-L. Calhern			a10/25/47
	Rose of the Yukon	S. Brodie-M. Dell-W. Wright			
	Wake of the Red Witch	John Wayne-Gail Russell			
	Westerns				
754	Bold Frontiersman, The (W)F	Allan Lane-Black Jack	60	4/15/48	b5/8/48
654	California Firebrand *U (W)F	Monte Hale-Adrian Booth	63	4/1/48	b5/8/48
755	Carson City Raiders (W)F	A. Lane-E. Waller-B. Jons	60	5/13/48	b5/29/48
	Denver Kid, The	A. Lane-E. Waller-C. Gallagher			
	Desperadoes of Dodge City	A. Lane-E. Waller-M. Coles			
	Grand Canyon Trail *U	R. Rogers-A. Devine-F. Willing			
756	Marshall of Amarillo	Allan "Rocky" Lane-Eddy Waller	60	7/25/48	
	Missourians, The *T	W. Elliott-A. Booth-A. Devine			
	Son of God's Country	Monte Hale		9/15/48	
	Sundown in Santa Fe	A. Lane-E. Waller			
656	Timber Trail *U (W)F	M. Hale-L. Roberts-J. Burke	67	6/15/48	b7/10/48
652	Under Colorado Skies *U	Monte Hale-Adrian Booth	65	12/15/47	b12/27/47

SCREEN GUILD PRODUCTIONS

	Dead Man's Gold	L. LaRue-F. St. John-P. Stewart	60	9/10/48	
	Frontier Phantom	Lash LaRue-Fuzzy St. John			
4804	Harpoon	J. Bromfield-A. Louis	81	9/24/48	
4802	Jungle Goddess	G. Reeves-W. McKay-Armida	61	8/13/48	a7/31/48
	Last of the Wild Horses	J. Ellison-J. Frazee-M. B Hughes	82	10/15	
	Mark of the Lash	L. LaRue-A. St. John-P. Stewart		10/29/48	
X-3	Miracle in Harlem (D)A	S. Guyse-S. Fetchit-H. Offley	70	10/29/48	b8/21/48

Title	*Company*
N	
Naked City	U-I
Nicholas Nickelby	U-I
Night Beat	WB
Night Has a Thousand Eyes	Para.
Night Unto Night	WB
Night Wind	20th-Fox
Nighttime in Nevada	Rep.
No Minor Vices	MGM
Noose Hangs High	EL
Northwest Stampede	EL
Now and Forever	Para
Numbers Racket, The	MGM
O	
October, Man, The	EL
O'Flynn, The	U-I
Oh Say Can You Sing	Univ.
Old Los Angeles	Rep.
Oliver Twist	EL
Olympic Cavalcade	UA
On an Island With You	MGM
On Our Merry Way	UA
One Last Fling	WB
One Night With You	UI
One Sunday Afternoon	WB
One Touch of Venus	U-I
Open Secret	EL
One Woman	Para.
Out of the Storm	Rep.
Outlaw Valley	RKO
Outpost in Morocco	UA
P	
Paleface	Para.
Panhandle	Allied
Paradine Case	Selznick
Parole	E-L
Pearl, The	RKO
Perilous Waters	Mono.
Philo Vance's Peril	EL
Piccadilly Incident	MGM
Pirate, The	MGM
Pirates of Monterey	U-I
Pitfall	UA
Plunderers, The	Rep.
Port Said	Col.
Portrait of Jennie	SRO
Prairie, The	SG
Prejudice	Ind.
R	
Race Street	RKO
Rachel and the Stranger	RKO
Racing Luck	Col.
Raw Deal	EL
Red Canyon	U-I
Red Pony, The	Rep.
Red River	UA
Red Shoes, The	EL
Red Stallion in the Rockies	EL
Reign of Terror	EL
Relentless	Col.
Return of the Badmen	RKO
Return of October	Col.
Return of Wildfire	SGP
Ridin' the Old Pine Trail	Col.
River Lady	U-I
Road House	20th-Fox
Road to Rio	Para.
Road to the Big House	SG
Rocky	Mono.
Rogues' Regiment	U-I
Romance on the High Seas	WB
Rope	WB
Rose of Cimarron	20th-Fox
Rose of the Rio Grande	Mono.
Rose of the Yukon	Rep.
Roses Are Red	20th-Fox
Rough Sketch	Col.
Roughshod	RKO
Rusty Leads the Way	Col.
Rusty Saves a Life	Col.
Ruthless	EL
S	
S. O. S. Submarine	SGP
Saigon	Para.
Sainted Sisters	Para.
Sand	20th-Fox
Saxon Charm, The	U-I
Scudda Hoo, Scudda Hay	20th-Fox
Sealed Verdict	Para.
Search, The	MGM
Secret Beyond the Door, The	U-I
Secret Land, The	MGM
Secret Service Investigator	Rep.
Senator Was Indiscreet	U-I
Set-Up, The	RKO
Shaggy	Para.
Shanghai Chest, The	Mono.
Shed No Tears	EL
Shep Comes Home	SGP
Show-Off	MGM
Silent Conflict	UA
Silver River	WB
Singin' Spurs	Col.
Sinister Journey	UA
Sitting Pretty	20th-Fox
Sixteen Fathoms Deep	Mono.
Sleep, My Love	UA
Slightly French	Col.
Slippy McGee	Rep.
Smart Girls Don't Talk	WB
Smart Politics	Mono.
Smart Woman	Allied
Smugglers, The	EL
Smugglers Cove	Mono.

Title	Company
Snake Pit, The	20th-Fox
Snowbound	U-I
So Evil My Love	Para.
Sofia	FC
Somewhere in the City	WB
Song Is Born, A	RKO
Song of India	Col.
Song of My Heart	Allied
Sons of Adventure	Rep.
Sorry, Wrong Number	Para.
Sorrowful Jones	Para.
So This Is New York	UA
South of St. Louis	WB
Southern Yankee, A	MGM
Special Agent	Para.
Speed to Spare	Para.
Spiritualist, The	EL
Stage Struck	Mono.
State of the Union	MGM
Station West	RKO
Strange Gamble	UA
Strawberry Roan	Col.
Strange Mrs. Crane, The	EL
Strange Temptation	Para.
Street With No Name	20th-Fox
Streets of Laredo	Para.
Strike It Rich	AA
Summer Holiday	MGM
Sword of the Avenger	EL
Swordsman	Col.
T	
Take Me Out to the Ball Game	MGM
Take My Life	EL
Tap Roots	U-I
Tarzan and the Mermaids	RKO
Tarzan's Fountain of Youth	RKO
Temptation Harbour	Mono.
Tenth Avenue Angel	MGM
Texas, Brooklyn & Heaven	UA
That Lady in Ermine	20th-Fox
That Wonderful Urge	20th-Fox
The Argyle Secrets	FC
Thirteen Lead Soldiers	20th-Fox
This Was a Woman	20th-Fox
Three Daring Daughters, The	MGM
Three Godfathers	MGM
Three Musketeers	MGM
Three Wives	20th-Fox
Thunder in the Pines	SGP
Time of Your Life	UA
T-Men	EL
To the Ends of the Earth	Col.
To the Victor	WB
Trail of the Mounties	SG
Train to Alcatraz	Rep.
Treasure of Sierra Madre	WB
Triple Threat	Col.
Trouble Preferred	20th-Fox
29 Clues	EL
Tucson	20th-Fox
Tulsa	EL
Twisted Road, The	RKO
Two Guys and a Gal	WB
Two Guys from Texas	WB
Tycoon	RKO
U	
Unconquered	Para.
Under California Stars	Rep.
Under Capricorn	WB
Undercover Man	Col.
Unfaithfully Yours	20th-Fox
Unknown Island	FC
Untamed Breed, The	Col.
Up in Central Park	U-I
Urubu	U
V	
Variety Time	RKO
Velvet Touch, The	RKO
Vendetta	UA
Vicious Circle, The	UA
Voice of the Turtle	WB
W	
Wake of the Red Witch	Rep.
Walking Hills	Col.
Wallflower	WB
Walls of Jericho	20th-Fox
Walk a Crooked Mile	Col.
Waterfront at Midnight	Para.
Weep No More	RKO
West of Tomorrow	20th-Fox
Western Heritage	RKO
When My Baby Smiles at Me	20th-Fox
When a Man's a Man	Allied
Where the North Begins	SG
While I Live	20th-Fox
Whiplash	WB
Whispering Smith	Para.
Who Killed 'Doc' Robbin?	UA
Will It Happen Again?	FC
Window, The	RKO
Wings Westward	Col.
Winner's Circle, The	20th-Fox
Winter Meeting	WB
Woman from Tangiers	Col.
Woman in White	WB
Women in the Night	FC
Woman's Vengeance	UI
Words and Music	MGM
Wreck of the Hesperus	Col.
Y	
Years Between	U-I
Yellow Sky	20th-Fox
You Gotta Stay Happy	U-I
You Were Meant for Me	20th-Fox
Younger Brothers, The	WB

4805	Mozart Story, The	H. Holt-W. Markus		99	9/17/48		
	Outlaw Country	Lash LaRue-Fuzzy St. John-P. Stewart					
4705	Prairie, The (D)	L. Aubert-A. Baxter		76	5/21/48		a12/27/47
4801	Return of Wildfire, The (W)F	R. Arlen-P. Morison-M. B. Hughes		81	8/6/48		b8/21/48
4706	Road to the Big House, The (D)A	J. Shelton-A. Doran-G. Williams		72	12/27/47		b11/1/47
	S. O. S. Submarine	Italian Navy					a7/24/48
	Shep Comes Home	Robert Lowery-Lanny Rees		62	12/3/48		
	Thunder in the Pines	George Reeves-Ralph Byrd		62	11/5/48		
4708	Trail of the Mounties	R. Hayden-Jennifer Holt		42	2 21/48		
4707	Where the North Begins (D)F	R. Hayden-J. Holt-T. Coffin		40	12/13/48		b4/17/48

SELZNICK RELEASING ORGANIZATION

	Mr. Blandings Builds His Dream House (C)F	C. Grant-M. Loy-M. Douglas		94			b3/17/48
	Paradine Case, The (D)A	G. Peck-A. Todd-C. Laughton-Valli		132	Jan. '48		b1/3/48
	Portrait of Jennie (D)	J. Jones-J. Cotten-E. Barrymore					a11/1/47

20TH-FOX

CURRENT 1947-'48

809	An Ideal Husband *T (C-D)A	P. Goddard-M. Wilding-D. Wynyard		96	Mar. '48		b11/29/47
820	Anna Karenina (D)A	V. Leigh-R. Richardson-K. Moore		110	May '48		b2/28/48
817	Arthur Takes Over (C)F	Lois Collier-Richard Crane		63	May '48		b4/10/48
805	Call Northside 777 (D)A	J. Stewart-R. Conte-L. J. Cobb		111	Feb. '48		b1/24/48
801	Captain from Castile (D)F *T	T. Power-J. Peters-C. Romero		140	Jan. '48		b11/29/47
807	Challenge, The (D)F	T. Conway-J. Vincent-R. Stapley		68	Mar. '48		b2/28/48
825	Checkered Coat, The (D)A	T. Conway-N. Nash-H. Hatfield		62	July '48		b8/14/48
819	Counterfeiters, The (My)A	John Sutton-Doris Merrick		74	June '48		b6/5/48
839	Creeper, The	J. Baragrey-O. Stevens-E. Clannell			Sept. '48		
731	Daisy Kenyon (D)A	J. Crawford-D. Andrews-H. Fonda		98	Dec. '47		b11/29/47
804	Dangerous Years (D)F	William Halop-Ann E. Todd		61	Feb. '48		b12/20/47
821	Deep Waters (D)F	D. Andrews-J. Peters-C. Romero		85	July '48		b7/3/48
822	Escape (D)A	Rex Harrison-Peggy Cummins		78	Sept. '48		b5/29/48
828	Fighting Back (D)F	P. Langton-J. Rogers-G. Gray		68	Aug. '48		b8/7/48
838	Forever Amber *T (D)A	Linda Darnell-Cornel Wilde		139	Sept. '48		b10/16/47
815	Fury at Furnace Creek (W)	V. Mature-C. Gray		88	May '48		b4/10/48
840	Gay Intruders, The (C)A	John Emery-Tamara Geva		68	Sept. '48		b6/19/48
806	Gentleman's Agreement (D)F	G. Peck-D. McGuire-J. Garfield		118	Mar. '48		b11/15/47
827	Give My Regards to Broadway *T (C)F	D. Dailey-C. Winninger-N. Guild		89	June '48		b5/22/48
818	Green Grass of Wyoming *T (D)F	P. Cummins-C. Coburn-R. Arthur		89	June '48		b4/24/48
808	Half Past Midnight (D)F	K. Taylor-P. Knudsen-J. Sawyer		69	Mar. '48		b3/6/48
816	Iron Curtain, The (D)A	D. Andrews-G. Tierney-J. Havoc		87	May '48		b5/8/48
813	Let's Live Again (D)F	J. Emery-J. Millican-T. Holmes		68	Apr. '48		b3/6/48
837	Luck of the Irish, The	T. Power-A. Baxter-C. Kellaway		99	Sept. '48		a5/15/48
812	Meet Me at Dawn (C)A	W. Eythe-S. Holloway-B. Campbell		89	Apr. '48		b3/20/48
824	Mine Own Executioner (D)A	B. Meredith-K. Moore-D. Gray		102	July '48		b12/6/47
734	Roses Are Red (My)A	Don Castle-Peggy Knudsen		67	Dec. '47		b11/8/47
823	Street With No Name, The (Doc)A	M. Stevens-R. Widmark-L. Nolan		91	July '48		b6/26/48
811	Scudda Hoo, Scudda Hay *T (D)F	J. Haver-L. McCallister-W. Brennan		95	Apr. '48		b3/6/48
810	Sitting Pretty (C)A	R. Young-M. O'Hara-C. Webb		84	Apr. '48		b2/28/48
836	That Lady in Ermine *T (M)A	B. Grable-D. Fairbanks, Jr.		89	Aug. '48		b7/17/48
814	Thirteen Lead Soldiers (My)F	Tom Conway-Maria Palmer		66	Apr. '48		b6/5/48
802	You Were Meant for Me (MC-D)F	J. Crain-D. Dailey-O. Levant		91	Feb. '48		b1/24/48
826	Walls of Jericho, The (D)A	Wilde-Darnell-Baxter-Douglas		111	Aug. '48		b7/10/48
829	Winner's Circle, The (Doc)F	Johnny Longden-Morgan Farley		75	Aug. '48		b6/19/48

COMING

842	Apartment for Peggy *T	J. Crain-W. Holden-E. Gwenn					
	Bungalow 13	Tom Conway-Margaret Hamilton					
	Canadian Pacific *C	R. Scott-N. Olson-V. Jory					
	Chicken Every Sunday	D. Dailey-A. Young-C. Holm					a7/17/48
841	Cry of the City	Victor Mature-Richard Conte		95			a5/8/48
	Down to the Sea in Ships	R. Widmark-C. Kellaway-D. Stockwell					
	Fallen Idol, The (D)A	M. Morgan-R. Richardson-B. Henrey		92			b8/28/48
	Fan, The	Crain-Sanders-Carroll-Greene					a7/24/48
	Man About the House, A	M. Johnson-D. Gray-R. Moore		94			b6/28/47
	Miss Mink of 1949	Jimmy Lydon-Lois Collier-Richard Lane					
	Mother Is a Freshman *T	L. Young-V. Johnson-B. Lawrence					
843	Night Wind	C. Russell-V. Christine-G. Gray		68			a6/5/48
	Road House	Lupino-Wilde-Holm-Widmark					a6/5/48
	Rose of Cimarron	G. Montgomery-R. Cameron-R. Roman					a8/28/48
	Sand *T	M. Stevens-C. Gray-C. Grapewin					a7/17/48
	Snake Pit, The (D)	O. deHavilland-L. Genn-M. Stevens					a10/11/47
	That Wonderful Urge	T. Power-G. Tierney-R. Gardiner					a6/19/48
	This Was a Woman (D)A	Sonia Dresdel-Barbara White					a1/24/48
	Three Wives	Darnell-Crane-Lynn-Sothern					a7/17/48
	Trouble Preferred	C. Russell-P. Knudsen-L. Roberts					a6/19/48
	Tucson	J. Lydon-P. Edwards-C. Russell					a7/17/48
	Unfaithfully Yours	R. Harrison-L. Darnell-R. Vallee		108			a5/29/48
	West of Tomorrow	C. Miller-A. Franz-R. Jaeckel					
	When My Baby Smiles at Me *T	Grable-Dailey-Oakie-Havoc					a5/29/48
	While I Live (D)A	T. Walls-C. Evans-C. Raye		85			b10/18/47
	Yellow Sky *T	G. Peck-A. Baxter-R. Widmark					a7/17/48

UNITED ARTISTS

CURRENT

	Arch of Triumph (D)A Sp	I. Bergman-C. Boyer-C. Laughton		120	Mar. '48		b2/21/48
	Four Faces West (D)F	J. McCrea-F. Dee-C. Bickford		90	5/15/48		b5/15/48
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson		134			b4/27/46
	Here Comes Trouble *C (C)F	B. Tracey-J. Sawyer-E. Parnell		50	4/9/48		b4/17/48
	Intrigue (D)A	G. Raft-J. Havoc-H. Carter		88	Dec. '47		b12/27/47
	Laff-Time	W. Tracy-P. Morgan-E. Janssen		110	4/9/48		
	Kings of the Olympics (Pt. 1) (Doc.) F	Bill Slater—Narrator		65	Apr. '48		b1/24/48
	Man of Evil (D)A	J. Mason-P. Calvert-A. Stephens		90	Jan. '48		b2/7/48
	Olympic Cavalcade	Olympic Stars			July '48		
	On Our Merry Way	B. Meredith-P. Goddard-F. MacMurry		107	Feb. '48		b2/7/48
	Pitfall (D)A	D. Powell-L. Scott-J. Wyatt		80	8/19/48		b8/7/48
	Red River (D)F	J. Wayne-M. Clift-W. Brennan		125	8/26/48		b7/17/48
	Silent Conflict (W)F	W. Boyd-A. Clyde-R. Brooks		61	Apr. '48		b4/17/48
	Sleep, My Love (D)A	C. Colbert-D. Ameche-R. Cummings		97	Jan. '48		b1/17/48
	So This Is New York (C)F	H. Morgan-R. Vallee-H. Herbert		80	May '48		b5/15/48
	Texas, Brooklyn, and Heaven (C)A	G. Madison-D. Lynn-J. Dunn		76	8/11/48		b7/17/48
	Time of Your Life (D)A	J. Cagney-Wm. Bendix-J. Cagney		109	5/27/48		b5/29/48
	Urubu (D)F	Native Cast		66	8/16/48		b8/21/48
	Vicious Circle (D)A	Conrad Nagel		77	7/24/48		b5/29/48
	Who Killed 'Doc' Robbin? *C (C)F	V. Grey-D. Castle-G. Zucco		51	Apr. '48		b5/8/48

COMING

	Angry God, The	Alicia Parla-Casimiro Ortega					
	An Innocent Affair	Fred MacMurray-Madeleine Carroll					
	Atlantis, The Lost Continent	Maria Montez-Jean Pierre-Aumont					
	Borrowed Trouble	William Boyd-Andy Clyde					
	Cover-Up	W. Bendix-D. O'Keefe-B. Britton					a8/21/48
	Dead Don't Dream, The (W)	W. Boyd-A. Clyde					
	False Paradise	Wm. Boyd-Andy Clyde					
	Gallant Hombre	Duncan Renaldo-Leo Carillo					
	Gay Amigo, The	D. Renaldo-L. Carrillo-Armida					a8/28/48
	Girl from Manhattan, The	Montgomery-Lamour-Laughton					
	Indian Scout	George Montgomery-Ellen Drew					a8/21/48
	Love Happy	Marx Bros.-Massey-Vera Ellen-Hutton					

	Lucky Stiff	D. Lamour-B. Donlevy-C. Trevor				
	Mad Wednesday (D)F	H. Lloyd-R. Washburn-J. Conlin	89			b2/22/47
	My Dear Secretary	L. Day-K. Douglas-K. Wynn				a8/21/48
	Outpost in Morocco	George Raft-Akim Tamiroff				
	Sinister Journey	Wm. Boyd-Andy Clyde				
	Strange Gamble (W)	W. Boyd-A. Clyde-R. Brooks				a12/13/47
	Vendetta (D)	Hillary Brooke-Faith Domergue				a5/10/47
UNIVERSAL-INTERNATIONAL		**CURRENT**				
664	Abbott & Costello Meet Frankenstein (C)F	Abbott-Costello-Chaney-Lugosi	83	July '48		b7/3/48
657	All My Sons (D)A	Edward G. Robinson-Burt Lancaster	94	May '48		b2/21/48
673	An Act of Murder (D)A	F. March-E. O'Brien-F. Eldridge	91	Sept. '48		b8/28/48
656	Are You With It? (M)F	D. O'Connor-O. San Juan-M. Stewart	90	May '48		b3/13/48
663	Bad Sister	M. Lockwood-I. Hunter	91	July '48		b12/6/47
653	Black Bart *T (W-D)A	Y. DeCarlo-D. Duryea-J. Lynn	80	Apr. '48		b1/31/48
629	Black Narcissus *T (D)F	Deborah Kerr-David Farrar	91	Dec. '47		b5/3/47
652	Captain Boycott (D)F	Stewart Granger-Kathleen Ryan	93	Jan. '48		b9/6/47
655	Casbah (D)A	Y. DeCarlo-T. Martin-P. Lorre	94	Apr. '48		b3/6/48
658	Dear Murderer (D)A	E. Portman-G. Gynt-D. Price	94	May '48		b6/7/48
650	Double Life, A (D)A	R. Colman-S. Hasso-E. O'Brien	104	Mar. '48		b1/3/48
	End of the River, The (D)A	Sabu-Bibi Ferreira	80	June '48		b11/29/47
665	Feudin', Fussin' and A-Fightin'	D. O'Connor-M. Main-P. Kilbride	78	July '48		
672	For the Love of Mary (C)F	Durbin-O'Brien-Taylor-Lynn	90½	Sept. '48		b8/28/48
679	Holiday Camp	M. Lockwood-P. Roc-D. Price	96	Mar. '48		b6/23/47
669	Larceny (D)A	J. Payne-J. Caulfield-D. Duryea	89	Aug. '48		b8/7/48
659	Letter from an Unknown Woman (D)A	Joan Fontaine-Louis Jourdan	90	June '48		b4/10/48
666	Man-Eater of Kumaon (D)F	Sabu-W. Corey-J. Page	80	July '48		b6/19/48
667	Mr. Peabody and the Mermaid (C)A	W. Powell-A. Blyth-I. Hervey	89	Aug. '48		b7/10/48
651	Naked City, The (D)A	B. Fitzgerald-H. Duff-D. Hart	96	Mar. '48		b1/24/48
670	One Touch of Venus (C)A	R. Walker-A. Gardner-D. Haymes	81	Aug. '48		b8/21/48
632	Pirates of Monterey *T (D)F	M. Montez-R. Cameron-P. Reed	77	Dec. '47		b11/15/47
661	River Lady *T (D)A	Y. DeCarlo-D. Duryea	78	June '48		b5/8/48
671	Saxon Charm, The	R. Montgomery-S. Hayward-J. Payne	87	Sept. '48		
627	Secret Beyond the Door (D)A	J. Bennett-M. Redgrave-A. Revere	98½	Feb. '48		b1/10/48
633	Senator Was Indiscreet, The (C)A	W. Powell-E. Raines	83	Jan. '48		b12/13/47
668	Tap Roots *T (D)F	V. Heflin-S. Hayward-B. Karloff	109	Aug. '48		b6/26/48
662	Up in Central Park (C)F	D. Durbin-D. Haymes-V. Price	87	June '48		b5/29/48
634	Woman's Vengeance, A (D)A	Charles Boyer-Ann Blyth	96	Feb. '48		b12/20/47
		COMING				
677	Brothers, The (D)A	Patricia Roc-Will Fyffe	98			b5/24/47
635	Bush Christmas (D)F	C. Rafferty-J. Fernside	76	Dec. '48		b11/29/47
	Corridor of Mirrors (D)A	E. Portman-E. Romney	105			b3/27/48
	Countess of Monte Cristo	S. Henie-O. San Juan-F. Trenkler				a6/19/48
	Criss-Cross	B. Lancaster-Y. DeCarlo-D. Duryea				
	Dulcimer Street (D)A	R. Attenborough-A. Sim-F. Compton	112			b8/7/48
	Fame Is the Spur (D)A	M. Redgrave-R. Johns	112			b10/4/47
	Family Honeymoon	C. Colbert-F. MacMurray				a8/14/48
	Good Time Girl (D)A	Jean Kent-Dennis Price	92			b5/28/48
	Hamlet (D)F	Laurence Olivier-Jean Simmons	150			b5/15/48
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109			b1/18/47
	Kiss the Blood Off My Hands	J. Fontaine-B. Lancaster-R. Newton				a6/19/48
	Lady Surrenders, A (D)A	Margaret Lockwood-Stewart Granger	113			b10/12/48
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106			b9/28/48
	Mexican Hayride	Abbott & Costello				7/17/47
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105			b3/22/47
	O'Flynn, The	D. Fairbanks, Jr.-H. Carter-R. Greene				a8/21/48
	Oh Say Can You Sing	Sheila Ryan-Fred Brady				a5/25/46
	One Night With You (C)F	Nino Martini-Patricia Roc	92			b5/1/48
	Red Canyon	A. Blyth-H. Duff-G. Brent				a8/14/48
	Rogues' Regiment	D. Powell-M. Toren-V. Price				a6/26/48
	Snowbound	R. Newton-D. Price	86			
	Years Between, The (D)A	M. Redgrave-V. Hobson-F. Robson	87			b9/13/47
	You Gotta Stay Happy	J. Fontaine-J. Stewart-E. Albert				a8/7/48
WARNER BROS.		**CURRENT**				
713	Always Together (C)F	R. Hutton-J. Reynolds	78	1/10/48		b12/20/47
719	April Showers (C)F	J. Carson-A. Sothern-R. Alda	95	3/27/48		b3/13/48
727	Big Punch, The (D)A	W. Morris-L. Maxwell-G. MacRae	80	6/26/48		b5/29/48
732	Embraceable You (D)A	D. Clark-G. Brooks-S. Z. Sakall	88	8/21/48		b7/31/48
717	I Became a Criminal (D)A	Sally Gray-Trevor Howard	78	3/6/48		b7/12/47
731	Key Largo (D)A	H. Bogart-E. G. Robinson-L. Bacall	101	7/31/48		b7/10/48
702	Life With Father (C)F	W. Powell-I Dunne-E Taylor	118	8/14/48		b8/16/47
715	My Girl Tisa (C-D)F	L. Palmer-S. Wanamaker-A. Tamiron	95	2/7/48		b1/24/48
711	My Wild Irish Rose *T (MC-D)F	D. Morgan-A. King-A. Hale	101	12/27/47		b12/13/47
728	Romance on the High Seas *T (M)F	J. Carson-J. Paige-D. DeFore	99	7/3/48		b6/12/48
725	Silver River (W)A	Errol Flynn-Ann Sheridan	107	5/29/48		b5/8/48
720	To the Victor (D)A	D. Morgan-V. Lindfors-V. Francen	101	4/10/48		b4/3/48
714	Treasure of Sierra Madre (D)A	H. Bogart-W. Huston-T. Holt	127	1/24/48		b1/10/48
801	Two Guys from Texas *T (C)F	J. Carson-D. Morgan-D. Malone	86	9/4/48		b8/7/48
716	Voice of the Turtle (C)A	R. Reagan-E. Parker-E. Arden	103	2/21/48		b12/27/47
726	Wallflower (C)F	J. Reynolds-R. Hutton-J. Paige	77	6/12/48		b5/22/48
721	Winter Meeting (D)A	B. Davis-J. Davis-J. Paige	100	4/24/48		b4/10/48
724	Woman in White, The (My)A	A. Smith-E. Parker-S. Greenstreet	109	5/15/48		b4/24/48
		COMING				
	Adventures of Don Juan *T (H-R)	Errol Flynn-Viveca Lindfors				a2/7/48
	Cleopatra Arms	David Niven-Jane Wyman				a6/26/48
	Decision of Christopher Blake, The (D)	A. Smith-R. Douglas				a10/11/47
	Fighter Squadron *T	Edmond O'Brien-Robert Stack				a7/24/48
	Flaxy Martin	Z. Scott-V. Mayo-D. Kennedy				a7/3/48
	Fountainhead, The	G. Cooper-P. Neal-R. Massey				a8/28/48
	Girl from Jones Beach, The	V. Mayo-R. Reagan-E. Bracken				a7/24/48
	Happy Times *T	Kaye-Bates-Slezak-Cobb				
	Homicide	R. Douglas-H. Westcott-R. Alda				
	House Across the Street	J. Paige-B. Bennett-J. Holden				
	Idol of Paris (D)A	Michael Rennie-Beryl Baxter	105			b2/28/48
	John Loves Mary	Reagan-Carson-Neal-Morris				a5/1/48
	Johnny Belinda (D)	L. Ayres-J. Wyman-C. Bickford				a2/28/48
	June Bride	B. Davis-R. Montgomery-B. Lyon				a7/10/48
	Kiss in the Dark	Jane Wyman-David Niven				
	Look for the Silver Lining *T	J. Haver-R. Bolger-G. MacRae				a7/3/48
	Montana *T	Errol Flynn-Alexis Smith				
	My Dream Is Yours *T	Carson-Day-Bowman-Arden				a6/26/48
	Night Beat	W. Douglas-A. Hale-R. Alda				a8/28/48
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors				a5/10/47
	One Last Fling	A. Smith-Z. Scott-J. Backus				a5/22/48
	One Sunday Afternoon *T	Dennis Morgan-Janis Paige				a5/22/48
802	Rope *T (D)A	J. Stewart-J. Dall-F. Granger	83	9/25/48		b8/28/48
	Smart Girls Don't Talk	V. Mayo-B. Bennett-R. Hutton				a5/15/48
	Somewhere in the City	V. Lindfors-E. O'Brien-V. Mayo				
	South of St. Louis *T	J. McCrea-A. Smith-Z. Scott				a7/24/48
	Two Guys and a Gal *T	D Morgan-J. Carson-D. Day				
801	Two Guys From Texas *T (C)F	J. Carson-D. Morgan-D. Malone	86	9/4/48		b8/7/48
	Under Capricorn *T	Ingrid Bergman-J. Cotten-M. Wilding				
	Whiplash (D)	D. Clarke-A. Smith-S. Z. Sakall				a11/1/47
	Younger Brothers, The *T	W. Morris-J. Paige-B. Bennett				a7/24/48

MISCELLANEOUS FEATURES

Listing of features of foreign and U. S. origin not distributed by major outlets. Titles are followed, in parentheses, by name of country of origin and U. S. national distributor, names of stars, running time, and date of issue in which review appeared, in that order.

A FRIEND WILL COME TONIGHT (Lopert) Michel Simon, Madeleine Sononge. 92. b7/17/48.

ALL'S WELL (U. S.-Independent) D. Lamour-C. Laughton

BLIND DESIRE (France-Discina Int'l) Jean-Louis Barbault-Edwige Feuillere. 88. b6/12/48.

CRIME AND PUNISHMENT (Sweden-Film Rights Int'l.) H. Fausman-G. Wallgren. 107. b3/20/48

DAMNED, THE (France-Discina) H. Vidal-F. Marley. 105. b5/1/48

DAY OF WRATH (Denmark-Schaefer). L. Movin-T. Roose. 100 b5/1/48

DIE FLEDERMAUS (Germany-Artkino) M. Harrell-J. Heesters. 96 b3/30/48

FANNY (France-Siritsky) Raimu-P Fresnay. 124. b2/21/48

FARREBIQUE (France - Siritsky) Non-pro. cast. 90. b3/6/48

FIGHT NEVER ENDS, THE (U. S.-W. Alexander) Joe Louis-Mills Bros. 70. b2/28/48

FIRST OPERA FILM FESTIVAL (Italy-Classic). T. Gobbi-P. Malcarini. 95. b5/29/48

FRANCOIS VILLON (France-Creative) S. Reggiani-R. Faure. 81. b8/28/48

FRIC-FRAC (France-Oxford). Fernandel-Arletty. 90. b6/5/48

GREEN PROMISE (U. S.-Independent). W. Brennan-M. Chapman.

IDIOT, THE (France-European Copyrights) G. Phillippe-E. Feuillere 92. b2/14/48

ILLEGALS, THE (U. S.-Mayer-Burstyn) T. Torres-Y. Mikalowitch. 75. b7/10/48

JANS MONSON IN AMERICA (Sweden-Scandia). E. Persson-S. Olin. 103. b4/17/48

JENNY LAMOUR (France-Vog Films) L. Jourdan-S. Renant. 102. b2/14/48

LAUGH, PAGLIACCI (Italy-Continental) A. Valli-B. Gigli. 83. b3/13/48

LOST HAPPINESS (Italy-Saturnia) L. Cortese-D. Sassoli. 75. b3/6/48

MARIUS (France-Siritzky Int'l). Raimu-P. Fresnay. 128. b5/15/48

MURDERERS AMONG US (Germany-Artkino) H. Knef-E. Borchert. 84. b8/28/48

NAIS (France-Siritzky-Int'l). Fernandel-J. Pagnol. 105. b6/19/48

PAISAN (Italy-Mayer-Bur.) C. Sazio-R Von Loon. 118. b2/28/48

PASSIONNELLE (France-Distinguished) O. Joyeaux-Alerme. 82. b2/21/48

PORTRAIT OF INNOCENCE (France-Siritzky-Int'l) Louis Carletti-Gilbert Gil. 90. b6/12/48.

PREJUDICE (U. S. - Independent) D. Bruce-M. Marshall.

QUIET WEEKEND (England-Distinguished) D. Farr-F. Cellier. 83. b8/28/48

ROOM UPSTAIRS, THE (France-Lopert). M. Dietrich-J. Gabin. 90. b6/5/48

ROSSINI (Italy-Best) N. Besozzi-P. Barbara. 95. b2/14/48

SHOWTIME (England-English Films). A. Todd-R. Greene. 91. b6/5/48

SPIRIT AND THE FLESH, THE (Italy-Variety) G. Cervi-D. Sassoli. 98. b8/28/48

STORY OF LIFE, THE (U. S.-Crusades) J. Crehan-W. McKay. 67 b7/10/48

STRANGE VICTORY (U. S.-Target) V. Richardson-C. McGregor. 73. b7/24/48

THEY ARE NOT ANGELS (France-Siritzky-Int'l). P. Blanchard-R. Bussieres. 130. b5/29/48

VOYAGE SURPRISE (France-Duke Inter'l) J Henri-Duval 80. b3/13/48

WHERE WORDS FAIL (Spain-Lopert) E. Muino-I. Bertini. 90. b8/28/48

BRIGHTON ROCK (England). R. Attenborough-H. Baddeley. 92. b1/3/48

EASY MONEY (England). G. Gynt-D. Price. 94. b3/6/48

GHOSTS OF BERKELEY SQUARE (England). R. Morley-F. Aylmer. 90. b11/1/47

LOVES OF JOANNA GODDEN, THE (England). G. Withers-J. Macallum. 85. b6/21/47

MARK OF CAIN, THE (England). E. Portman-S. Gray. 88. b1/17/48

MRS. FITZHERBERT (England). P. Graves-J. Howard. 99. b2/14/48

NEWSREEL SYNOPSES

(Released Wednesday, Sept. 1)

MOVIETONE (Vol. 31, No. 69)—U. S.-Soviet crisis as Russia shuts its consulates; Charge of perjury faces Chambers or Hiss at Red inquiry; West guards zones in Berlin against Russian raiders; A salute to youth in sports: Kansas City boys meet in diamond tournament—Five-year-old Frances Roller shows aquatic skill—Small fry fisticuffs of Brooklyn swing like mad.

NEWS OF THE DAY (Vol. 19, No. 303)—Hiss vs. Chambers face to face at Red probe; Mrs. Kasenkina's own story exposes Red terror; Yanks block Red raids in Berlin zone; A miracle down on the farm.

PARAMOUNT (No. 2)—Soviet rejects U. S. note on teachers; Back-to-school fashions; Key witnesses, Hiss and Chambers, face to face at spy hearings; Heat wave.

UNIVERSAL (Vol. 21, No. 173)—Mrs. Kasenkina blasts Reds; Highlights of spy probe; Flames ravage Montreal freight yard; Africa hails Donald O'Connor; Five-year-old water skier debut.

WARNER PATHE (Vol. 21, No. 4)—Hiss, Chambers face to face in spy probe; Mrs. Kasenkina tells why she jumped; Farm facelifting in a single day; Washington horsemen in suicide race.

TELENEWS (Vol. 2, No. 35)—Communist probe looks for liar; Kasenkina case reaches climax; The draft comes back; Americans help people around the world—Austria-Germany, Frankfurt-Berlin, Chungking, New York-Berlin; Dulles speaks at international church conference in Holland; Overseas briefs—Israel, Russia, Turkey, England, Czechoslovakia; Sports: U. S. Olympic stars return—Summer football, Yanks beat Dodgers 21-3.

(Released Saturday, Sept. 4)

MOVIETONE NEWS (Vol. 31, No. 70)—World conference of churches held in Amsterdam; Nation mourns Justice Hughes; Communists march on Berlin city hall; 25-year-olds register in draft; Truman ends vacation; Premier of Eire in New York; Russian Consul Lomakin leaves; Winston Churchill visits France; Darryl F. Zanuck in Italy; Sports: Citation wins $60,000 added American derby—Atlantic City ice spectacle.

NEWS OF THE DAY (Vol. 20, No. 200)—First world council of churches; Rioting Reds seize Berlin city hall; Soviet Consul sails for home; 25-year-olds answer first draft call; Sports: Olympic champs come home (except Los Angeles, San Francisco and Minneapolis)—Home town hails young Olympic hero (Los Angeles and San Francisco only); Stillwater celebrates Minnesota centennial (Minneapolis only); Icecapades of '49.

PARAMOUNT (No. 3)—Icecapades of 1949; World churchmen meet in Amsterdam; Draft call induction set for November; Soviet consul sails from New York; Sports: U. S. Olympic stars home after London sweep—Redhot football, temperature 99 degrees.

UNIVERSAL (Vol. 2, No. 174)—Draft begins—nation's young men join peacetime army; Lomakin, Soviet consul packs up and leaves; Christians meet—44 countries send leaders to Holland; Sports: Olympic team returns; Mathias' homecoming — Icecapades — American derby.

WARNER PATHE (Vol. 20. No. 5)—Eichelberger returns; Youth draft; Lomakin departs; Olympic stars return; Mathias' welcome: Church conference in Amsterdam; Berlin crisis; Icecapades; Baby elephants; Sports: Yankee-Dodgers football—American handicap.

NEXT WEEK:

THE MOTION PICTURE THEATRE

Equipment and Maintenance Feature

Published Every Fourth Week

RE-ISSUES (Nationally Released)

			Time Mins.	Rel. Date	Orig Rel. Date
ASTOR PICTURES					
	Aces Wild	Harry Carey	63	4/30/48	1937
	Frontiers of '49	"Wild Bill" Elliott			1939
	In Early Arizona	"Wild Bill" Elliott			1938
	Jimmy Steps Out	J. Stewart-P. Goddard	89	3/25/48	1941
	Law Comes to Texas, The	"Wild Bill" Elliott			1939
	Lone Star Pioneers	"Wild Bill" Elliott			1939
	Man From Tumbleweeds, The	"Wild Bill" Elliott			1940
	Pecos Kid	Fred Kohler, Jr.	59	4/25/48	1935
	Pioneers of the Frontier	"Wild Bill" Elliott			1940
	Return of Daniel Boone, The	"Wild Bill" Elliott			1941
	Toll of the Desert	F. Kohler, Jr.-B. Mack	55	6/1/48	1937
	Wagon Trail	Harry Carey	58	5/30/48	1935
EAGLE LION					
848	Seven Sinners	M. Dietrich-J. Wayne	86	3/27/48	1936
849	Sutter's Gold	Edward Arnold	93	3/27/48	1936
FILM CLASSICS					
	Border Wolves	Bob Baker	56	8/15/48	1938
	Bury Me Not on Lone Prairie	Johnny M. Brown	60	3/15/48	1941
	Challenge, The	J. Gardner-M. Clare	78	5/20/48	1939
	Courage of the West	Bob Baker	58	3/15/48	1937
	Deep in the Heart of Texas	J. M. Brown-Ritter	61	7/15/48	1942
	Drums *T	Sabu-R. Massey		7/20/48	1938
	Eagle Squadron	R. Stack-D. Barrymore	109	6/11/48	1942
	Four Feathers *T	J. Duprez-R. Richardson		7/20/48	1939
	Gun Justice	Ken Maynard	61	9/15/48	1934
	Gung-Ho	R. Scott-R. Mitchum	87	6/11/48	1943
	Honor of the Range	Ken Maynard	63	4/15/48	
	Jungle Woman	E. Anchors-J. C. Naish		3/25/48	1944
	Last Stand	Bob Baker	57	9/15/48	1938
	Man Who Reclaimed Head	C. Rains-J. Bennett		7/1/48	1935
	Pony Post	Johnny M. Brown	60	8/15/48	1940
	Singing Outlaw	Bob Baker	57	4/15/48	
	South of Tahiti	M. Montez-B. Donlevy	75	3/1/48	1941
	Tower of London	B. Karloff-B. Rathbone		7/1/48	1939
	Wheels of Destiny	Ken Maynard	65	7/15/48	1934
METRO-GOLDWYN-MAYER					
823	Tarzan's New Adventure	J. Weismuller-M. O'Sullivan	70	Apr. '48	1942
822	Tarzan's Secret Treasure	J. Weismuller-M. O'Sullivan	81	Apr. '48	1941
MONOGRAM					
4711	Sign of the Wolf	M. Whalen-G. Bradley	69	5/2/48	1941
PARAMOUNT					
R7-3508	Crusades, The	L. Young-H. Wilcoxon	126	June '48	1935
REALART PICTURES					
5013	Argentine Nights	Ritz Bros.-Andrew Sisters	73	Mar. '48	1940
1290	Captive Wild Woman	J. Carradine-Aquanetta	60	Apr. '48	1942
1250	Corvette K-225	R. Scott-B. Fitzgerald	98	May '48	1943
1210	Drums of the Congo	S. Erwin-O. Munson	61	Apr. '48	1941
6046	Hellzapoppin	Olsen-Johnson	84	Mar. '48	1941
917	Little Tough Guy	Little Tough Guys	83	Mar. '48	1938
929	Little Tough Guys in Society	Little Tough Guys	73	Mar. '48	1938
796	Magnificent Brute	J. McLaglen-B. Barnes	78	Apr. '48	1936
361	Sea Spoilers	J. Wayne-N. Grey	63	Apr. '48	1936
871	Wings Over Honolulu	R. Milland-W. Barrie	78	May '48	1937
RKO RADIO					
892	Bambi *T	Disney Feature Cartoon	70		1942
882	Border G-Man (W)	G. O'Brien-L. Day	60		1938
818	Bring 'Em Back Alive	Frank Buck			1932
881	Gun Law (W)	G. O'Brien-R. Oehman	60		1933
884	Lawless Valley (W)	G. O'Brien			1938
883	Painted Desert (W)	G. O'Brien-L. Day	60		1938
886	Timber Stampede (W)	G. O'Brien-M. Reynolds			1939
885	Trouble in Sundown (W)	G. O'Brien-W. Bond			1939
SCREEN GUILD PRODUCTIONS					
S-7	Duke of West Point	L. Hayward-J. Fontaine	108	9/24/48	1938
S-5	Flirting With Fate	J. E. Brown-B. Roberts	72	9/10/48	1938
HC23	Hidden Gold	W. Boyd-R. Hayden	62	9/3/48	1940
S-4	King of the Turf	A. Menjou-D. Costello	89	7/16/48	1939
HC20	Law of the Pampas	W. Boyd-R. Hayden	79	6/3/48	1939
S-8	Miss Annie Rooney	S. Temple-W. Gargan	88	9/24/48	1942
HC19	Range War	W. Boyd-R. Hayden	69	5/7/48	1939
HC18	Renegade Trail (W)	W. Boyd-G. Hayes	60	4/10/48	1939
S-3	Runaway Daughter	B. Stanwyck-R. Young	71	7/23/48	
HC21	Santa Fe Marshal	W. Boyd-R. Hayden	70	7/2/48	1940
HC22	Showdown, The	W. Boyd-R. Hayden	66	7/30/48	1940
HC17	Silver on the Sage (W)	W. Boyd-G. Hayes	71	3/6/48	1939
HC24	Stagecoach War	W. Boyd-R. Hayden	64	10/8/48	1940
S-6	That's My Boy	J. Durante-R. Tauber	81	9/10/48	
20TH CENTURY-FOX					
830	Belle Starr	R. Scott-G. Tierney	87	June '48	1941
834	Blood and Sand	T. Power-L. Darnell	125	Aug. '48	1941
831	Frontier Marshal	R. Scott-N. Kelly	71	June '48	1939
835	I Wake Up Screaming	B. Grable-V. Mature	82	Aug. '48	1941
832	Rose of Washington Square	T. Power-A. Faye	86	July '48	1939
833	Slave Ship	W. Baxter-W. Beery	92	July '48	1937
WARNER BROS.					
718	Adventures of Robin Hood	E. Flynn-O. DeHavilland	102	3/13/48	1938
730	Flowing Gold	J. Garfield-P. O'Brien	82	7/17/48	1940
729	God's Country and the Woman	G. Brent-B. Roberts	71	7/17/48	1936
723	The Fighting 69th	J. Cagney-P. O'Brien	78	5/8/48	1938
722	Valley of the Giants	W. Morris-C. Trevor	79	5/8/48	1940

1947-48 SHORT SUBJECT BOOKING GUIDE

Releases (grouped in series of which they are a part) listed under name of distributor. Reading from left to right are: distributor's release number; title of subject; running time in minutes; release date; date of issue of SHOWMEN'S TRADE REVIEW in which data concerning the subject appeared.

ASTOR PICTURES

Rel. No.	Title	Rel. Date	Data
	Jimmy Fidler's Personality Parade (20)	12/20	.....
	Boss Comes to Dinner (10)	4/1	.....
	Makers of Destiny #1(17½)	5/1	6/5

COLUMBIA

SPECIAL MUSICAL FEATURETTE (1)

9451	A Voice Is Born (20½)..	1/15	.....

THREE STOOGES COMEDIES (8)

9401	Brideless Groom (16½)...	9/11	.....
9402	Sing a Song of Six Pants (17)	10/30	12/20
9403	All Gummed Up (18).....	12/11	12/20
9404	Shivering Sherlocks (17)...	1/8	6/5
9405	Pardon My Clutch (15)...	2/26	6/19
9406	Squareheads of the Round Table (18)	3/4	6/5
9407	Fiddlers Three (17).....	5/6	6/5
9408	The Hot Scots (17).....	7/8	7/31

ASSORTED & ALL-STAR COMEDIES (17)

9431	Rolling Down to Reno (16½)	9/4	.....
9432	Hectic Honeymoon (17)...	9/18	.....
9421	Wedding Belle (17).....	10/9	1/17
9422	Should Husbands Marry? (17)	11/13	12/20
9423	Silly Billy (18).....	1/29	6/19
9424	Two Nuts in a Rut (18)...	2/19	6/12
9425	Tall, Dark and Gruesome (16)	4/15	6/5
9426	Crabbin' in the Cabin (18).	5/13	6/19
9427	Pardon My Lamb Chop ( ).	6/10	7/10
9433	Wife to Spare (16).....	11/20	12/20
9434	Wedlock Deadlock (16)....	12/18	2/14
9435	Radio Romeo (17½).....	12/25	.....
9436	Man or Mouse (18).....	1/15	6/19
9437	Eight Ball Andy (17½)...	3/11	6/19
9438	Jitter Bughouse (17).....	4/29	6/12
9439	The Sheepish Wolf (17½)..	5/27	6/19
9440	Flat Feat (17½).....	6/24	7/31

COLOR RHAPSODIES (3)

9501	Swiss Tease (6).....	9/11	.....
9502	Boston Beany (6).....	12/4	12/20
9503	Flora (7)	3/18	6/19

COLOR PHANTASIES (3)

9701	Kitty Caddy (6).....	11/6	12/20
9702	Topsy Turkey (6½).....	2/5	.....
9703	Short Snorts on Sports (6½)	6/3	7/10

COLOR FAVORITES (Re-Issues) (8)

9601	Dreams on Ice (6½)....	10/30	.....
9602	Novelty Shop (6½).....	11/20	.....
9603	Dr. Bluebird (8).....	12/18	.....
9604	In My Gondola (7½)....	1/22	.....
9605	Animal Cracker Circus (7)	2/19	.....
9606	Bon Bon Parade (8½)...	4/8	.....
9607	House That Jack Built (7).	5/6	.....
9608	The Untrained Seal (7½).	7/15	.....

THRILLS OF MUSIC (8)

9951	Boyd Raeburn & Orch. (11)	9/18	.....
9952	Claude Thornhill & Orch. (11)	10/30	.....
9953	Lecuona Cuban Boys (10½)	11/13	12/20
9954	Skitch Henderson Orch. (10)	12/11	2/14
9955	Charlie Barnet & Orch. (10½)	1/15	6/5
9956	Ted Weems & Orchestra (10½)	3/25	6/5
9957	Gene Krupa Orch. (10)....	6/10	7/10
9958	Tony Pastor Orch. (10)...	7/22	8/28

SCREEN SNAPSHOTS (10)

9851	Hollywood Cowboys (9½).	9/4	.....
9852	Laguna, U. S. A. (9½)..	10/9	12/20
9853	Out of This World Series (9)	11/27	12/20
9854	Off the Air (10).....	12/18	12/20
9855	Hawaii in Hollywood (10).	1/22	6/5
9856	Photoplay's Gold Medal Awards (9½)	3/18	.....
9857	Smiles and Styles (10)....	4/1	6/5
9858	Hollywood Honors Hersholt (8)	5/6	6/12
9859	Hollywood Party (9).....	6/10	7/10
9860	Hollywood Friars Honor George Jessel (9½)....	7/8	7/31

WORLD OF SPORTS (9)

9801	Cinderella Cagers (9½)..	9/25	.....
9802	Ski Demons (9).....	10/23	12/20
9803	Bowling Kings (10).....	11/13	12/20
9804	Navy Crew Champions (10).	12/25	2/14
9805	Rodeo Thrills and Spills (9½)	1/29	6/5
9806	Net Marvels (9).....	3/11	6/19
9807	Champions in the Making (8½)	5/23	6/19
9808	No Holds Barred (9).....	6/17	7/10
9809	Aqua Zanies (9).....	7/15	7/31

FILM NOVELTIES (8)

9901	Aren't We All? (10½)...	11/27	.....

COMMUNITY SINGS (9)

9651	No. 1—Linda (10)	9/4	.....
9652	No. 2—April Showers (9).	10/2	.....
9653	No. 3—Peg O' My Heart (9)	11/6	12/20
9654	No. 4—When You Were Sweet 16 (9½).....	12/4	12/20
9655	Feudin' and A-Fightin' (10½)	1/8	6/19
9656	Civilization ( )	2/12	6/5
9657	I'm Looking Over a Four-Leaf Clover (9½)..	4/29	6/5
9658	Manana (9)	6/3	6/19
9659	California Here I Come (9)	8/12	8/28

SERIALS (15 Chapters) (4)

9120	The Sea Hound.....	9/4	.....
9140	Brick Bradford	12/18	1/17
9160	Tex Granger	4/1	.....
9180	Superman (Sp.)	7/15	.....

METRO-GOLDWYN-MAYER

MGM TECHNICOLOR CARTOONS (11)

W-931	Slap Happy Lion (7).....	9/20	.....
W-932	The Invisible Mouse (7)..	9/27	11/22
W-933	King Size Canary ( )....12/6		2/14
W-934	The Bear and the Bean (7).	1/31	4/3
W-935	What Price Fleadom? (6).	3/20	.....
W-936	Make Mine Freedom (10).	4/24	6/12
W-937	Kitty Foiled (8).....	5/1	6/12
W-938	Little 'Tinker (8).....	5/15	7/24
W-939	The Bear and the Hare (7).	6/26	7/24
W-940	The Truce Hurts (7).....	7/17	.....
W-941	Half-Pint Pygmy (7).....	8/7	.....

TRAVELTALKS (4)

T-911	Visiting Virginia (9).....	11/29	11/22
T-912	Cradle of a Nation (9).....	12/13	3/6
T-913	Cape Breton Island (9)....	5/8	7/24
T-914	Chicago, the Beautiful (10).	7/31	8/21

THE PASSING PARADE (5)

K-971	Miracle in a Corn Field (8)	12/20	3/6
K-972	It Can't Be Done (10)...	1/10	4/3
K-973	Goodbye Miss Turlock (10).	1/24	4/3
K-974	My Old Town (9).....	2/7	4/3
K-975	Souvenirs of Death (10)..	6/19	7/24

GOLD MEDAL CARTOONS (Reissues) (6)

W-921	Goldilocks and the Three Bears (11)	11/22	.....
W-922	The Fishing Bear (8).....	12/20	.....
W-923	The Milky Way (8).....	2/14	.....
W-924	The Midnight Snack (9)..	3/27	.....
W-925	Puss 'N' Toots (7).....	4/24	.....
W-926	The Bowling Alley Cat (8).	6/12	.....

PETE SMITH SPECIALTIES (10)

S-951	Football Thrills No. 10 (8).	9/6	.....
S-952	Surfboard Rhythm (8)....	10/18	11/22
S-953	What D'Ya Know? (9)....	11/18	11/22
S-954	Have You Ever Wondered? (9)		.....
S-955	Bowling Tricks (10).....	1/10	4/3
S-956	I Love My Mother-in-Law But (8)	2/7	5/1
S-957	Now You See It (Tech.) (9)	3/30	.....
S-958	You Can't Win (9).....	5/29	6/12
S-959	Just Suppose (9).....	7/17	.....
S-960	Football Thrills No. 11 (9)	8/21	8/21

MUSICAL MERRY-GO-ROUND (6)

M-981	Freddy Martin, Keenan Wynn (10)	2/14	6/5
M-982	Tex Beneke (10).....	2/13	6/5
M-983	Ray Noble, Buddy Clark (11)	6/26	7/24
M-984	Martin Block's Musical Merry-Go-Round (10)..	7/17	8/28

TWO REEL SPECIALS (2)

A-901	Drunk Driving (21).....	3/27	.....
A-902	Going to Blazes (21).....	4/24	6/12

PARAMOUNT

PACEMAKERS (6)

K7-1	It Could Happen to You (11)	10/3	.....
K7-2	Babies, They're Wonderful (11)	11/14	11/22
K7-3	Bundle From Brazil (11)...	1/2	1/17
K7-4	Musical Miracle (11).....	3/12	.....
K7-5	A Model Is Born (7).....	5/28	6/26
K7-6	Neighbor to the North (13)..	7/22	7/24

POPULAR SCIENCE (6)

J7-1	Radar Fisherman (10).....	10/17	11/22
J7-2	Desert Destroyers (11).....	12/16	12/20
J7-3	Streamlined Luxury (10)...	2/20	3/6
J7-4	Fog Fighters (10).....	4/2	6/5
J7-5	The Big Eye (10).....	5/21	6/12
J7-6	Flying Wing (10).....	8/6	.....

SPORTLIGHTS (10)

R7-1	Riding the Waves (10).....	10/3	11/22
R7-2	Running the Hounds (11)...	10/31	11/22
R7-3	Five Fathoms of Fun (10)..	11/28	1/17
R7-4	Stop, Look and Guess 'Em (10)	12/5	1/17
R7-5	All American Swing Stars (10)	1/16	4/3
R7-6	Double Barrelled Sport (10).	2/20	4/3
R7-7	Big Game Angling (10)....	3/26	6/5
R7-8	Riding Habits (10).....	4/30	6/5
R7-9	Big League Glory (10).....	6/11	7/10
R7-10	Her Favorite Pools (10)....	7/30	8/7

UNUSUAL OCCUPATIONS (6)

L7-1	Hula Magic (11).....	11/7	11/22
L7-2	Bagpipe Lasses (11).....	1/2	3/6
L7-3	Modern Pioneers (11).....	2/13	6/5
L7-4	Nimrod Artist (10).....	4/16	6/5
L7-5	Feather Finery (10).....	5/14	6/26
L7-6	Aerial Hot Rods (10).....	8/13	.....

SPEAKING OF ANIMALS (6)

Y7-1	Dog Crazy (11).....	10/3	.....
Y7-2	Ain't Nature Grand (10)...	11/14	11/22
Y7-3	Monkey Shines (9).....	12/12	1/17
Y7-4	Home Sweet Home (10)....	2/6	3/6
Y7-5	'Tain't So and 'Tain't True (10)	4/16	6/5
Y7-6	As Headliners (10).....	6/18	7/3

NOVELTOONS (8)

Technicolor

P7-1	Santa's Surprise (9).....	12/5	1/17
P7-2	Cat O'Nine Ails (8).....	1/9	1/17
P7-3	Flip Flap (8).....	2/23	6/5
P7-4	We're in the Honey (8)....	3/19	6/5
P7-5	The Bored Cuckoo (8).....	4/9	6/5
P7-6	There's Good Boo's Tonite (9)	4/23	6/5
P7-7	Land of the Lost (7).....	5/7	6/12
P7-8	Butterscotch and Soda (7)..	6/4	6/26

POPEYE (8)

E7-1	All's Fair at the Fair (8)..	12/19	12/20
E7-2	Olive Oyl for Pres dent (7)..	1/30	1/17
E7-3	Wigwam Whoopee (8).....	2/27	6/5
E7-4	Pre-Hysterical Man (9)....	3/26	6/5
E7-5	Popeye Meets Hercules (7).	6/18	.....
E7-6	A Wolf in Sheik's Clothing (8)	7/30	8/7
E7-7	Spinach Vs. Hamburgers (8)	8/27	.....
E7-8	Snow Place Like Home.....	9/3	.....

SCREEN SONG (8)

X7-1	The Circus Comes to Clown (7)	12/26	1/17
X7-2	Base Brawl (7).....	1/23	4/3
X7-3	Little Brown Jug (8).....	2/20	4/3
X7-4	The Golden State (8).....	3/12	6/5
X7-5	Winter Draws On (7).....	3/19	6/5
X7-6	Sing or Swim (7).....	6/4	6/26
X7-7	Camptown Races (8).....	7/16	8/7
X7-8	The Lone Star State (9)....	8/20	.....

MUSICAL PARADES (5)

FF7-1	Samba-Mania (18)	2/27	4/3
FF7-2	Footlight Rhythm (19).....	4/9	6/5
FF7-3	Gypsy Holiday (19).....	6/25	7/3
FF7-4	Tropical Masquerade (10)..	8/6	.....
FF7-5	Big Sister Blues ( )....10/1		.....

RKO RADIO

FLICKER FLASHBACKS (7)

84201	No. 1 (10)	10/24	12/20
84202	No. 2 (9)	12/5	1/17
84203	No. 3 (9)	1/16	4/3
84204	No. 4 (9)	2/27	6/5
84205	No. 5 (8)	4/9	6/5
84206	No. 6 (9)	5/21	6/26
84207	No. 7 (9)	7/2	.....

THIS IS AMERICA (13)

83101	Border Without Bayonets (16)	11/14	12/20
83102	Switzerland Today (18)...	12/12	1/17
83103	Children's Village (19)....	1/9	3/6
83104	Operation White Tower (18)	2/6	3/6
83105	Photo Frenzy (16).....	3/5	5/1
83106	Funny Business (18).....	4/2	6/5
83107	Democracy's Diary (16)..	4/30	6/19
83108	Crime Lab (17)	5/28	6/26
83109	Letter to a Rebel (16)....	6/25	7/3
83110	Sports Golden Age (17)...	7/23	8/28

SPORTSCOPES (13)

84301	Ski Holiday (8).....	9/19	.....
84302	Golf Doctor (8).....	10/17	.....
84303	Quail Pointers (8).....	11/14	12/20
84304	Pin Games (8).....	12/12	1/17
84305	Racing Day (8).....	1/9	3/6
84306	Sports Coverage (8).....	2/6	3/6
84307	Teen Age Tars (9).....	3/5	5/1
84308	Doggone Clever (8).....	4/2	6/19
84309	Big Mouth Bass (8).....	4/30	6/19
84310	Muscles and the Lady (9).	5/28	6/26
84311	Ladies in Wading (8).....	6/25	7/31
84312	Athletic Varieties (8).....	7/23	8/28
84313	Strikes to Spare (8).....	8/20	.....

MUSICAL JAMBOREES (Revivals) (7)

84401	Enric Madriguera & Orch. (8)	9/5	.....
84402	Tommy Tucker Time (8)...10/3		.....
84403	Johnny Long & Orch. (8)..10/31		.....
84404	Duke Elligton (9).....	11/28	.....
84405	Jerry Wald &Orch. (9)...12/26		.....
84406	Ray McKinley & Orch. (8).	1/23	.....
84407	Dick Stabile & Orch. (8)..	2/20	.....

LEON ERROL (4)

83701	Bet Your Life (14).....	1/16	4/3
83702	Don't Fool Your Wife (18).	3/5	6/5
83703	Secretary Trouble (17)....	4/9	6/5

EDGAR KENNEDY (6)

83401	Mind Over Mouse (17)....11/21		1/17
83402	Brother Knows Best (17)..	1/2	4/3
83403	No More Relatives (18)...	2/6	5/1
83404	How to Clean House (18)..	5/14	6/26
83405	Dig That Gold (17).....	6/25	7/31
83406	Home Canning (16).....	8/6	8/28

RAY WHITLEY REVIVALS (4)

83501	Molly Cures a Cowboy (19).	9/5	...
83502	Musical Bandit (16).....10/10		...
83503	Corralling a School Marm (14) 11/14		...
83504	Prairie Spooners (13)....12/19		...

SPECIAL (3)

83601	20 Years of Academy Awards (19)	4/2	6/5
83801	Basketball Headliners of 1948 (18)	4/23	6/1
842	Louis-Walcott Fight Picture (19)	6/26	...
83901	Football Highlights of 1947 (20) 12/12		...

WALT DISNEY CARTOONS (6)

Reissues

84701	Hawaiian Holiday (8).....10/17		...
84702	Clock Cleaners (8).....12/12		2/1
84703	Little Hiawatha (9).....	2/20	...
84704	Alpine Climbers (10).....	4/2	...
84705	Woodland Cafe (7).....	5/14	6/1
84706	Three Little Pigs ( ).....		...

REPUBLIC

SERIALS (4)

791	G-Men Never Forget (12 Chapters)	1/31	...
792	Dangers of the Canadian Mounted (12 Chapters).	4/24	...
793	Dick Tracy Returns (15 Chapters)	7/17	..

CARTOONS (1)

Trucolor

761	It's A Grand Old Nag (8).12/20		12/

20th CENTURY-FOX

MOVIETONE ADVENTURES

8201	Horizons of Tomorrow (8).	9/12	12/
8202	The 3 R's Go Modern (9)..11/7		...
8203	Sky Thrills (9).....	3/	5/
8204	Majesty of Yellowstone (9).	7/	6/
8251	Holiday in South Africa (8)	8/22	...
8252	Home of the Danes (8)....10/17		...
8253	Jungle Closeups (8).....	12/12	5/
8254	Copenhagen Pageantry (T) (8).....	1/	5/
8255	Scenic Sweden (T) (8)...	6/	6/
8256	Riddle of Rhodesia (T) (8).	7/	...
8257	Bermuda (T) (8).....	8/	...
8258	Desert Lights (T) (8).....	8/	8/

SPORTS REVIEW

8301	Gridiron Greatness (9)....	8/1	...
8302	Olympic Class (10).....	2/	5/
8303	Everglades Adventure (9).....		5/
8304	Football Finesse (10).....	9/	8/
8351	Vacation Magic (8).....	9/26	...
8352	Aqua Capers (T) (8).....	1/	5/
8353	Playtime in Scandinavia (T) (8)....	4/	6/

TERRYTOONS

Technicolor

8501	One Note Tony (7).....	2/	...
8502	Talking Magpies in Flying South (7)	8/15	...
8503	Mighty Mouse in a Date for Dinner (7).....	8/29	...
8504	Talking Maggies in Fishing by the Sea (7).....	9/19	1/
8505	Mighty Mouse in the First Snow (7) 10/10		1/
8506	Talking Magpies in the Super Salesman (7)....10/24		1/
8507	Mighty Mouse in a Fight to the Finish (7).....11/14		1/
8508	The Wolf's Pardon (7).....12/5		1/
8509	Mighty Mouse in Swiss Cheese Family Robinson (7) 12/19		5/
8510	Talking Magpies in Hitch Hikers (7) 12/12		6/
8511	Mighty Mouse in Lazy Little Beavers (7).....12/26		6/
8512	Felix the Fox (7).....	1/	6/
8513	The Talking Magpies in Taming the Cat (7)....	1/	6/
8514	Mighty Mouse and the Magician (7)	3/	6/
8515	Chipper Chipmunk, The (7)	3/	8/
8516	Hounding the Hares (7)...	4/	6/
8517	Mighty Mouse in the Feudin' Hillbillies (7)..	4/	6/
8518	Mystery in the Moonlight (7)	5/	6/
8519	Seeing Ghosts (7).....	6/	6/
8520	A Sleepless Night (7).....	6/	8/

Rel. No.	Title	Rel. Date	Data
8521	Mighty Mouse in the Witch's Cat	7/	.....
8522	Magpie Madness (7)	7/	8/28
8523	Mighty Mouse in Love's Labor Won (7)	8/	.....
	TERRYTOONS		
	Technicolor-Reissues		
8531	The Butcher of Seville (7)	5/	.....
8532	Mighty Mouse in the Green Line (7)	5/	.....
	DRIBBLE PUSS PARADE		
8901	Album of Animals (8)	11/21	.....
8902	Dying to Live (9)	5/	6/19
	FEMININE WORLD		
8601	Something Old—Something New (8)	2/	5/1
8602	Fashioned for Action (8)	4/	6/5
	MARCH OF TIME		
1	Is Everybody Listening? (19)	9/5	9/6
2	T-Men in Action (18)	10/3	10/4
3	End of an Empire (18)	10/31	11/1
4	Public Relations . . . This Means You!	11/28	12/20
5	The Presidential Year ( )	12/26	12/20
6	The Cold War ( )	1/	.....
7	Marriage and Divorce ( )	2/20	3/6
8	Crisis in Italy ( )	3/	.....
9	Life With Junior ( )	4/	.....
10	Battle for Greece (17)	5/	.....
11	The Fight Game (19)	5/	6/26
12	The Case of Mrs. Conrad (18)	7/	.....
13	White-Collar Girls (18)	8/6	8/7

UNITED ARTISTS

LANTZ CARTUNES (7)

The Bandmaster (7)	12/	1/17
The Mad Hatter (7)	2/	/6/19
Pixie Picnic (7)		6/5
Banquet Busters (7)		6/19
Kiddie Koncert (7)		6/5
Wacky Bye Baby (7)	7/16	.....
Wet Blanket Policy (7)	8/27	.....

UNIVERSAL-INTERNATIONAL

NAME BAND MUSICALS (13)

3301	Alvino Rey and Orch. (15)	10/22	2/14
3302	Drummer Man (15)	12/3	2/14
3303	Carlos Molina & His Orch. (15)	12/13	2/14
3304	Tex Beneke & His Orch. (15)	3/3	6/19
3305	Woody Herman & His Orch. (15)	3/31	.....
3306	Reg Ingle & His National Seven (15)	6/16	6/19
3307	Tex Williams and His Orch. in Western Whoopee (15)	6/23	7/31
3308	Jimmy Dorsey & Orch. ( )	8/18	.....

TECHNICOLOR CARTUNES (5)

Reissues

3321	Knock Knock (7)	3/	.....
3322	Syncopated Sioux (7)	5/	.....
3323	Woody Woodpecker (7)	7/	.....

THE ANSWER MAN (8)

3391	Wind, Curves and Trapped Doors (10)	12/22	2/14
3392	Hall of Fame (10)	1/19	.....
3393	Men, Women & Motion (10)	3/15	6/19
3394	Flood Water (10)	4/26	7/31
3395	Mighty Timber (10)	6/21	7/31
3396	Rockets of the Future (10)	7/5	.....
3397	Water Battlers ( )	8/16	.....
3398	Home of the Iceberg ( )	8/23	.....

Rel. No.	Title	Rel. Date	Data
	VARIETY VIEWS (8)		
3341	Tropical Harmony (9)	9/29	11/22
3342	Chimp Aviator (9)	11/17	11/22
3343	Brooklyn Makes Capital (27)	2/9	6/19
3344	Whatta Built (10)	6/7	6/19
3345	Copa Carnival (9)	6/28	7/31
3346	Paris on the Plata ( )	7/12	.....
3347	Gaucho Fiesta ( )	8/16	.....
	SING AND BE HAPPY SERIES (8)		
3381	Spotlight Serenade (10)	3/29	.....
3382	Singing the Blues (10)	5/	7/31
3383	River Melodies (8)	7/5	7/31
	MUSICAL WESTERNS (3)		
3351	Hidden Valley Days (27)	2/5	6/19
3352	Powder River Gunfire (24)	2/26	.....
3353	Echo Ranch (25)	4/1	6/19
	SPECIALS (2)		
3201	Snow Capers (19)	2/18	6/19

WARNER BROS.

TECHNICOLOR SPECIALS (8)

4001	Celebration Days (20)	1/31	2/14
4002	Soap Box Derby (20)	10/18	.....
4003	Teddy, the Roughrider (20)	2/21	.....
4004	King of the Carnival (20)	4/3	.....
4005	Calgary Stampede (20)	5/29	.....
4006	A Day at the Fair (20)	7/3	7/24
4007	The Man From New Orleans (19)	9/4	.....
4008	My Own United States (19)	10/16	.....

MEMORIES FROM MELODY LANE (6)

4201	A Song of the West (10)	9/27	.....
4202	An Old Time Song (10)	12/27	.....
4203	A Song About the Moonlight (10)	1/24	3/6
4204	Grandfather's Favorites	3/13	6/5
4205	A Stephen Foster Song (10)	5/8	6/19
4206	A Song From the Movies (10)	7/17	.....

BLUE RIBBON HIT PARADE (13)

(Revivals) Technicolor

4301	Dangerous Dan McFoo (7)	12/20	.....
4302	Hobo Gadget Band (7)	1/17	.....
4303	Little Pancho Vanilla (7)	3/20	.....
4304	Don't Look Now (7)	4/10	.....
4305	Curious Puppy (7)	4/24	.....
4306	Circus Today (7)	5/22	.....
4307	Little Blabber Mouse (7)	6/12	.....
4308	The Squawkin' Hawk (7)	7/10	.....
4309	A Tale of Two Kitties (7)	7/31	.....
4310	Pigs in a Polka (7)	8/14	.....
4311	Greetings Bait (7)	8/28	.....
4312	Hiss and Make Up (7)	9/18	.....
4313	Hollywood Steps Out (7)	10/2	.....

JOE McDOAKES COMEDIES (6)

4401	So You Want to Be a Salesman (10)	9/13	.....
4402	So You Want to Hold Your Wife (10)	11/22	12/20
4403	So You Want An Apartment (10)	1/3	3/6
4404	So You Want to Be a Gambler (10)	2/4	.....
4405	So You Want to Build a House (10)	5/15	.....
4406	So You Want to Be a Detective (10)	6/26	.....

SPORTS PARADE (13)

Technicolor

4501	Las Vegas Frontier Town (10)	11/1	.....
4502	Action in Sports (10)	12/13	.....
4503	A Nation on Skis (10)	7/31	.....
4504	Sun Valley Fun (10)	2/14	.....
4505	Trip to Sportland (10)	3/6	6/5
4506	Ride, Ranchero, Ride (10)	3/20	6/5
4507	Holiday for Sports (10)	4/17	6/19
4508	Built for Speed (10)	6/5	.....
4509	Fighting Athletes (10)	5/1	6/19
4510	The Race Rider (10)	6/19	7/24
4511	Playtime in Rio (10)	8/14	.....
4512	Sports Down Under (10)	9/18	.....
4513	Gauchos of the Pampas (10)	10/9	.....

MELODY MASTERS BANDS (8)

4601	Freddy Martin & His Orch. (10)	9/13	.....
4602	Swing Styles (10)	10/25	.....
4603	Borrah Minevitch & Har. Sch. (10)	12/6	.....
4604	Rubinoff and His Violin (10)	1/10	.....
4605	Artie Shaw & His Orch. (10)	2/7	.....
4606	Henry Busse & His Orch. (10)	5/15	.....
4607	The Saturday Night Swing Club (10)	6/19	.....
4608	Joe Reichman & His Orch. (10)	7/17	.....

MERRIE MELODIES (18)

Cinecolor

4702	Bone Sweet Bone (7)	5/22	7/24
4704	Up-Standing Sitter (7)	7/3	.....
4707	Dough Ray Me-Ow (7)	8/14	.....
4709	Odor of the Day (7)	10/2	.....
4712	Daffy Dilly (7)	10/30	.....

MERRIE MELODIES

Technicolor

4701	Nothing But the Tooth (7)	5/1	..
4703	The Shell-Shocked Egg (7)	7/10	...
4704	The Rattled Rooster (7)	6/26	.....
4706	You Were Never Duckier (7)	8/7	....
4708	The Pest That Came to Dinner (7)	9/11	.....
4710	The Foghorn Leghorn (7)	10/9	.....
4711	A Lad in His Lamp (7)	10/23	.....

L. T. TECH. CARTOON

4713	Kit for Cat (7)	11/6	.....
4714	Stupor Salesman (7)	11/20	.....

M.M. BUGS BUNNY SPECIAL

4715	Riff Raffy Daffy (7)	11/27	.....
4719	Hot Cross Bunny (7)	3/27	.....
4720	Hare Splitter (7)	9/25	....

ADVENTURE SPECIALS (6)

Technicolor

4801	Land of Romance (10)	9/6	...
4802	Beautiful Bali (10)	11/15	12/20
4803	Dad Minds the Baby (10)	12/20	....
4804	What's Hatchin'? (10)	2/28	....
4805	Rhythm of a Big City (10)	3/27	6/5
4806	Living With Lions (10)	6/5	7/24

1948-49

COLUMBIA

THREE STOOGES COMEDIES

1401	Heavenly Daze (16½)	9/2	.....

ASSORTED & ALL-STAR COMEDIES

1421	Billie Gets Her Man (17)	9/9	.....

COMEDY FAVORITES

1441	Pest from the West (18½)	9/30	.....

COLOR RHAPSODIES

1501	Pickled Puss (6½)	9/2	.....

COLOR FAVORITES

1601	The Stork Takes a Holiday (8)	9/9	.....

WORLD OF SPORTS

1801	Diving Champions ( )	9/23	.....

THRILLS OF MUSIC

1951	Elliot Lawrence & Orch. ( )	9/23	.....

SCREEN SNAPSHOTS

1851	Hollywood Holiday ( )	9/2	.....

COMMUNITY SINGS

1651	Baby Face (9)	9/16	.....

PARAMOUNT

NOVELTOON

P8-1	The Mite Makes Right ( )	10/15	.....
P8-2	Hector's Hectic Life ( )	11/19	.....
P8-3	Old Shell Game ( )	12/17	.....

SCREEN SONG

X8-1	Readin' 'Ritin' and Rhythmetic ( )	10/22	.....

SPEAKING OF ANIMALS

Y8-1	The Gnu Look ( )	10/29	.....

G. RICE SPORTLIGHT

R8-1	Hot Rod Speedsters ( )	11/5	.....
R8-2	Acrobatic Illini ( )	12/10	.....

POPEYE

E8-1	Robin Hood-Winked ( )	11/12	.....
E8-2	Symphony in Spinach ( )	12/31	.....

UNUSUAL OCCUPATIONS

L8-1	The Glass Orchestra ( )	11/26	.....

POPULAR SCIENCE

J8-1	Solar Secrets ( )	12/24	....

RKO RADIO

WALT DISNEY CARTOONS

Reissues

94101	Pluto's Purchase (7)	7/9	.....
94102	Trial of Donald Duck (7)	7/30	.....
94103	Catnap Pluto (6)	8/13	.....

UNITED ARTISTS

LANTZ CARTUNES

	Playful Pelican (7)	10/8	.....
	Dog Tax Dodgers (7)	11/19	.....
	Wild & Woody (7)	12/31	.....
	Scrappy Birthday (7)	2/11	.....
	Drooler's Delight (7)	3/25	.....

WARNER BROS.

TECHNICOLOR SPECIALS

5001	Sons of Liberty (20)	11/20	.....

JOE McDOAKES COMEDIES

5401	So You Want to Be in Politics (10)	10/23	.....
5402	So You Want to Be on the Radio (10	11/6	.....

SPORTS PARADE

5501	Jungle Man Killers (10)	11/6	.....

ADVENTURE SPECIALS

5801	Mysterious Ceylon (10)	9/25	.....
5101	Football Magic (20)	9/11	.....

FEATURETTES

5102	Grandfather's Follies (20)	11/13	.....

SPORTS NEWS REVIEWS

5601	Roaring Wheels (10)	10/2	.....

BLUE RIBBON CARTOONS

Reissues

5301	An Itch in Time (7)	10/30	.....

Why Theatremen Prefer Showmen's Trade Review

. . . The Motion Picture Theatre (published every fourth week) deals realistically with theatre design, equipment and maintenance. Next week: Equipment for Promoting Sales at the Box-Office will be featured.

VIEWS ON NEW SHORT SUBJECTS

JUST SUPPOSE (MGM—S-959) Pete Smith Specialty. 9 mins. Pete Smith does a little supposing here to tickle the funnybone. Suppose, for instance, that men bought hats as women do, or that men had the babies instead of their wives. Release date, 7/17/48.

THE TRUCE HURTS (MGM—W-940) Tom and Jerry Cartoon. Technicolor. 7 mins. Tom and Jerry sign a peace pact, but they find that peace has almost as many complications as war—so the battle rages on. Release date, 7/17/48.

RIDDLE OF RHODESIA (20th-Fox—8256) Movietone Adventure in Technicolor. 8 mins. From the Kimberley diamond mines in South Africa the Movietone Advenure cameraman goes across the border to Rhodesia to photograph the Zimbabwe ruins which are a prehistoric riddle—massive remains of a forgotten era, a puzzle to archeologists. Victoria Falls and the Rain Forest are also shown. George Putnam is the narrator.

THE WITCH'S CAT (20th-Fox—8521) Terrytoon in Technicolor. 7 mins. A wily witch and her cohort in crime, a cat whose villainy is exceeded only by his stupidity, make things tough for the mouse world. That is—until Mighty Mouse comes to the rescue. A musical fantasy of Halloween.

BERMUDA (20th-Fox—8257) Movietone Adventure in Technicolor. 8 mins. Ed Thorgersen describes the life and sports on the island of Bermuda. The capitol city of Hamilton is shown, preserving its old traditional ways.

FAMILIES FIRST (N. Y. State Youth Commission; release through 20th Century-Fox) 10 mins. The Youth Commission has finished this short subject in time for it to take part in the Youth Month Drive in September. It contrasts two homes, one of which affords the children adequate upbringing, the other which does not. In the latter case quarreling parents and poor supervision of the boy leads him on to a life of crime, with jail as the end of his path. The lesson is forceful and fits in nicely as part of the Youth campaign. It is designed to reach the parents. RKO Pathe is the producer, Edward Montagne the director. Release date 8/30/48.

FLICKER FLASHBACKS NO. 7 (RKO—84,207) 9 mins. There's a Biograph production, "For a Wife's Honor," made in 1908. A vengeful servant locks a male friend in a room with the master's wife, then tells the master. The friend feigns robbery and takes the rap to save the lady's honor. "Man from Beyond" is a chapter from a Harry Houdini serial in which the handcuff king escapes from all sorts of tight situations.



Coca-Cola in the Eastwood Theatre, East Hartford, Connecticut—Tom Grace, Manager

SELL COCA-COLA IN YOUR LOBBY AND INCREASE YOUR PROFITS

Your lobby can make a profit for you just like your seats.

Put Coca-Cola in your lobby. You'll automatically increase your revenue and your profit. You'll please a lot of customers — everybody welcomes Coca-Cola.

Let us give you ALL the facts about this new source of profits. Write National Sales Department, The Coca-Cola Company, 515 Madison Avenue, New York 22, New York, or get in touch with your Coca-Cola bottler.



Mills 120-B—vends 114 bottles

Coke = Coca-Cola

"Coca-Cola" and its abbreviation "Coke" are the registered trade-marks which distinguish the product of The Coca-Cola Company.

SEP 14 1948

SHOWMEN'S TRADE REVIEW

The Service Paper of The Motion Picture Industry

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DEPINET ELECTED PRESIDENT OF RADIO-KEITH-ORPHEUM

JACK JACKSON TELLS HOW ACE SHOWMEN MAKE IDEAS PAY OFF

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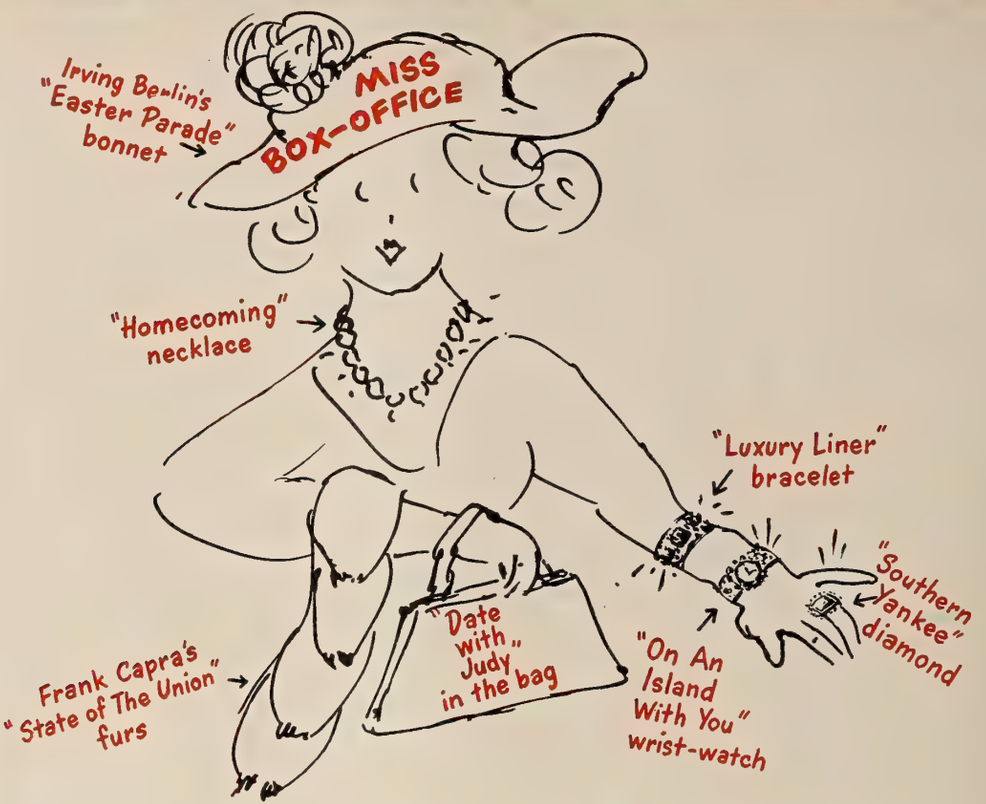
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Showmen's Silhouette
Selling the Picture
Theatre Management
Shorts Booking Guide
Feature Booking Guide

CHARLES E. "CHICK" LEWIS
Editor and Publisher

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SEPTEMBER 11, 1948
Vol. 49 No. 11

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WAS IT JUST A SUMMER ROMANCE?

Don't worry, Miss Box-Office. Your sugar daddy Leo will love you in December as he did in May. He's just had another shot of Vitamin M-G-M and he's rarin' to go. Look what's coming from your all-year-'round Santa Claus:

GREER GARSON
WALTER PIDGEON in
"JULIA MISBEHAVES"
PETER LAWFORD, ELIZABETH TAYLOR
CESAR ROMERO, Lucile Watson, Nigel Bruce, Mary Boland, Reginald Owen

★ ★ ★

The Enterprise Studios present
DANA ANDREWS, LILLI PALMER
and LOUIS JOURDAN in
"NO MINOR VICES"
with Jane Wyatt

★ ★ ★

"THE SECRET LAND" (*Technicolor*)
Starring
MEN AND SHIPS
Of The U. S. NAVY
Narration By
Comdr. ROBERT MONTGOMERY, U.S.N.R.
Lt. ROBERT TAYLOR, U.S.N.R.
Lt. VAN HEFLIN, A.A.F. (Ret.)

★ ★ ★

"HILLS OF HOME" (*Technicolor*)
Starring
EDMUND GWENN
DONALD CRISP, TOM DRAKE
JANET LEIGH and LASSIE

Alexandre Dumas'
"THE THREE MUSKETEERS" (*Technicolor*)
Starring
LANA TURNER, GENE KELLY
JUNE ALLYSON, VAN HEFLIN
ANGELA LANSBURY
Frank Morgan, Vincent Price, Keenan Wynn, John Sutton, Gig Young

★ ★ ★

"ACT OF VIOLENCE"
Starring
VAN HEFLIN, ROBERT RYAN
with Janet Leigh, Mary Astor
Phyllis Thaxter

★ ★ ★

FRANK SINATRA, KATHRYN GRAYSON
in "THE KISSING BANDIT (*Technicolor*)
J. Carrol Naish, Mildred Natwick
Mikhail Rasumny, Billy Gilbert
Sono Osato with Dance Specialties By
Ricardo Montalban, Ann Miller, Cyd Charisse

★ ★ ★

John Ford's
"3 GODFATHERS" (*Technicolor*)
Presented by John Ford & Merian C. Cooper
Starring
JOHN WAYNE, PEDRO ARMENDARIZ
And Introducing HARRY CAREY, Jr.
with Ward Bond, Mae Marsh
Jane Darwell, Ben Johnson

ROBERT TAYLOR
AVA GARDNER
CHARLES LAUGHTON
VINCENT PRICE
JOHN HODIAK in
"THE BRIBE"

★ ★ ★

"LITTLE WOMEN" (*Technicolor*)
Starring
JUNE ALLYSON, PETER LAWFORD
MARGARET O'BRIEN, ELIZABETH TAYLOR
JANET LEIGH, ROSSANO BRAZZI
MARY ASTOR with
Lucile Watson, C. Aubrey Smith

★ ★ ★

CLARK GABLE, WALTER PIDGEON
VAN JOHNSON, BRIAN DONLEVY
Charles Bickford, John Hodiak
Edward Arnold in
"COMMAND DECISION"

★ ★ ★

"SUN IN THE MORNING"
(*Technicolor*) Starring
JEANETTE MacDONALD
LLOYD NOLAN, CLAUDE JARMAN, Jr.
and LASSIE
with Lewis Stone, Percy Kilbride

"WORDS AND MUSIC" (*Technicolor*)
Starring
MICKEY ROONEY, JUDY GARLAND
GENE KELLY, JUNE ALLYSON
PERRY COMO, ANN SOTHERN
with Tom Drake, Cyd Charisse, Betty Garrett, Lena Horne, Janet Leigh, Marshall Thompson, Mel Torme, Vera-Ellen

★ ★ ★

SPENCER TRACY, DEBORAH KERR
in "EDWARD, MY SON" with Ian Hunter

★ ★ ★

JOHN GARFIELD in
The Roberts Production
"FORCE OF EVIL"
An Enterprise Picture
with Thomas Gomez and Marie Windsor
And Introducing BEATRICE PEARSON

★ ★ ★

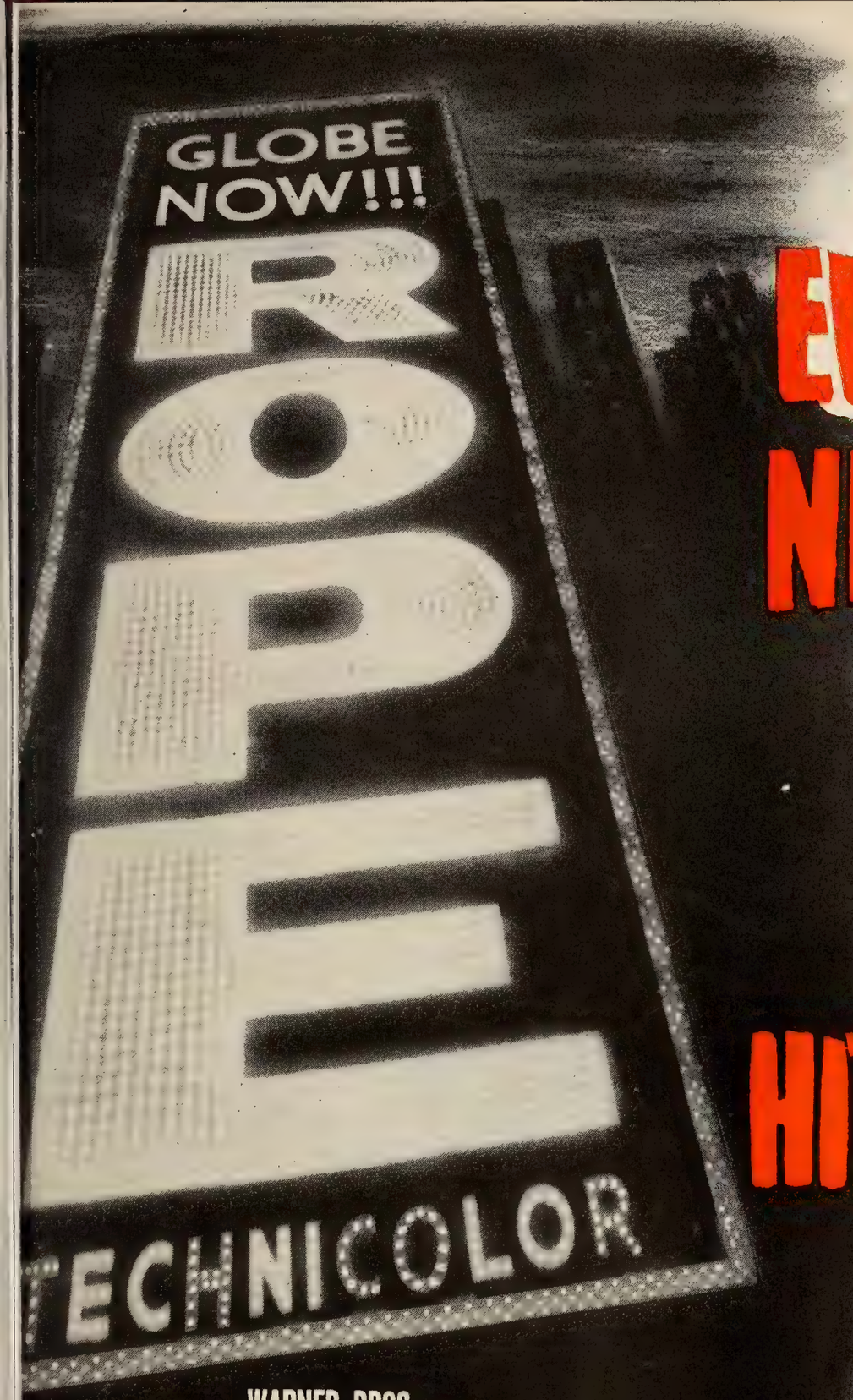
FRED ASTAIRE, GINGER ROGERS in
"THE BARKLEYS OF BROADWAY"
(*Technicolor*)
with Oscar Levant, Billie Burke
Gail Robbins, Jacques Francois

★ ★ ★

GENE KELLY, ESTHER WILLIAMS
FRANK SINATRA in
"TAKE ME OUT TO THE BALL GAME"
(*Technicolor*)
with Betty Garrett
Jules Munshin, Edward Arnold



WHEN LEO KISSES MISS BOX-OFFICE SHE STAYS KISS



NOTHING EVER HELD NEW YORK LIKE ALFRED HITCHCOCK'S ROPE

WARNER BROS. present
JAMES STEWART
in
ALFRED HITCHCOCK'S
ROPE

with JOHN DALL • FARLEY GRANGER
SIR CEDRIC HARDWICKE • CONSTANCE COLLIER
and JOAN CHANDLER

Screen Play by ARTHUR LAURENTS • From the Play by Patrick Hamilton • Director of Photography, Joseph Valentine, A.S.C.

A TRANSATLANTIC PICTURE

All-Time Record In All-Time Record Heat!

EXCEPTIONAL EXPLOITATION PACKAGE TO PACK 'EM IN!

TWICE AS THRILLING BECAUSE IT'S TRUE!



"URUBU"

Pronounced: OOR-A-BOO

THE VULTURE PEOPLE

SEE: A beautiful maiden in the hands of the horrible Urubu tribe!

SEE: Man against beast in a fight for survival!

SEE: Jungle warfare as poison arrows and venomous darts battle man's most modern weapons!

SEE: The horrible fate of a python prey... the crushing coils of a slith ering monster!

SEE: The most awful dea that stalks at night... t blood-mad black panther!



PLUS

FILMED BY 600 CAMERA MEN!

"OLYMPIC CAVALCADE"



"Undoubtedly the greatest sport picture ever filmed!"
—Avery Brundage,
President American Olympic Committee

A Money Package thru

THE EDITORIAL PAGE

Naturally

Definitely topping the "good news" items of the week is announcement that Ned E. Depinet has been elected president of Radio-Keith-Orpheum. This action by directors of the corporation comes as no surprise to people in all branches of film business. Indeed, it would have been a tremendous surprise if the RKO directors had failed to avail their company of the know-how, brain- and manpower of one of the outstanding motion picture executives of all time for the presidency.

Naturally, the tremendous number of exhibitors, film salesmen, distribution and production executives who have affection as well as high regard for Depinet's great ability received the news with a feeling of deep personal gratification.

Ned is a "picture man" through and through. He is a product of this industry and we all can take great pride in that fact.

We join in the roars of the film crowd as it congratulates RKO on naming Depinet president and voices best wishes to Ned.

▲ ▲ ▲

Something Old—Something New—

Sales drives are not new. In fact, they are very old and have been used, reused and abused for more years than we can recall.

So, at first, when Herman Robbins announced the George Dembow Tribute Drive, it left us cold. Indeed, we were almost sorry to hear about it. It didn't sound like Robbins or Dembow.

But then we got the details and, Lo and Behold! Something "new" had been added. It was not going to be "just another drive."

Tied directly to the whole campaign will be the "Back To Showmanship" theme. And never has such an idea come at so timely a moment in the industry's long history.

Despite the fact that it is trailers and accessories that NSS is selling, they are giving equal emphasis in their Tribute Drive to the theory that theatremen should increase showmanship efforts through wider use of all phases of that art. More newspaper advertising, more ballyhoo, more radio spot announcements, more exploitation through the various phases of show selling consistent with the policy and type of theatre. There is so much that can be done that we applaud most vigorously any activity designed to awaken, once again, in the theatreman's mind the necessity for getting back to good old showmanship.

That our good friend George Dembow will be the spark-plug for so worthy a Drive makes it even more a pleasure to tell our exhibitor-readers to do their part.

▲ ▲ ▲

Education in the Field

As this page previously has noted (with considerable admiration for the enterprise), Max Youngstein, Eagle Lion vice-president in charge of advertising, made a trip into the field to find out first hand what is what at the movie theatres of the land. We add a footnote to our applause for Youngstein's way of doing things because Max came back with some valuable information for himself and his company, and also for others in the business.

One of the important matters to come to his attention is that distributor-exhibitor cooperation has fallen to a new low. He also learned that there has been too much unfavorable publicity about industry economy drives.

▲ ▲ ▲

Youngsters and Oldsters

Speaking of Eagle Lion reminds us that the recent statement from their v.p. in charge of distribution certainly sounds a most optimistic note.

Isn't it strange that so many of the old line companies are crying the blues, continuing economy measures and looking forward to depressed conditions, while the young and aggressive newcomers can see only good times and good business ahead?

If you stop to analyze the percentage of strong box-office pictures that Bill Heineman has against their total number of releases, and compare those figures with the other companies, you wonder who's wrong and who's right.

It all comes back to the same story. Some of the major companies are blaming exhibitors for the very lack of showmanship that they, themselves, have been practicing for the past few years. They want the theatremen to get excited about their pictures and go out and sell them in their communities without doing very much to make those theatremen believe the pictures are great and capable of grossing big business.

—CHICK LEWIS

WHAT'S NEWS
In the Film Industry This Week

Exhibition

Mose Portman runs a theatre for the colored trade down south in Savannah, Ga. This week he brought a new angle to anti-trust suits as he charged in federal court of his city that an alleged conspiracy prevented him from getting first-class product and favored a rival colored house. For this alleged conspiracy Portman wants triple damages amounting to $958,264 from Paramount, Warner Bros., Columbia, RKO, Loew's (MGM), United Artists, Bijou Amusements, Savannah Eastside Corporation, Dunbar Theatre Corporation and the following individuals—Tom Baisley, Howard Spears, Fred Wise, Milton and Alfred Starr.

Meanwhile, down east in Newburyport, Mass., Warner Bros. was going ahead with construction of its Port Theatre, an operation which one federal attorney at least thought to be expansion and which Warner says is replacement for the house it lost when the owners refused to renew its lease. Warners meanwhile gave up the Tower and Oriental, Milwaukee neighborhood houses, and the Kearney at Elizabeth, N. J.

Also appearing in a disposing mood is Paramount which put its skyscraper office building and Paramount Theatre in New York in the hands of real estate brokers with a reported asking price of $13,000,000. If bought, the company would retain the theatre and space occupied by its home office in the building under lease.

Out in Columbus, Ohio, the Independent Theatre Owners of Ohio, an Allied unit, scheduled a small exhibitors' meeting to be held the day before its two-day convention which opens Sept. 14. Up in Canada, Harold Bishop, who runs the Manitoba district for Famous Players theatres, was grinning broadly. Reason: Business has been better than expected, tourist trade has been better than expected and a bumper wheat crop ought to bring more prosperity than usually expected to the Manitoba farming area. PS: Other crops are also good.

In New York engineers of the Bell Laboratories claimed to have perfected a new type of tube which is cheaper and may cut the costs of sound system operations including those in theatres. It is described as a vacuumless substitute for the vacuum tube, has no filament or heater, needs no filament current and generates practically no heat in operation.

In Minneapolis the operator of the Pan Theatre must be saying plenty to himself over a recent deal. He booked a reissue on "Four Feathers," played it for 70 cents admission. That night it appeared for free—over television.

Distribution

Ned E. Depinet is an industry veteran who took tickets at a New Orleans theatre, peddled film in the days when states rights exchanges were the rule rather than the exception and worked his way to the top of some of the biggest companies in the business. Wednesday directors of RKO met in New York, accepted the resignation of President N. Peter Rathvon and elected Depinet president. Announcement of the election noted significantly: "Inasmuch as Mr. Depinet was the choice of all parties concerned it naturally follows that he will be re-elected president following the stockholders' meeting to be held soon." His election confirms trade talk of the past few weeks and elevates him from the post of executive vice-president which he held up to now and which has not been filled. In the same week Paul Hollister, who came to RKO from the Columbia Broadcasting Company, resigned as eastern publicity chief to enter the public relations field. His post remained unfilled.

Over at Eagle Lion officials were maintaining a discreet silence over distribution of "Oliver Twist." One official declared the picture was being held up because the time was not thought propitious. Though he did not elaborate, this was taken to mean that the protests of Jewish organizations over the film as a means of spreading anti-Semitism because of the characterization of Fagin, were the cause of the delay. In the same week, Arnold Foster, chief of the civil rights division of the Anti-Defamation League of the B'nai B'rith, publicly declared that he had gathered from conversation with the J. Arthur Rank Organization that the film would not be released in the United States. The Rank Organization had no official comment late this week but apparently did not remember making any such commitment.

An optimistic view of business which is picking up and which should move right along was taken by Eagle Lion Distribution Vice-President William J. Heineman in a trade press interview. Heineman declared that the British ballet feature, "Red Shoes," would be roadshown and that Fred Stein had been engaged to handle the engagement.

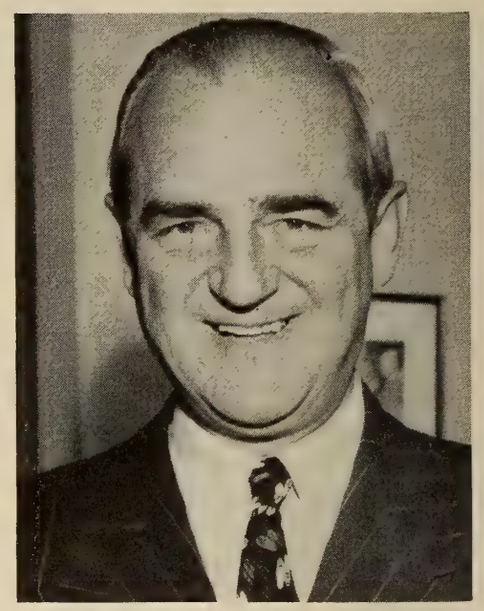
Use of 16-mm. in the Philippines to furnish rural areas and those urban centers whose theatres had been damaged by the war was described by RKO Philippine Manager Bert W. Palmertz. On the foreign front the Motion Picture Association of America stopped shipping film to China as the customs duty was advanced from $250 to $1,200 a feature. In England British exhibitors were mulling over MPAA President Eric Johnston's "all-American" plan while more than half of that nation's exhibitors have asked for an exemption from the quota law which would force them to devote 45 per cent of their first feature time and 25 per cent of their second feature time to British films. In France the situation was unchanged, with both sides waiting signature on the revised Blum-Byrnes agreement.

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Depinet Elected RKO President



Ned E. Depinet

RKO Directors, meeting in New York, elected Executive Vice-President Ned E. Depinet to the presidency of the company, Board Chairman Floyd Odlum announced late Wednesday.

Depinet replaces N. Peter Rathvon, whose resignation from the presidency took effect the same day. No announcement was made as to who, if anyone, would succeed to the vice-presidency, but Odlum's official statement plainly declared:

"Inasmuch as Mr. Depinet was the choice of all parties concerned, it naturally follows that he will be re-elected president following the stockholders meeting to be held soon."

The statement did not say what was meant by "soon" but trade circles took it to mean Sept. 19, at which time the stockholders are expected to hold a meeting originally called for Aug. 31 but postponed.

Depinet is an industry veteran who has been with various RKO companies in executive capacities since March 1931 when he became vice-president of RKO Pathe. When this company consolidated with RKO Radio in 1932, he became vice-president of the distributing company, assuming the presidency in 1934. A combination of the companies later found him as a vice-president and when Radio-Keith-Orpheum emerged from receivership, Depinet was elected vice-president, a director and a member of the executive committee. From 1942 to 1946 he was president of the subsidiary RKO Radio Pictures and in 1946 he became executive vice-president of RKO, the parent company.

Pennsylvania Boy

Depinet was born in Erie, Pa., Sept. 9, 1890, and educated in public schools. He started his first film job miles away as a doorman for Pearce's Dreamland in New Orleans. Pearce also operated an exchange and Depinet moved over to the film sales end. In 1913 he became southern division manager for Universal, later transferring to New York. In 1925 he joined First National as southern division manager, rising to the vice-presidency and general managership. When Warner Bros. took over, he remained as general sales manager of both companies, leaving in March, 1931, to join RKO Pathe as vice-president and general manager.

Behind the Headlines

news stories are based on facts but people make the headlines — take narcotics, for instance

By BILL SPECHT (News Editor)

Two film actors—one a star—were indicted by the Los Angeles grand jury Wednesday for possession of marihuana and for criminal conspiracy.

This climaxed a period when the actor star appeared on the front pages of newspapers and on radio news periods and during which California state officials made statements about more to come.

The newspapers and the radio could not be accused of overplaying the story since one of the parties was prominent. But the reader who scans print instead of reading and who doesn't think while scanning, might easily gain the impression that an entire industry—not two individuals—is on trial.

That's why it might be well for exhibitors, distributors, performers—all in fact who are part of the motion picture industry—to give heed to a few facts behind the headlines.

Most important, of course, is the point that until convicted by a petit jury, any accused is innocent. But unfortunately while this principle is subscribed to at law—it is seldom effective in gossip.

More effective though might be some information about the American scene and narcotics.

2 Out of 3,180

First, the Treasury Department, in whose bailiwick this problem lies, reports that during the fiscal year of 1948 a total of 3,180 persons were arrested on various narcotic and marihuana charges. To date out *of this* 3,180, only *two have been in the motion picture industry.*

Of these 3,180 arrests, 985 were for violation of the marihuana laws, 2,192 for violation of the narcotic laws.

More impressive—and possibly more effective—is that while the Treasury Department acknowledges that narcotic arrests have been on the increase during the fiscal year of 1948, obviously from arrest figures, this increase has not extended to the motion picture industry.

In the recent arrest of the star some few marihuana cigarettes were involved. During the fiscal period some 17,015 marihuana cigarettes were seized by authorities and some 40,000 ounces of marihuana were taken into custody. This represents almost double the amount of both marihuana and marihuana cigarettes seized in 1947.

In the field of narcotics, which is under separate laws, some 6,755 ounces were seized compared to the 6,091 seized in 1947.

All Classes

And those arrested in connection with these laws ranged from college students to housewives, from day laborers to waitresses. The legitimate businesses which were smeared in public thoughts by becoming the innocent victims of such activities range all the way from shipping and air lines to a very vital public service of the city of New York.

That's a good thing to bear in mind, just as it is a good thing to remember that while one University of Miami student was arrested in Atlantic City on a marihuana charge and another convicted, no one in his right mind would think that institution of learning is a nest of dopes, using the word of course in connection with narcotics and not intellectual capacities.

Probably a better insight of just how much the narcotic problem is a national one and not one of any industry or community and how little related it is to the motion picture industry can be gathered by glancing over the record.

Last July the Associated Press reported seizure of smuggled opium from Mexico which involved the communities of Nogales, Arizona and San Pedro, Calif. This report, of course, did not insinuate that the residents of either community were responsible. They weren't. Neither is the motion picture industry for what a few of its members might do.

Whole Field

In the same month, the city of Elizabeth, N. J., found its face red when a whole field of marihuana was discovered growing therein. In August T-men from the Treasury had to fight it out on the Mexican border with smugglers. In the same month the city of New York choked on its breakfast coffee when it read that an 18-year-old girl and three male companions of sixteen were involved in a marihuana raid. The arresting detective declared the youths had told him to get in touch with the girl and that he found 100 cigarettes when he made the arrest. The girl got a reformatory term.

In September, 1947, a prominent woman, her husband, a naval commander, and a New York private detective were arrested in New Haven on a narcotics charge. The detective got a fine and a jail sentence.

In New York detectives raided a 52nd street apartment, arrested a 19-year-old platinum blonde in one, and an 18-year-old redhead in another, plus male companions and lodged both narcotics and marihuana charges against them.

Cocaine

In November the *S. S. Maipa* steamed in, proud of the fact she had a war record, as testified by a compartment in her wheelhouse which had served as housing for submarine detecting apparatus, it was said. Narcotic agents found it housing $5,000 worth of cocaine.

In November the United Air Lines, a respectable transportation firm, hit the news when four packages of heroin were found on a passenger.

In early 1948, the *Marine Carp,* owned by the U. S. Government and operated by the American Export Lines, found an uncomfortable place in the news when police located $75,000 worth of narcotics said to be smuggled from Peru. In the same month detectives dressed as house painters and electricians raided a New York apartment and came back with a load. In the same period a 26-year-old longshoreman was caught by state police with $500,000 of pure heroin, and an ex-convict embarrassed prison officials by trying to send dope to the prison on Riker's Island, enclosed in the split halves of picture postcards which he had pasted skillfully together.

Arrest Waiter

Later in the year of 1948 the customs seized 152 lbs. of opium valued at $60,000 from the British tanker *Charles F. Myers* and in the same month—May—a waiter on the *S. S. Washington* was arrested by federal agents who claimed he had 1 lb. of marihuana strapped to his body.

In the same period Air France, which flies some of our best people, found one of its planes impounded after an employe had discovered eight 1-lb. packages of heroin hidden in the tail assembly and informed his superiors who called the authorities. The plane was later released and Air France was obviously unconnected with the smuggling plot.

And earlier in the year the Garbage Scow No. 11 of the Sanitation Department got into the more exciting phases of dope smuggling when police and the FBI found $1,000,000 worth of cocaine aboard her. No, the city's Sanitation Department was not trying a get-rich scheme. What seems to have happened is that smugglers aboard anticipating an official visit, had dumped the dope into garbage. It was carried off by a garbage truck, the driver of which grew suspicious after strangers had offered him $200 to let them go through his load to recover a presumably lost article. By the time his report got through the garbage was on the scow tugging out to sea and agents had to spend several lovely days sifting through the whole business to recover it.

This doesn't sum up the situation by any means. In Cleveland, seat of the midwest and the right thinking which goes with it, the police department had 38 arrests for narcotic charges from Jan. 1 to the present. Of these, 31 were males, seven females; 20 were over 30 years of age. The arrests show no increase, but those arrested include bartenders, laborers, one interior decorator, one social worker, one truck-driver, one hotel manager, several bell hops, several salesman—both white and colored. The women arrested were housewives and waitresses.

4 Years to Do It

In addition Cleveland has a campaign on to wipe out marihuana fields. Raymond Ripburger, clerk of the local federal narcotics bureau, declares that it takes four to five years to get rid of a patch and that the marihuana racket is big business with cigarettes selling from $1 to $1.25. Ripburger indicated that the number of arrests do not indicate the number of users and the use of drugs is confined to no one class or economic level, but exists where there is instability.

Salt Lake City, which has a good law record,

(*Continued on Page* 9)

No Filmee

Suspension of film shipments to China by members of the Motion Picture Association of America pending clarification of new customs duty was announced in New York this week by MPAA. China has increased its duty on film imports from $250 to almost $1,200 a feature, the MPAA, which has lodged a protest with the State Department, asserted.

Official Opinion

That the "motion picture industry should not be criticized" because of the recent arrest of a Hollywood star on a marihuana charge, is the opinion of Deputy Chief Joseph Reed, assistant chief of police for Los Angeles. Discussing the incident he declared that to blame the entire industry for it "is like criticizing all carpenters because one carpenter makes a mistake. The movie people are virtually clear."

Bumper Wheat in Manitoba Brightens Business Future

A bumper wheat crop backed by the fact that theatre revenue for the current quarter is running well ahead of 1947 is painting a bright picture for the immediate future of film business in the central Canadian province of Winnipeg, Harold Bishop, Manitoba District Manager for Famous Players Canadian Corporation told SHOWMEN'S TRADE REVIEW.

From his office in Winnipeg, Bishop pointed out that another bright factor in the picture is that the agricultural situation in this farming area has been reassuring and that tourist traffic has beat all records.

The only dark spot Bishop could see on the horizon was that inflation was making itself felt. But he pointed out that while this might reach a critical stage, it was still far behind the inflationary condition of the United States.

Improvement

Famous Players is meeting the favorable outlook with an intensive program of improvements in its Winnipeg houses. Work on a new air-conditioning installation for the Capitol, "A" house, is nearing completion with an expenditure of over $100,000. The Gaiety, 700-seater, recently had its front and lobby gone over at a cost of $40,000. The house was reopened Aug. 2 on a new policy with single-feature first-runs, and extended-runs as much as possible. "Green Grass of Wyoming" in opening the new policy, did a yeoman job and stayed four weeks, according to Frank Willis, manager of the Gaiety.

F-P's third house, the Met, also is getting a new front. Cost of this is expected to run around $60,000, Bishop said. Eddie Newman, manager of the house, is continuing operation during the refacing.

Concessions

The circuit also is going in for concession business in a big way. Renovating the Gaiety included increasing the concession facilities, and similar steps are under way at the Capitol and Met. The circuit recently added cold drinks to its concession stock, and the entire policy is paying off in increased revenue.

Odeon circuit, which also operates Winnipeg first-runs, apparently has a similar outlook. Harry Hurwitz, city supervisor for Odeon, voiced somewhat similar views in recent conversations with him, Bishop said. Odeon operates the Garrick and the Odeon here.

Frank Morris, critic and columnist of the Winnipeg *Free Press*, concurs with Bishop on the show business outlook. Not only are films going strong, but legit, ballet and little theatre are having renewed play, he said.

Rank Won't Release 'Oliver Twist' In U. S., Says Jewish League Chief

That the J. Arthur Rank Organization has yielded to Jewish protests and will not release "Oliver Twist" in the United States was the impression he gathered from conversations on the subject, Arnold Foster, director of the Anti-Defamation League of the B'nai B'rith's civil rights division, declared in New York Wednesday.

Foster's statement was not confirmed by the Rank Organization where a spokesman at first said he awaited word from President Robert S. Benjamin and later indicated he awaited word from London. The impression conveyed was that the Rank outfit was not aware of any promise to withhold the film. It opened this week in Toronto, Canada, over Jewish protests.

Foster, in making his statement, declared that protests had been made to the Rank Organization after representatives of the Anti-Defamation League had seen the picture and objected to the characterization of Fagin. The League felt that the character would increase anti-semitic feeling.

"From our converstion," Foster said, "we gathered that it was not the intention of the Rank Organization to release the film in the United States."

Meanwhile Eagle Lion, which is scheduled to distribute "Oliver Twist," remained silent apparently leaving the matter to the Rank outfit. Distribution Vice-President William Heineman declared that the company was temporarily holding up the picture because it dod not feel "conditions are right at the moment to release the picture."

Again, Huh?

The Metropolitan Opera has been talking it over with motion picture executives about shooting some of its operas as color movies, the New York Times reported this week.

Exhibitors probably won't get too excited over the possibility since last year the Met formally announced plans for black-and-white filmings of opera on both 35- and 16-mm. in association with an independent producer. The announcement read as if the deal was set and the cameras would soon grind. But efforts later to get a report on progress found the Met referring inquiries to the producer and the producer refusing to discuss the matter over the phone and not making himself available for interviews.

Eagle Lion Will Roadshow 'Red Shoes'—Heineman

Eagle Lion is going "to go ahead" distributing British pictures and will put "Red Shoes" out as a roadshow during its first year's playing time, Distribution Vice-President William J. Heineman declared in New York last Friday.

Heineman, who was extremely optimistic about Eagle Lion's future, declaring that he found "exhibitors to be in a more receptive mood to accept Eagle Lion for quality production," anticipated a 50 per cent increase in rentals. He also said he thought business would show continued improvement in the coming season. He declined to say whether he thought it would catch up from the drop it felt this summer.

"I think," he declared, "we experienced a summer slump very similar to what we had before the war. During the war we didn't experience it. I think from this point our business will take an up move."

Heineman explained that "Red Shoes," the British picture based on a ballet, would be roadshown by renting theatres in order to avoid any conflict with the Supreme Court opinion on price-fixing and that Fred Stein, veteran exhibitor and former assistant to National Theatres' Charles Skouras, had been hired to handle this engagement. Negotiations for theatres in New York, Washington, Boston, Philadelphia, Chicago, Los Angeles and San Francisco are under way, Heineman said, and admissions will be $1.20 and $2.40 on a two-a-day basis.

Asked about his British product and its relation to boycotts and what Eagle Lion might do about this, Heineman replied:

"What we're going to do is play the pictures." He added that he felt a boycott would never hurt a good picture that the public wanted to see. Questioned about the possibility that Eagle Lion might seek legal redress against a boycott, he refused to commit himself. Asked further if there were not laws that made boycotting illegal, he replied: "I should think there should be."

Holding 'Twist'

While claiming that the company would play off its British product, he excepted "Oliver Twist," declaring:

"We are temporarily holding up 'Oliver Twist.' We don't feel conditions are right at the moment to release the picture. . . . We're not fully in accord about this."

Variety Sellout

Twenty-five per cent of the 500 maximum reservations for the Variety Clubs International Humanitarian Dinner honoring State Secretary George C. Marshall have been taken by members of the diplomatic corps, the organization announced this week.

At the dinner, which takes place in the Hotel Statler, Washington, D. C., on Sept. 18, Marshall will receive the Club's annual Humanitarian Award. The event will climax a three-day mid-year conference of the organizations which will open Sept. 16. Washington Tent No. 11 will be hosts to this event.

Claim Film Monopoly In Negro Field, Sues

Suit for $958,264 damages under the triple provisions of the anti-trust laws was filed in the federal court at Savannah, Ga., Tuesday by Mose Portman of the Melody Theatre Company, charging conspiracy to monopolize top film product in the colored theatre situation of that city.

The suit, which is unique because of the type of theatres involved, names Paramount, Warner Bros., Columbia, RKO, Loew's (MGM), United Artists, the Bijou Amusement Company of Nashville, the Savannah Eastside Corporation, Dunbar Theatre Corporation and individuals Tom Baisley, Howard Spears, Fred Weise, Milton Starr and Alfred Starr as defendants.

Astor's 1st Bill Elliott Set for Oct. 1 Release

Astor has set Oct. 1 as national release date for "The Law Comes to Texas," first of the eight "Wild Bill" Elliott reissues it will handle, President Bob Savini announced.

WB Builds One, Releases Three

Constructs in Mass.; Drops Wis., N. J. Stands

Warner Bros., this week was reported progressing with construction of a new theatre at Newburyport, Mass., to replace the house it lost there when the owner refused to renew its lease. The company also released two houses in Milwaukee and one in Kearney, N. J.

Work on the Newburyport house, which was expected to be completed by Dec. 31, has proceeded as far as side walls and boiler operation. There had been a delay before excavation started, presumably over the question of whether the building might not be frowned upon by the courts as a result of the rulings in the Government anti-trust suit. At the time this construction had been mention informally in court when Robert L. Wright, special assistant to the U. S. Attorney General, told Circuit Court of Appeals Judge Augustus N. Hand that Warner was going ahead with building plans that he evidently construed as expansion.

The court had adjourned at the time and the conversation was informal. Wright had the Newburyport situation in mind and Warner attorneys insisted they had no expansion ideas. At the time it was gathered that the Newburyport project was being abandoned.

Warners this week also reportedly relinquished operation of the Tower and the Oriental, two Milwaukee neighborhood houses which are owned by the Annenberg interests. They also gave up a third house—the Lincoln at Kearney, N. J., which was partially taken over by Skouras Theatres.

N.Y. Paramount for Sale; $13,000,000 Asked

New York's Paramount building, which contains the Paramount Theatre and a skyscraper office building which houses the Paramount home office as well as other firms, has been put into the hands of real estate brokers for sale, Paramount Theatre Operations Vice-President Leonard Goldenson acknowledged this week.

Goldenson would not say whether it was true that Paramount—present owners of the building—were demanding a cash deal, but he did acknowledge that the asking price for the Times Square property was around $13,000,000.

Paramount was thought fishing for a sale because of the high level of real estate at the present moment and not because of any other reasons. The sale would not affect operation of the theatre or location of the home office, Goldenson said.

Perlman Joins Filmack As Ad Director

Harold Perlman has returned to Filmack Trailers as advertising director, a post he had held for five years before leaving the company, President Mack announced this week.

New Stage Policy?

The Warner Bros. Forum Theatre in Los Angeles will try out a stage show with a television angle on Sept. 14, with N.T.G. in charge of the program. If the show is successful, it may presage a stage policy in other Warner theatres.

'Frisco DST Stays

San Francisco showmen lost their hope for termination of Daylight Saving Time in California on Sept. 26—when other states return to standard time—as Governor Earl Warren announced his decision to maintain the power-saving device. Gov. Warren stated he had "reluctantly concluded" that it would be unwise to end the Plan prior to Jan. 16, 1949. Daylight Saving was introduced in San Francisco this year as a result of power shortage caused by drought. Motion picture interests have instituted several surveys to determine possibilities of restoring standard time.

Two Minneapolis Houses Win Shorter Clearance

Two neighborhood houses in Minneapolis, the Homewood, operated by Martin Lebedoff, and the Varsity, operated by Sol Fischer, will operate under 28-day clearance starting Sept. 17 when both play MGM's "Easter Parade."

Under the old stystem of clearance, only Minnesota Amusement's Uptown had the right to play films on a 28-day clearance. The Homewood and Varsity are understood to have negotiated the shorter clearance with all distributors but one. Other theatres are expected to follow suit.

MGM, RKO Philippines Pioneers, Says Palmertz

MGM and RKO pioneered in making use of 16-mm. equipment in the Philippines to get postwar movies into the country areas and those urban communities whose theatres had been destroyed by the war, Bert W. Palmertz, Philippines manager for RKO, declared in New York Wednesday. There are some 214 such situations, Palmertz declared, some of which are serviced by surplus equipment left by the Army. All majors but United Artists today are in this 16-mm. field, he added.

Harry Hellman, Industry Veteran, Dead at 65

Harry Hellman, 65-year old exhibitor veteran who was celebrating his 40th year in show business, died in Albany Hospital, Tuesday, after a brief illness. Services were held Wednesday with interment at the Mt. Heberon Cemetery, Long Island.

Hellman entered the business in 1908 with a theatre in Albany. At the time of his death he had pioneered in drive-ins, holding interests in four—two in Albany, one in Binghamton and one in Philadelphia—with the Fabian interests. He also owned the Paramount and Royal in Albany and the Palace in Troy. Surviving are his widow—Nettie Brower Hellman, a son, Neil; and two grandchildren, Barbara and Joyce Hellman.

Frank Saxe Dead

Frank Saxe, 75-year-old veteran of the Saxe family which at one time owned the largest theatre chain in Milwaukee, died on Aug. 30.

KTLA, Newspaper Sign Development Deal

Paramount's television station KTLA, Los Angeles, and the Los Angeles *Daily News* Tuesday signed a five-year contract for joint development and presentation of news, educational features and public service programs.

Small-Towners' Meeting Set

Will Precede ITO Convention Sept. 14

A special meeting of the small-town exhibitors will be a pre-convention feature of the Independent Theatre Owners of Ohio (Allied) meeting in Columbus Sept. 14-15, Secretary P. J. Wood announced this week.

The meeting will be held Sept. 13 at the Deshler-Wallick Hotel to give especial attention to small-town exhibitor problems. The regular sessions of the convention will be held on the two days following in the same hotel with business sessions at 1 P.M. on Tuesday and Wednesday and a banquet Tuesday night at 7 P. M.

The list of those who will address the convention includes: National Allied President William Ainsworth, General Counsel Abram F. Myers, North Central Allied President Benjamin Berger, Indiana Allied President Trueman Rembusch, MGM Exhibitor Relations Chief H. M. Richey and Motion Picture Association of America exhibitor relations representative Dave Palfreyman.

Al Lichtman Leaves MGM; Settles Contract

Al Lichtman became the second production executive to leave MGM this week as he reportedly reached an amicable settlement of his contract which had 18 months to run.

Lichtman's resignation followed that of Sam Katz. A former executive producer, Lichtman said he would check out March 1, 1949 and probably enter independent production.

Seeks Studio Space

Screen Guild was negotiating for its own studio space in Hollywood this week as part of its expansion program, President Robert Lippert announced.

Behind Headlines

(*Continued from Page 7*)

also reports a number of arrests for marihuana and opium. New Orleans acknowledges 143 arrests since Jan. 1, with the charges ranging from opium, heroin and other narcotics to marihuana. One morphine robber went so far as to take the narcotic from an armory.

In San Francisco since Jan. 1, 1948, there have been 80 arrests over marihuana. In the adjoining Alameda County there have been 26 arrests on marihuana charges, bringing up the entire San Francisco bay area to 106. The number of persons arrested may have been higher for as many as five people were involved in some of the arrests.

In Connecticut there were some 25 to 30 arrests since the first of the year for marihuana and some 100 on general narcotics charges.

This report, which only scratches the surface, ought to be enough to show any who are critical of the industry that narcotics—opium, heroin, morphine—and marihuana—the hasheesh of the Arabian nights—are pretty widespread and that those who sell it and use it are encompassed by no one industry or profession.

There is nothing wrong with business that a



can't cure!

Monterey Productions presents
HOWARD HAWKS' **"RED RIVER"** starring JOHN WAYNE · MONTGOMERY CLIFT · WALTER BRENNAN
JOANNE DRU · with HARRY CAREY, Sr. · COLEEN GRAY · JOHN IRELAND · NOAH BEERY, Jr. · HARRY CAREY, Jr. · PAUL FIX · From the Saturday Evening Post story, "The Chisholm Trail", by Borden Chase · Screenplay by Borden Chase and Charles Schnee · Executive Producer, CHARLES K. FELDMAN · DIRECTED AND PRODUCED BY HOWARD HAWKS


FIGURES SHOW A BOXOFFICE BONANZA!
On the Johnny Long Circuit
"Red River" broke every house record but one!
In all the Griffith Circuit's 15 Oklahoma
towns "Red River" smashed every
existent record!
Out of a total of 367 premiere
day-and-day engagements
293 house records were smashed
beyond belief by
HOWARD HAWKS' GREAT PRODUCTION
RED RIVER
RED HOT FROM UA!

Selling the Picture

News and Ideas Concerning Profitable Advertising, Publicity and Exploitation

I.M.P.S. Clinic

Angles for New Season Campaigning

(Continuing discussion of Fall Movie Campaigns,, following are reports by I.M.P.S. members on various activities connected with drives designed to give a lift to attendance at the beginning of the winter season.)

EARLE J. STIERWALT, McCleary Theatre, McCleary, Wash. This year we are centering our new season drive on Youth Month. Local merchants go along with us on these drives, and while we do not receive much help in the way of publicity from the local paper we increase advertising by about 20 per cent for the campaign. We are working this year through the Scouts and making particular appeal to school children. The institutional element is carried in publicity and advertising through emphasis on house comfort.

TONY LEHMANN, Paramount, Middletown, N. Y. We stage a "Paramount's Autumn Festival of Hits" with the high school students as the most important group aimed at in arousing interest for movie attendance during the winter. Screen advertising, lobby art displays—with changeable title cards—radio spot announcements and telephone greetings are main elements in the drive. Newspaper advertising is increased slightly; about three per cent. The slogan is carried in programs and on the institutional side the most profitable factor to stress is house comfort.

G. GERMAIN, Palace, Pittsfield, Mass. Large displays in lobby and foyer, special trailers tied in with leader and tail spines, tieups with individual merchants for fashion shows and post card mailing to the entire theatre list, are among the regular angles we use in connection with new season campaigns. It is not a regular practice to stage an annual fall drive, but rather to work out special campaigns each year. The campaign is directed mainly at adult women groups.

HARRY A. ROSE, Majestic, Bridgeport, Conn. For our "Fall Harvest of Hits" this year we are contacting the chamber of Commerce for all theatres, rather than individual merchants as in the past. The selling plays up the subhead: "Big Shows Week After Week." Special trailers; requests for newspaper publicity cooperation "as a good-will gesture to help us"; small added advertising space to accommodate slogan of the campaign and all-out effort in selling the idea via special lobbies, parade, heralds and window cards, are used. There is special effort to interest the school students, through teachers, and this year we will try to get the cooperation o fthe University of Bridgeport.

IRA SHERK, Manager, Mount Wolf Theatre, Mount Wolf, Wisc. We do not put on a fall campaign, but will give most effort to "Back to School Matinee" campaign this year. Plan to use screen trailers, special; heralds and window cards.

A. MILO DeHAVEN, DeHaven's Town Theatres, Whitehouse and Marblehead, Ohio. We prefer campaigns for special events, such as Laugh Comedy Program Week, etc., to a Fall Campaign. For these special events we use trailers, mailing pieces and phone calls. Our own personal check indicates that rural phone calls into the homes are most effective. It is a type of selling that receives, in our area, greater word-of-mouth publicity. We never use more than two weeks advance advertising, except on some really outstanding feature, as too much film fare publicized in the "coming" vein, in my opinion, detracts from current and the immediate next attraction.

IF YOU ARE A PROGRESSIVE, GOING-PLACES MEMBER OF THE THEATRE BRANCH OF THE FILM INDUSTRY YOU CAN PROVE IT BY SHOWING YOUR MEMBERSHIP CARD IN I.M.P.S. JOIN NOW. YOUR MEMBERSHIP CARD WILL BE SENT IMMEDIATELY UPON RECEIPT OF YOUR APPLICATION. USE BLANK BELOW.

Chick Lewis, General Director
Institute of Motion Picture Showmanship
Showmen's Trade Review
1501 Broadway, New York 18, N. Y.

I hereby apply for membership in the Institute of Motion Picture Showmanship, with the understanding that such membership in no way obligates me to pay dues nor spend money for any commodity or article by reason of such membership.

Name .....

Theatre .....

Street .....

City ..... State .....

25-Year Showmen

I.M.P.S. Member Vogel Gettier, Huntington, Pa., city manager for Harris Amusement Co., this month celebrates his twenty-fifth anniversary in show business. It was in September, 1923, that Gettier took over management of the Hostettler Theatres in Kearney, Nebr., which later came under the Paramount-Publix banner with Arthur L. Mayer taking over as division manager. He recalls many names now prominent in other fields of the industry as associates during those earlier days. As district manager of the outstate Nebraska houses for Paramount-Publix, Gettier's district advertising man was Rowan Miller; Charles Schlaifer was head of the Omaha Theatres publicity department and Rodney Bush was in the Paramount-Publix home office.



Vogel Gettier

After 21 years operation in the Mid-West, Gettier moved East in 1946, joining an independent theatre company which one year later was taken over by Harris Amusement Co. Gettier since has remained with the Harris circuit as city manager in Huntington—the same post he held with Maurice Baum, the former owner.

Gettier has been a close follower of the trade paper features inaugurated by Chick Lewis, having been among the earliest contributors to the columns on showmanship the editor and publisher of SHOWMAN'S TRADE REVIEW originated and later developed into this publication.

I.M.P.S. Member Report

Big Parade for Little Cost Sells 'Holiday'

J. DON EDWARDS, SR., gave Williamsport, Pa., its biggest show of energetic, local-flavor exploitation to date when he staged a real whoop-it-up campaign for "Summer Holiday" recently. The job was tackled from all angles of approach to local interest in the presentation of the MGM musical at the Park Theatre, which Edwards manages.

Two tieups are credited with doing the most effective work in this campaign. They involved cooperation of the Ford dealer and a local nine-piece orchestra. The former made available their newest Ford flat-bottom truck, also a driver, and a new sedan for a parade. A photo of this musical float shows the orchestra leader, George Britton, standing before his musicians and leading the band as it played popular tunes.

(*Continued on Page* 13)

Shanahan Named to Succeed Late DiPesa

Ernest Emerling, Loew's Theatres ad head, has named Jim Shanahan to succeed the late Joe DiPesa as publicity and advertising man for Loew's Boston theatres. Shanahan assisted DiPesa for more than a year before the latter's death. Robert V. Manson, student assistant at Loew's State, Boston, has moved to the advertising department to assist Shanahan.

SELLING SLANTS AUDIENCE SLANTS

Showmen Report on Campaign Angles and Customer Reaction

HOMECOMING (MGM)

Selling Slant: This combination of stars sell themselves. Good trailer; is showmanship bet for this show.

Audience Slant: Good turnout and it especially pleased the women. Stars did not disappoint and had excellent comments on the story. **FRANK ORLANDO, Elmiro, Santa Monica, Calif.**

EMPEROR WALTZ (Paramount)

Selling Slant: Cast and spectacular Technicolor scenes, plus catchy music.

Audience Slant: Good music and acting, but story very faulty. Our patronage likes action, and draw slowed down after good opening. **FRANK ORLANDO, Elmiro, Santa Monica, Calif.**

CORONER'S CREEK (Columbia)

Selling Slant: Super-deluxe western; suspension, action and the great outdoor scenery in Technicolor, to emphasize this not run-of-the-mill but outstanding western.

Audience Slant: Every one of our patrons enjoyed this one, particularly the realistic fights. Brought satisfactory comments. **FRANK ORLANDO, Elmiro, Santa Monica, Calif.**

FULLER BRUSH MAN (Columbia)

Selling Slant: Skelton sells this. Trailer was good and got results.

Audience Slant: Was enjoyed all the way by patronage that added up to good attendance. **CURTIS B. EVERHART, Manos, Newton Falls, Ohio.**

Selling Slant: A mililon dollar title to tieup with local merchants.

Audience Slant: In these times comedies like this one are in public demand. Skelton's routines had them in stitches here. **VINCENT BEFORCE, RKO Palace, Trenton, N. J.**

Selling Slant: Title and laugh angle; sell as "Skelton's greatest comedy role."

Audience Slant: Patrons howl from start to finish and leave theatre still laughing at slapstick finish. Picture built right up to final day. **ROBERT A. HYNES, Missouri Theatre, St. Joseph, Mo.**

A FOREIGN AFFAIR (Paramount)

Selling Slant: The stars, Jean Arthur, Marlene Dietrich, and stress point that John Lund is fast becoming a favorite with younger feminine set while at same time letting males kow he is all-around man and can act.

Audience Slant: They liked the picture very much. Played it during the hottest weather of the year. However, business held up fairly well. **TONY LEHMANN, Paramount, Middletown, N. Y.**

THE PARADINE CASE (SRO)

Selling Slant: Sell stars with stress on Gregory Peck and Valli; also dramatic qualities and setting of Old Bailey, London.

Audience Slant: Liked by the so-called upper classes but average patrons found it too dramatic and deep and quite a few of these walked out. **TONY LEHMANN, Paramount, Middletown, N. Y.**

I.M.P.S. Member Report

Inquiring Showman Wants to Know Where Ideas Come From

Further amplifying his contention that the best way to help younger men attain showmanship know-how in developing campaign ideas, Al Swett, B. & B. Theatres Co., Charlotte, N. C., illustrates the suggestion made in the issue of Aug. 2, by reciting some incidents that were responsible for campaign stunts used by him during a long experience in theatre management.

Swett says that it is common experience to remark, "Huh, I could have done that myself" after reading about some stunt used by another showman. This, he declares, serves as a key to the reason why he has developed an interest in getting at the facts behind the idea—an interest responsible for his suggestion that I.M.P.S. members could help their assistants greatly in learning the ropes were they to explain circumstances surrounding the problem the showman met in using a particular idea.

'Fit to Be Tied'

To make his suggestion plainer, Swett uses the following episode in his showmanship experience as illustration:

"When I was in Maine," Swett recalls, "managing the Camden Theatre for the Graphic Circuit, a Regatta was advertised that was placed one-half mile from the theatre in the Camden cove. When this regatta started no one cared about going to the theatre. They were all down at the water's edge, day and night. I was fit to be tied.

"I sent boys down through the crowd with sandwich signs on my programs but people paid no attention at all. I was stewing in the office wondering if I should close down and forget it when up came one of the ushers and asked me if I had heard about the controversy over the regatta roping off such a large space of water that it blocked all other boats. He told me the regatta finally won out by bringing out the fact that the Ocean is free and as long as their areas were roped off, they could do as they liked.

'Saved My Life'

"This business of the ocean being free struck a bell. I immediately went down to the water's edge and noted how the roped off areas were placed. I noticed that there was a 5-foot clear strip right through the center of all the roped-off areas. I beat it back to the theatre and made up a sign in the form of a sail. The sign read, HOT AND TIRED STANDING AROUND? WHY NOT DROP INTO THE COOL CAMDEN THEATRE AND SEE Buck Benny Rides Again.' THEN COME BACK FOR THE MAIN EVENTS REFRESHED.

"Boy, it saved my life. The power of suggestion worked. I simply rigged this sign on a rowboat and sent it right down through the middle of the roped off courses. They yelled at my usher to get out of there. Then one of the officials came over and threatened court action. I told him the ocean was free and that part was not roped off. He left in a huff. I took the boat out of there that evening but it had done its work."

Telegram Handbill

Nobody refuses to look at a telegram. Therefore, once in awhile get some blanks from the local Western Union office, imprint your ad copy in typewriter type, and distribute—by hand, if practicable.

I.M.P.S. Member Report

Streeter Spotlights 'Key Largo' With Lobby Flash

REG STREETER, manager, Warners' Forum Theatre, Los Angeles, proved that a guy in an old bathtub can be just as big an eye-catcher and laugh-getter as a glamor-girl if he happens to be Edward G. Robinson, smoking a large, black cigar, as he did in a scene of "Key Largo."

Manager Streeter, who packed them into the lobby of his theatre by realism, achieved it in this fashion: a week in advance of showing, he had a life-size blow-up made of the bath-taking Mr. Robinson. This, he cut out and mounted on compo board. Then, promoting a real bath-tub from a plumber-friend in return for a "courtesy card," Streeter put Mr. Robinson in the tub, filled it half-full of soapy water, placed a soap-dish on the edge and a chair with a towel nearby to complete the scene. The bubbles and steam in the water were formed by the activity of submerged dry-ice.

The effect was so real that soon patrons were telling Mr. Streeter, "I just had to come in to see Robinson taking a bath in your lobby."

Background of the display was made from four stills of previous Robinson hits made into a 40x60 poster carrying the copy: "Robinson Rides Again—'Key Largo' Returns Actor to Type of Role Which First Brought Him Screen Fame."

The bath-tub scene was the climax of a complete campaign including a newspaper teaser stunt to identify the picture's stars blindfolded, a tie-up with a local dress shop which, for five days, displayed "the original dress worn by Lauren Bacall in 'Key Largo'" and a newspaper tie-up with local markets through co-op ads.

I.M.P.S. Member Report

Big Parade for Little Cost Sells 'Holiday'

(Continued from Page 12)

and for a touch of pulchritudinous seasonal flavor two pretty local girls in bathing suits. Featured in a large longitudinal sign running from front to rear of the 16 x 18 foot truck was the name of the theatre and title of the attraction and its starting date. Other than the cost of this sign, the ballyhoo cost the Park nothing in dollar outlay. Edwards gives the total investment for the theatre as $13 for the sign and ushers' time. This sum includes time for a telephone campaign in which local calls were made for announcements of the "Summer Holiday" showing.

It was the first time a campaign of this type was staged in Williamsport, and the reaction proved the people enjoyed the lively activity which, in addition to drumming up patronage for the theatre, added a touch of welcome local spirit.


"K"
AYE
Directed by
HOWARD HAWKS
Released thru RKO RADIO PICTURES, INC.
BENNY GOODMAN · TOMMY DORSEY · LOUIS ARMSTRONG · LIONEL HA

DAY IS PAY DAY,

Says the TRADE PRESS!

"Big boxoffice comedy... No question that it will chalk up hefty grosses in all situations." —*VARIETY*

"The greatest jam session of them all . . . The show stands solid... Swell entertainment." —*FILM DAILY*

"Undiluted entertainment, practically guaranteed not to provoke a serious thought." —*M. P. DAILY*

"Mirth and melody which will please . . . top money in all bookings." —*BOXOFFICE*

"Company of musicians probably beats any other combination ever on screen. They let go with everything, and hepcats should have a field day." —*M. P. HERALD*

"In eye appeal this is up to the best standards of the producer who makes the classiest pictures in the world — Samuel Goldwyn." —*SHOWMEN'S TRADE REVIEW*

"Brilliant star-studded tune film . . . Lavish and spectacular... Mighty appetizing offer for exhibitor whether deluxe, neighborhood or main street." —*HOLLYWOOD REPORTER*

"Another Kaye, another buck ...glittering boxoffice bait... Enough jazz greats to cause shutdown of 52nd Street hot spots." —*DAILY VARIETY*

"Has more than its share of modern music . . . hilarious sequences . . . feature cast and musicians . . . plenty of merchandising opportunity." —*THE EXHIBITOR*

"Big boxoffice comedy with music . . . loaded with names of sure-fire drawing power... A money maker." —*INDEPENDENT FILM JOURNAL*

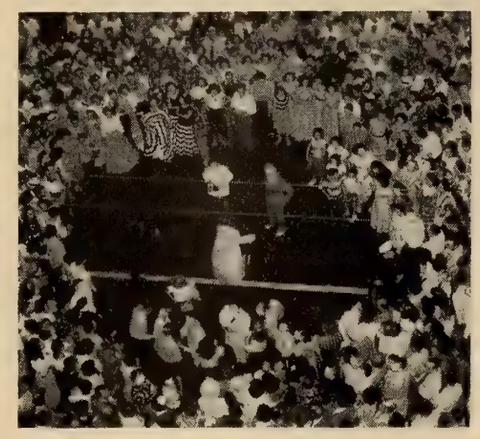


Samuel Goldwyn
PRESENTS
DANNY KAYE • VIRGINIA MAYO
IN
"A Song Is Born"
COLOR BY TECHNICOLOR
WITH HUGH HERBERT

HAMPTON • CHARLIE BARNET • MEL POWELL • BUCK & BUBBLES • THE PAGE CAVANAUGH TRIO
THE GOLDEN GATE QUARTET • RUSSO & THE SAMBA KINGS



DELIVER THE PRINT. A four-day event based on a "Pony Express Rider" delivery of the "Red River" print for the premiere at the Ritz, Tulsa, stirred the entire state of Oklahoma. Above, the winners of the race are seen in front of the theatre at the end of a race that made the headlines.



SQUARE DANCE. All of Elm Street, Dallas, was blocked off for the premiere of "Red River" at the Majestic. Even so, there wasn't any extra room for throngs who came to the area to witness the parade and participate in a square dance (shown above) to the accompaniment of hill-billy tunes.

Action, Plenty of Western Flavor In 'Red River' Premiere Ballyhoo

The showmen of the southwest set up new marks for future movie campaigns to shoot at when United Artists "Red River" was given its 4-state premiere late in August, with Dallas and Houston in Texas and Tulsa in Oklahoma the focal points of the big-city showings whose counterparts were taking place in smaller towns and cities.

The Dallas and Tulsa campaigns paralleled each other pretty closely, followed a general pattern whose practical showmanship made it adaptable in smaller scale to practically any theatre situation.

They don't do things by halves, these Southwest showmen, and when the decision was made to turn on the high-powered ballyhoo for the "Red River" premieres in 300 theatres of the area things started popping with such intensity and color that the campaign gathered scope by reason of its own momentum.

In Dallas, Interstate's Francis Barr, and UA's Claud Morris and Ben Hill were in the saddle driving the ballyhoo show at ever quickening pace. A series of events that had been taking place for days before the premiere reached a whooping climax on opening night at the Majestic in Dallas. The ultimate festivity started at 7:00 P.M. at the Court House, when the Sheriff's Posse, consisting of 80 costumed riders, paraded to the Majestic with cowboys and cowgirls giving thrills to the on-lookers with feats of trick riding. Outside the theatre hill-billy musicians furnished tunes for a square dance in which more than 100 couples participated as throngs looked on under the bright floodlights which made the whole area in front of the Majestic glow with illumination. This show was broadcast.

Ten days in advance there was a radio campaign featuring news of the various activities. There were big newspaper breaks, plenty of interest built up in the story of the historic Chisholm Trail; book store tieups, and one of the biggest outdoor posting campaigns ever used by Interstate when the circuit's publicity and advertising director, Frank Starz, ordered the posting of 25 twenty-four sheets (11 of them illuminated) two weeks in advance.

In Tulsa, the campaign hit its high spot of cumulative publicity with the staging of a "Red River Pony Express Riders" race. This started 250 miles from Tulsa on Aug. 21, and the route carried the riders through Marietta, Ardmore, Sulphur, Ada, Seminole, Stroud, Prague, Bristow and Sapulpa, winding up at the doors of the Ritz Theatre, Tulsa. The two press associations, AP and UP, covered the event for four days with running stories, and Tulsa newspapers had their own reporters spotted along the route to interview riders who passed their mounts on to the next rider. Thus the print of "Red River" was delivered in blazing fanfare of stirring local interest to the Ritz for the premiere. Winners of the pony race were loaded down with gifts from Tulsa merchants, and display cooperative advertising tied up with the event.

In addition to stage appearance of the riders who came down the stretch first, there was a delegation of Indians on hand in full regalia to do a war dance for the entertainment of crowds outside the Ritz on the evening of the premiere.

5 Laundries Aid May in Promoting Current Films

Manager Ed C. May of Wometco's Lincoln Theatre, Miami, Fla., has a tieup with five local laundries which place 10,000 heralds on the Lincoln's current attractions in laundry bundles each week, giving each feature excellent coverage.

Wrecked Auto as 'Ruthless' Ballyhoo

In addition to extensive publicity stories and art material in the three daily newspapers of Rochester, N. Y., public interest in the showing of Eagle Lion's "Ruthless" at the Regent Theatre was needled through widespread store coverage and attention-arousing street stunts. The promotion was worked out by EL Exploiteer Charles Baron in close cooperation with James C. Eshelman, city manager for the Monroe Amusement Company.

A ballyhoo stunt that broke with picture and story in the *Times-Union* was the towing about the city of a wrecked out by a tow truck, the wrecked car being liberally bannered with picture and playdate copy. This was used two days in advance, with a small card of safety rules containing plugging copy on the reverse side, being distributed. Another street stunt was the passing out, by a girl touring important downtown streets, of the brochure on "What Every Girl Should Know." This stunt was used for three days in advance.

Stores cooperated with window display tieins of cards and stills.

Fur Fashion Shows Boost 'Lady in Ermine'

"That Lady In Ermine" was off to a fast start in its Centre Theatre run in Salt Lake City, with a daily fur fashion show helping to boost the receipts. Tieup was arranged by Claire Woods of the Centre with assistance from Frank Jenkins, 20th Century-Fox field exploitation man.

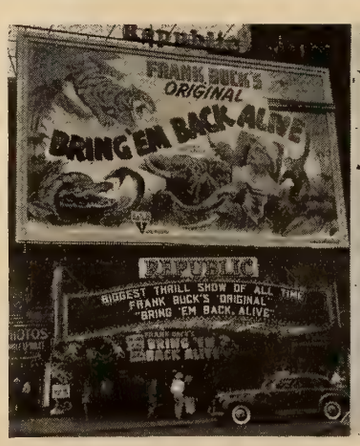
The fashion show was produced for the evening performance throughout the engagement, with the cooperating local Hudson Bay Fur Store supplying models and furs. Both theatre ads and store ads plugged the show, while the store gave over a bank of windows which tied in with the showing of the picture. Radio station KDYL cooperated with many plugs for the tieup, which was timed to take advantage of the introduction of new fur fashion styles.

Ballyhoo Scores for Massella in New Haven

Assistant Manager Tony Massella of Loew's Poli Theatre, New Haven, put on a special ballyhoo for RKO Radio's "Fort Apache," which consisted of a covered wagon with driver in a U.S. Cavalry uniform and Indian rider following. The ballyhoo toured the entire city and suburbs for two days, with newspaper mention attracting extra ticket buyers.

HUGE SIGNS SELL BROADWAY FILM ATTRACTIONS

Broadway picture houses continue to use 24-sheet and up sizes for frontal display of current attractions, as illustrated by the two examples above for current showings of "Race Street" and "Bring 'Em Back Alive." The former at the Mayfair, gets the benefit of the big stand on the adjoining building (southwest corner 47th St.); while the latter, at the Republic, uses space above marquee.





8 months in a row with 'Jericho!'

M. P. HERALD BOXOFFICE CHAMPION FOR AUGUST*



THE WALLS OF JERICHO

CORNEL WILDE, LINDA DARNELL, ANNE BAXTER, KIRK DOUGLAS in "THE WALLS OF JERICHO" with ANN DVORAK Marjorie Rambeau, Henry Hull, Colleen Townsend, Barton MacLane, Griff Barnett, William Tracy, Art Baker · Directed by JOHN M. STAHL · Produced by LAMAR TROTTI · Screen Play by Lamar Trotti · Based on the Novel by Paul Wellman

***The record to date in '48! 20th leads the industry in box-office champions...more champions than any other company...the only company to make the list every month!**

Boxoffice champions coming up!

THE LUCK OF THE IRISH

First time first-run at regular prices!
FOREVER AMBER
TECHNICOLOR

APARTMENT FOR PEGGY
TECHNICOLOR

CRY OF THE CITY

September Is LUCKY MONTH at 20th CENTURY-FOX ...YOUTH MONTH All Over America!

Money Dates For October

Oct. 1—MOVING DAY in many communities. A special matinee for housewives, harried by packing and moving troubles, advertised as a place of rest and entertainment, may prove profitable and build goodwill.

Oct. 1—RURAL FREE DELIVERY established, 1896. Give a special rate for rural mail carriers or admit them free. Postoffice bulletin board would carry announcement and newspapers give it mention. Try for newspaper-school essay contest on mail service in the U. S. from horseback delivery days to airplane special delivery.

Oct. 1-11—NATIONAL ADVERTISED BRANDS WEEK. Get merchants handling nationally advertised brands to take a co-op ad. Seek tieup displays by dealers in drugs, cosmetics, meats, dentifrices, butter, etc., with brand of company whose film is current attraction prominently displayed. Contest for longest list of currently advertised brand names is a possibility.

Oct. 3-4—LOYALTY DAYS, with Monday the 4th being Loyalty Day. Book shorts on Americanism; have the oath of allegiance recited by Boy or Girl Scouts from stage; get a prominent citizen to give a short talk on loyalty. Contest possibilities: "What is loyalty?", "To whom and what is loyalty owed?" Decorate lobby and house with flags and red-white-and-blue bunting.

Oct. 7—FIRST U. S. RAILWAY operated in 1826.

Oct. 7-13—OPTIMIST WEEK. Run in herald a list of things about which citizens should be optimistic, including a number of features coming to the theatre. For an address, or essay contest: "What is optimism?" or "What reasons are there for optimism in the U. S. (or in the world) in view of present conditions?" For a high school debate on the stage: "Resolved that optimists accomplish more than pessimists."

Oct. 9-15—NATIONAL FIRE PREVENTION WEEK. Let the public see theatre staff go through a fire drill. Clean up any fire hazards in theatre; let the citizens know what precautions are taken for their safety. Get the head of the fire department to talk on how to guard against fires; have him prepare a list of cautions and post it in the lobby, run it in heralds, on trailer and even in ads. ("Guard your home against fires and come to the ..... theatre and see ..... without anxiety"). Get the fire chief's okay on your safeguards and publicize it. Join any fire prevention campaign; ask patrons for suggestions on better guards against fire hazards. Anniversary of the great Chicago fire (Oct. 9-11) falls within this period, and suggests an essay contest on the great fires of the world.

Oct. 12—COLUMBUS DAY. If there is any local observance try to have it on theatre's stage. If the occasion is a school holiday, book films to interest the children. Offer ticket prizes for the best essay by a high school pupil on the life of Columbus; also offer prizes for the best drawing of Columbus by a member of a school's drawing class. Other stunts: drawing picture of one of Columbus's ships —or for building a ship modeled on vessels of that period. For debate: "Resolved that America should have been named Columbia." For school, newspaper or herald contest: "How many places can you find named in honor of Columbus?"

Oct. 14—GEN. DWIGHT D. EISENHOWER born 1890. Try for school biographical sketch, portrait drawing contest; or nicknames of famous Americans. Contest: "What persons have refused to run for the presidency or declined to run for a second or third term."

Oct. 16—U. S. MINT established 1786.

Oct. 17-23—NATIONAL LETTER-WRITING WEEK. Approach dealers in paper, ink, pens, pencils, etc., for a co-op ad and window displays with a card on theatre's current feature. Arrange a tieup contest, or have theatre conduct it on its own, for the best letter on "What coming picture I want to see and why" or on "What recent pictures at the ..... Theatre I liked best." A newspaper-school tieup contest on "What constitutes a good letter," with a period pass and guest tickets, will get a good response. Display winning letters in lobby.

Oct. 21—FIRST RADIO TELEPHONE across the Atlantic, 1915.

Oct. 21—FIRST AMERICAN TRADEMARK registered in 1870.

Oct. 18-24—NATIONAL BIBLE WEEK. Try for a Sunday School or public school tieup for an essay contest on the sacred scriptures of the world's various religions (Christian, Hindu, Moslem, Chinese, etc.) with Bible or concordance as principal prize. Alternate subjects: "The Bible story (or stories) I like best," or "The Bible as literature."

Oct. 24-31. NATIONAL HONEY WEEK. Might interest a school domestic economy class in writing essays on the use of honey as a food and in cooking, or on the chief flavors (buckwheat, clover, thyme, etc.) of honey produced in the U. S. Approach dealers for a co-op ad and for the loan of different colored honey for a lobby display.

Oct. 24-30—BETTER PARENTHOOD WEEK. Suggest that ministers preach a sermon on the subject. Book a father-and-son or mother-and-daughter feature. Call on librarian and book dealers for displays or books on parenthood; Parent-Teacher Ass'n and Mothers Clubs could get the theatre a lot of publicity. A contest for children: "Why I love my parents," "Do parents understand children?" and "How children can make their parents happier, and hence better parents."

Oct. 27—THEODORE ROOSEVELT born in 1858. Good for a sketch of his life and the causes he furthered.

Oct. 27—NAVY DAY. Tie up with the navy recruiting service for a parade, with banners, to the theatre. Service will banner its jeeps, give announcements on recruiting boards. Might allow recruiting in the lobby. Dress up theatre front and lobby with naval flags, insignia, etc. Booking a feature or short on the navy will help recruiting service tieup and get newspaper mention. Suggested essay contests for youths (in schools or out): "Why I would prefer to serve in the navy." "The navy's use of airplanes," "Accomplishments of the navy in World War II," and contrasting the country's earliest navy with that of today.

Oct. 28—FREEDOM OF THE U. S. PRESS established in 1783. Any tieup that can be arranged on the subject is timely and will get newspaper cooperation.

Oct. 30—Nov. 6. APPLE WEEK, with Apple Day falling on the 30th. Theatres in rural areas would profit from a tieup with orchardists for a lobby display of different varieties of apples grown in the area. Dealers might make such a display and take a co-op ad. Seek a tieup with the Grange. Get the kids in with apple ducking and eating stunts; apple pie eating contest; promote peck or half bushel of apples as prizes. Interest housewives in an apple pie baking contest which, if tied in with a local charity, should be easy to do. Divide up the stunts so they last over several days—Boy Scouts at one show, Girl Scouts, 4-H Clubs on other days. Contest: Longest list of names of American apples; colored drawings of various varieties of apples. For a herald or throwaway, promote apples to be distributed with the herald, with some such lines, which might be incorporated in newspaper advertiseing": "If you like an apple a day, eat it and then come to the .....Theatre to see ....."

Oct. 31—HALLOWEEN. Stage a show for kids, at night, with parade to the theatre, to keep them off the streets. Women's clubs, Parent Teachers Ass'n and civic organizations will cooperate. Arrange games for the kids—pumpkin or mince pie eating contest, etc.; offer prizes for the best ragamuffin costume. Might book a dog film and hold a pet show. Get high school or other glee club to sing oldtime songs. Decorate lobby with pumpkins, pumpkin lanterns, corn stalks, chrysanthemums, fall foliage. Promote flowers for first so many ladies attending. A pumpkin or mince pie fair in the lobby, with the pies, or proceeds from their sale, going to a local charity.

Oct. 31-Nov. 6—GIRL SCOUT WEEK. Get girl Scouts to parade to the theatre, give drill on the stage, a campfire in front of the theatre. Help in any membership drive. Scouts might recite their code, give a drill or enter a cot-making (or other activity) contest on the stage. Get them to sing any Scout songs. Get them to observe the birthday (Oct. 31) of the founder of the Girl Scouts, Juliette Low. Suggested stunts: a Girl Scout photo contest, with prizes for best pictures submitted; a newspaper or radio contest to find the youngest Girl Scout; or a former member to be married, with promoted bridal gifts.

APPROPRIATE SEASONAL EVENTS

FASHION SHOWS, on the stage or at the store of a cooperating merchant; arrange for store window and counter displays, with theatre card. A novelty would be a fashion show for men; this might be burlesqued, with prizes for the most outlandish costumes for taxi drivers, sand hogs, coal heavers, plumbers, etc.

FOOTBALL. Invite league team members to theatre as guests. Display their portraits in lobby; contact sports editors for publicity; dealers in football equipment for displays, a co-op ad, and prizes for any sort of contest you can devise. Arrange for a contest by amateur football teams. Display football togs (from dealers) in lobby.

HARVEST FESTIVAL. Decorate lobby and front with pumpkins, squashes, apples, corn husks, stalks, late flowers, etc. Promote corn-husking bees, wood-splitting contest for men; a pie, cake, jellies, jams, pickle fair for women (if in a rural region), with prizes; or sell them for some charity. Newspapers will give such events mention and perhaps sponsor them, at least they'll cooperate on publicity.

Miniature Overalls Score In 'Scudda Hoo' Campaign

A novel and effective tieup with a manufacturer and local dealer put 20th Century-Fox's "Scudda Hoo! Scudda Hay!" squarely before the public of Hudson Falls, N. Y. Arrangement was made by Manager Bill FitzSimons of the Strand with the Lee Overall company and its local outlet. It featured miniature overalls in real denim bearing copy on the picture. Sixteen hundred of these were used as stuffers in every bundle and bag going out of the store for a week in advance of playdate. They were also passed out at the theatre, all employes of which wore regulation overalls with the miniature ones tacked on the chest.

L. W. Harris & Sons' department store, local outlet for the manufacturer, sniped its delivery truck with film copy and cooperated with the theatre to cover the rural area. All boxholders out of Hudson Falls received a postcard with copy on the picture and the merchant's ad.

The manufacturer furnished three large pairs of the overalls for theatre use. One 20-foot suit was hung from the side of theatre in full view of all persons coming down the street. The other two overalls measured 12 feet. One was suspended from the front of the theatre building with a five-foot square oilcloth sign bearing picture copy. The other was hung in the foyer with a 30x40 manufacturer's sign and a 22x28 on the picture. It was flanked on both sides by overalled dummies.

FitzSimons placed small overalled cutouts with picture and playdate copy on the two front door windows and the box-office. On the candy stand were two dolls, dressed in overalls, holding picture copy. The dolls were furnished by the manufacturer who also donated the overalls for the ushers. An overalled usher appeared on the streets at various times on Saturday plugging the picture. A white oilcloth sign in front of the theatre carried copy on the overalls and the film.

Hynes Builds Own Theatre Front Displays

Having no house artist, and the cost of hiring commercial artists being prohibitive for his theatre, Manager Robert A. Hynes of the Missouri Theatre, St. Joseph, Mo., brings his own artistic and mechanical gifts, aided by those of his staff, into play in building theatre fronts for his attractions. By utilizing a cut-awl, the National Screen Service posters and some corrugated board he turns out attractive fronts that catch the eyes of patrons and all who pass the theatre.

Among recent examples of his craftsmanship in this respect were the fronts for MGM's "On An Island With You," RKO Radio's "The Miracle of the Bells" and 20th Century-Fox's "Green Grass of Wyoming." Lobby foyer, lounges and concession stands were supplied with cut-out material 10 days in advance of playdate, with marquee and fronts decorated during the runs.

Dual Feature?

Robert Smith, partner in the Steamboat Springs, Colo., Chief, acted in his capacity as mayor when he gave the welcoming address at the convention of Colorado Vocational Teachers, and in his capacity as president of the Lions Club when he acted as master of ceremonies at a barbecue and entertainment.

Timely As Today's Headlines!





One of a series of teasers used in the New York Campaign

Announcing

A STARTLING NEW PICTURE!

FILMED ON A TREMENDOUS SCALE IN COLOR BY CINECOLOR . . . AND SPARING NOTHING IN THE FURY OF ITS TELLING—HERE IS THE REMARKABLE STORY OF A CITY OF SPIES AND SABOTAGE, OF BEAUTIFUL WOMEN AND RUTHLESS MEN . . . THE STORY THAT RIPS THE CURTAIN FROM THE EXPLOSIVE SECRETS HIDDEN DEEP IN TODAY'S POWDER KEG OF EUROPE!

Acclaimed

HOLLYWOOD REPORTER
Quote: *"Arpi-Film Classics up with a winner 'SOFIA' strong spy melodrama—Balkan intrigue."*

●

VARIETY . . .
Quote: *"Enterprising exhibs can make hay with 'SOFIA'!"*

●

FILM DAILY . . .
Quote: *"Should bolster box office potential. Rates in the top bracket! Cinecolor at best!"*

●

MOTION PICTURE DAILY
Quote: *"F.C. Makes impressive show of strength!"*

Another FIRST FROM FILM CLASSICS, INC.



SOFIA
City of Intrigue

color by Cinecolor

Starring

GENE RAYMOND · SIGRID GURIE
Patricia MORISON · Mischa AUER · John WENGRAF

Directed by John REINHARDT · *Produced by* Robert PRESNELL, Sr. *and* John REINHARDT

Screenplay by FREDERICK STEPHANI

Released by FILM CLASSICS, INC.

Theatre Management

Guide to Modern Methods in the Administrative and Executive Phases of Theatre Operation



The Brass Tacks of Efficient Picture Theatre Management*

WHAT IT TAKES TO MAKE IDEAS WORK

By Jack Jackson

Everybody knows that ideas (those things that figure so prominently and importantly in the profit push) are wraithlike figments that either die in the incubator or become sturdy giants. Their destiny is shaped by the personalities that father them.

During the past few months of wandering, and wondering, among managers and owners of big and little theatres in big and little towns, I've had this fact forcibly impressed upon me time and again. I've found fellows with every possible kind of customer-compelling ammunition sitting behind a wall of doubt and doing just so-so business while others battered down the barriers of patron lethargy with bean bags and soap bubbles. In other instances the chaps with the redundance of ammunition scattered their shots so badly that only meagre response rewarded an abundance of effort while the fellow with the soap bubbles and bean bags put in such intensive sessions of preliminary target practice that every shot counted and they rang the bell for house records.

'Plan Your Work Then Work Your Plan'

Sitting in gabfest with both factions one comes to the inevitable conclusion that, knowingly or unknowingly, the bulls-eye gang were following Sam Katz's oft-repeated formula: "Plan your work then work your plan." It's pretty difficult for any man to thoroughly assimilate every possible facet of an idea and not discover its strong and weak factors. If the weak points can't be properly bolstered the idea will be discarded and another ramification of the thought substituted. But if the period of thinking shows a predominance of strong factors the human engine of enthusiasm begins hitting on all six and resistance begins tumbling like waving grain caught in the blades of a mowing machine.

Invariably the go-getters are fellows who are caught in a product squeeze and have to crowd the starting barriers to get every possible dollar out of every picture; yet, in no end of situations, there are managers intent on doing the best possible job with every attraction regardless of the surplus in the product bins or the prestige of their establishments. It would be impossible for me to chronicle all of the outstanding effort encountered during some 15,000 miles of travel so I'll apologize to those I do not mention and confine this report to activities that stand out most prominently in my mind as being bizarre and unusual. For these will best serve to illustrate that imagination and enthusiasm, harnessed together, can pulverize all barriers and accomplish box-office miracles.

Down in Jacksonville, Florida, I maneuvered Sheldon Mandell, of the St. Johns Theatre, (a lone independent completely surrounded by circuit operations so far as the downtown district is concerned) into a "How We Did It" broadcast and tuned in my listening apparatus. Right at the start let me say that Mandell is no novice in show business. He had his training in that knock-down-drag-out field of competition located on New York's 42nd St. between Broadway and 8th Ave. back in the days of and immediately following the Minsky's troubles with Commissioner Moss. When Moss scored a knockout and Minsky gave up the strip-tease belt, Mandell immediately picked up an old picture and re-named it "The Girl from Pinsky's." With appropriate art on the front, this very ordinary film set a new record for a house across from the former Minsky Manse.

Theatre as New Egg Brand Popularizer

When some New York money men decided to buck the then powerful Sparks interests in Florida, Mandell was chosen for the Jacksonville house and following are a few of his accomplishments.

"The Egg and I" was booked to the St. Johns as an anniversary picture and its engagement happened to cross a drive for business by a large company introducing a new brand of eggs to the Jacksonville market. Being one of those uninhibited fellows who wear hobnail boots in the halls where angels hesitate to mar the floor with their dainty tootsies, Mandell proceeded to convince the egg marketers that the shortest route to fame and recognition among the Jacksonville populace was through a tieup with the attraction at the St. Johns. Eggs were selling for the tidy sum of 65 cents per dozen and the theatre admission stood at 40 cents matinees and 60 nights. Permission was obtained from the local gendarme and for two days the trucks of the egg vendor stood before the St. Johns handing out a dozen of hen fruit free to every grown lady emerging with proper identification that she had witnessed the showing of the Colbert starrer. Housewives of Jacksonville found themselves in the unique position of being rewarded with savings from 5 to 25 cents per dozen eggs for attending the showing of "The Egg and I" and the bargain was too much for any member of the dust-pan and skillet corps to miss. Mandell tells me that the company disposed of more than 4,000 dozen samples of the breakfast delicacies and that by the time the deadline for free eggs was reached there were so many housewives broadcasting back-fence advertising for the picture that the engagement stretched far beyond original contemplations.

In less capable hands and with less care in planning, the stunt would have been far less successful. For instance; the haphazard thinker would have given the eggs with a ticket and plenty of women would have taken advantage of the bargain by buying a ticket, collecting their eggs and going their way to other shopping duties without seeing the picture. Mandell, knowing he had a film that would cause valuable word-of-mouth advertising, hired a couple of girls to distribute cards as the ladies emerged from the theatre and insisted that the ticket stub be presented to secure the free egg card. In this way he was able to keep tab on possible "cheaters" by watching the stub numbers and insisting that the offer of free eggs applied only to those who had seen the picture. Simple, but a swell example of straight and thorough thinking that paid to the highest expectation at the box-office.

Confidence, Enthusiasm

Of course this is a self-suggesting stunt and was probably thought of by many managers who immediately discarded it on the premise that no business man would think of giving away a 65 cent piece of merchandise with a 40 or 60 cent ticket. Those fellows lacked Mandell's enthusiasm for the prestige of his theatre and his confidence in himself that he could sell at any price the egg merchant on the value of cooperation with an attraction that guaranteed two hours of concentrated interest in the essentials of what it takes to bring an egg to market. Mandell went on to tell me that the egg merchant was highly satisfied and went so far as to remark that "He couldn't have gotten into as many homes so quickly had he sponsored a $25,000 radio program."

Keeps on the Jump

With a fellow like Jess Clark cracking the whip over the managers of six downtown theatres all hustling for the vicarious amusement dollars of Jacksonville's citizenry, Mandell has to keep jumping like a cottontail rabbit to avoid conflict with the efforts of Jess' well-trained publicity and advertising hounds. Saturation radio advertising on one film is followed by sidewalk stencilling or some other attention-compelling activity on another. Animated front display with distinctive lighting accompaniment gives way to some freak form of lobby board or the posting of paper under shellac on the lobby floor when the program changes.

To give a couple of examples of how thoroughly Mandell works: When he found the newspaper editorial department growing a trifle lax in giving him even breaks on publicity he

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drew up a comparison sheet and had the situation immediately corrected following a visit with the publishers.

An attraction board in the lobby well in advance of the showing of "Abbott and Costello Meet Frankenstein" was attracting unusual interest and the house staff and telephone girl were instructed to keep track of the number of patrons commenting. Mandell's idea was to determine the amount of interest in advance so as to arrange for possible extension of playing time.

He has an unusual formula for the presentation of kiddie shows but that will have to wait because I want to tell you about another fellow before space runs out.

Up in Birmingham, Alabama, Brown Parks has taken the reins of Frank Merritt's Melba Theatre. Parks' house is also on a product diet and he finds himself continually seeking for a few extra days from each film. When a recent picture failed to reach expectancy there was a quick change that brought back an oldie of the mid-thirties. With only one day for advance work, things didn't look so good until examination of the oldie's story content showed that the film was backgrounded in activity such as provides the bulk support for families of Birmingham and the immediate surrounding area. Parks discarded the press book ads and prevailed on an engraver to do a hurry-up job that enabled him to make the paper with a splurge ad emphasizing the picture's appeal to Birmingham's populace. He went to the surrounding towns with reductions of the same ad and cashed in with standout business.

When "I Remember Mama" was booked to the Melba, Parks overheard a couple of women discussing the attraction in terms indicating their impression that the picture's story was sad and morbid. Immediately he contacted the distributor for advertising support and the privilege of revamping the press book ads. All his newspaper advertising and publicity material went to extremes to provide accurate synopsis of the story content and to emphasize the humorous and human emotional appeal of the picture. His ads were a bit "wordy" but he managed to completely overcome the impression that hurt the box-office take of this really fine attraction in so many situations. The film enjoyed stellar business throughout its Melba engagement and managed to materially outgross a popular-price engagement of a road show special playing at a companion theatre.

The success of Parks with both of these films serves to illustrate what has been preached and written so often about measuring the characters and story values of pictures according to the gauge of what you know about the preferences and responses of your potential customers. If you know your trade and what they like it is possible for you to slant every ad and every stunt to hit 'em where they're vulnerable. If you search long enough and diligently enough you'll find the Achilles' heel of your customer resistance and have little difficulty in directing those wayward feet back to the vicinity of your cashier's smile. But it takes—and I don't like to say this because it's such a serious indictment against today's crop of managers—more study than the average manager I've met seems willing to give to his job.

If we all get busy at the task of scraping away inhibitions that are keeping the "can't be done" attitude alive in us and repolish our apparently dulled impressions about the prestige of our theatre and its immeasurable value to the community we'll have made two important steps toward the return to theatre merchandising and show-selling needed to keep the mortgage peddlers at a safe distance.

Essay Contest Reveals Films' Importance in Community Life

Looking to the public for ideas and suggestions to help make his theatres more valuable as community institutions, Manager Wallace Smith of the Palace and Texas, operated by Cisco Theatres Company, of Cisco, Texas, sponsored an essay contest in which a three-month pass was offered to the patron writing the best letter on the subject, "The Motion Picture in the Life of the Community."

Smith created quite a bit of excitement through his contest and, as he had hoped, the entries furnished several good hints and ideas which he will put to practical use.

Smith is especially proud of the winning essay which, logically and clearly, sets forth the reasons that make the motion picture an important factor in the life of any community. It is something for those producing pictures, as well as those distributing and exhibiting them, to read and derive hope and encouragement therefrom in these days of doubt and fear for the future of the industry:

"As the American film industry heads into its second fifty years of service, it is easy to see that the motion picture—attracting weekly some 98,000,000 moviegoers throughout the world—is an important factor in the life of any community. Especially is this true of a small community, where a variety of clean social activities is often lacking. The motion picture excels most types of entertainment because of its versatility. There are pictures to suit every taste, and the entire family—from little sister to grandma—can enjoy them.

"Aside from its value as a form of entertainment, the motion picture is also one of the greatest and pleasantest teaching devices; it is probably the most widespread educational influence in the world today. The feature, or story, often shows characters very much like ourselves and their reactions to problems very much like our own. Although the plot is often idealistically colored, one gets, or can get, an inspiration or a keener realization of life from this type of picture. The use of Technicolor re-creates the glamor of colonial periods; 'Gone With the Wind' is an outstanding example of this type of film. Historical films do much to increase a community's knowledge of history and geography; musicals often acquaint the public with the life of some great composer and bring about a greater appreciation of good music. There is something good to be gained from every picture even though our attitude toward education is often such that if the picture entertains us, we fail to realize that it is teaching us. There are, of course, bad points in many pictures, but—like most of the things is life—even the bad pictures have some good characteristics. The villain usually loses and shows that crime does not pay; the unadmirable qualities and mannerisms of the characters help us to avoid these same qualities in our own lives.

"But the feature is not the only part of an evening's enjoyment. The animated cartoons, or the comedy as it is usually called, is always clever and amusing and usually contains a moral. Trick photography brings to life giants of legend and makes the magic carpet as realistic as the airplane. The 'short' often serves as one of the most inexpensive ways of traveling—from the armchair. It can bring the broad expanse of the Saraha Desert or the inspiring majesty of the Statue of Liberty to millions who have never seen and who will never see such sights of wonder.

"The newsreel and the March of Time have long been important in showing people what has actually occurred at various times in history. The newsreel is vital in communicating news to the world today, and it brings prominent men face to face with the people. The March of Time creates a feeling of interest in other countries and their people, and in current national and world problems.

"The advertising section of a film is very important to the merchants and the purchasers of the community. It creates a desire for local goods and stimulates trade. Social customs and fashions are also influenced by this advertising, because new desires are created when the latest styles are shown on the screen.

"Even the previews of coming attractions are important to the people of the community, for they enable the individuals to choose the pictures suited to their own personal taste.

"Together with eating, sleeping, and working, the motion picture makes up what many people the world over call life. It takes them to the farm, to the factory, to a scientist's laboratory, or to a business office. In short, the motion picture—providing employment, entertainment, and education for the people of a community—is one of the most satisfying forms of art."

Capacity Audience at Reade Drive-In Opening

A capacity audience on wheels attended the opening on Sept. 4 of Walter Reade's Drive-In Theatre No. 1, at the cloverleaf on U. S. Highway 1 in Woodbridge, N. J., first outdoor theatre in Middlesex County and one of the largest in the east.

The new drive-in, which covers 20 acres and has a 950-car capacity, was filled by 7:30 P.M., 15 minutes before the start of the first show. Despite the fact that barriers were placed at the entrance on the three-lane northbound highway at 7:30, to turn cars away, motorists trying to get into the theatre created a traffic jam which extended several miles on the superhighway. Officials of the circuit estimated that upwards of 3,000 cars were turned away.

Two complete shows were held opening night, with free refreshments to each patron. Four thousand frankfurters and rolls, and as many portions of ice cream and boxes of popcorn were given away. A party and reception was also held for officials and contractors.

Executives of the Reade circuit, which operates motion picture theatres in nine New Jersey and two New York State communities, termed the opening highly successful. The drive-in is the first of 27 planned by the organization for the next few years.

Shows will be presented every night, rain or moonlight, from dusk to midnight.

The Box-Office Slant

Current and Forthcoming Feature Product Reviewed from the Theatreman's Standpoint

My Dear Secretary

United Artists **Comedy** **95 mins.**

AUDIENCE SLANT: (Family) A light, screwball comedy that should please average audiences.

BOX-OFFICE SLANT: Should do satisfactory business everywhere.

Cast: Laraine Day, Kirk Douglas, Keenan Wynn, Helen Walker, Rudy Vallee, Florence Bates, Alan Mowbray, Grady Sutton, Irene Ryan, Gale Robbins, Virginia Hewitt, Abe Reynolds, Jody Gilbert, Helene Stanley, Joe Kirk, Russell Hicks, Gertrude Astor, Martin Lamont. **Credits:** Written and directed by Charles Martin. Photography, Joe Biroc. Associate producer, Joe Nadel. Produced by Leo C. Popkin. A Harry M. Popkin Production.

Plot: A young secretary with writing ambitions gets a job with a well-known author, which turns into a hectic life for her, since the man and his friend have a rather unique design for living. However, she ends up by marrying him and then, when there is a question as to the worth of both his book and the book she has written, she tries to arrange for the publisher to forget hers in place of his. Things arrive at a strange pass before they straighten out their lives together.

Comment: This light, screwball comedy supplies ninety-five minutes of entertainment for those who like this type of fare. The story is definitely on the screwy side, but it doesn't have to be believed to be enjoyed. The players do well under Charles Martin's direction, with Kirk Douglas, Laraine Day and Keenan Wynn scoring in the leading roles. Wynn is responsible for most of the laughs but Irene Ryan, as the maid, also contributes to the fun on occasions. Rudy Vallee and Florence Bates are the other members of the cast whose roles call for a little contribution to the general proceedings. Average audiences should find this entertaining, and it should do satisfactory business everywhere.

Kidnapped

Monogram **Drama** **80 mins.**

AUDIENCE SLANT: (Family) As colorful and actionful as the Robert Louis Stevenson book upon which it is based. Good entertainment for most audiences.

BOX-OFFICE SLANT: Should do good business everywhere on the strength of the pre-sold book audience and the marquee draw of the Roddy McDowall name. With strong exploitation, it might even bring in unexpected grosses.

Cast: Roddy McDowall, Sue England, Dan O'Herlihy, Roland Winters, Jeff Corey, Houseley Stevenson, Erskine Sanford, Alex Frazer, Winefriede McDowall, Bobby Anderson, Janet Murdoch, Olaf Hytten, Erville Alderson. **Credits:** Directed by William Beaudine. Screenplay by W. Scott Darling from the novel by Robert Louis Stevenson. Photography, William Sickner. Associate producers, Roddy McDowall and Ace Herman. Produced by Lindsley Parsons.

Plot: This is the famous story of the young orphaned Scotsman whose crafty old uncle has him kidnapped and stowed away on a vessel in order to retain the family fortune. The young man, after many adventures, returns to claim his own.

Comment: There is universal appeal in Producer Lindsley Parson's screen version of Robert Louis Stevenson's book. The picture has action and suspenseful adventure and brings vividly to life the colorful characters in the familiar story. Performances are excellent and William Beaudine has given the picture imaginative and understanding direction. Production values are good, with settings, both exterior and interior, adding considerably to the film's worth. As the young orphaned Scotsman, Roddy McDowall turns in a sensitive, finely-etched performance. Splendid too, is Sue England as the young lady who helps him. The mean Captain is well played by Roland Winters, while Houseley Stevenson makes a crafty, bitter old man seem real. Though all the members of the cast are good, the most outstanding is Dan O'Herlihy. As the rebel who defied the English King's Disarming Act, he becomes a colorful character with rare understanding and a fine touch of humor. "Kidnapped" has the drawing power of the Roddy McDowall name, plus the pre-sold book audience. Strong exploitation might well produce unexpected grosses.

National Reviewing Committees' Classifications

DAREDEVILS OF THE CLOUDS (Rep.)
FAMILY—National Board of Review.
CLASS A—SEC. 1—National Legion of Decency.

CODE OF SCOTLAND YARD (Rep.)
MATURE—National Board of Review.
CLASS B—National Legion of Decency.
(Objection: Suicide in plot solution.)

NIGHT WIND (20th-Fox)
FAMILY—National Board of Review.
CLASS A—SEC. 1—National Legion of Decency.

Behind Locked Doors

Eagle Lion **Drama** **61 mins.**

AUDIENCE SLANT: (Adult) A well-done but depressing film, with most of the action taking place in an insane asylum.

BOX-OFFICE SLANT: Satisfactorily as supporting fare, especially if the top attraction is comedy. Definitely not for children, however.

Cast: Lucille Bremer, Richard Carlson, Douglas Fowley, Ralf Harolde, Tom Brown Henry, Herbert Heyes, Gwenn Donovan. **Credits:** Arc Productions, Inc. Producer, Eugene Ling. Director, Oscar Boetticher. Screenplay, Malvin Wald and Eugene Ling. Story, Malvin Wald. Photography, Guy Roe.

Plot: A newspaperwoman gets a private detective to pose as her mentally unbalanced husband so she can commit him to a private institution. She wants to get the story of a missing judge, who is actually hiding at the place with the connivance of a gang of unscrupulous operators of the institution. After harrowing experiences they succeed in getting the criminals to justice.

Comment: A well-done but depressing film, with most of the action taking place in an insane asylum. The story is well knit and Oscar Boetticher's direction leaves nothing to be desired, but the sights that occur during the picture are not very pleasant. Technical departments are up to par. The picture should be satisfactory as supporting fare, especially if the top attraction is a comedy.

Desperadoes of Dodge City

Republic **Western** **60 mins.**

AUDIENCE SLANT: (Family) A top-notch entry in the Allan "Rocky" Lane Western series. Well-written, fast-moving, enough off the beaten track to be diverting.

BOX-OFFICE SLANT: Should be a winner at Saturday showings in action houses.

Cast: Allan "Rocky" Lane, Black Jack, Eddy Waller, Mildred Coles, Roy Barcroft, Tristram Coffin, William Phipps, James Craven, John Hamilton. **Credits:** Producer, Gordon Kay. Director, Philip Ford. Original screenplay, Bob Williams. Photography, John MacBurnie.

Plot: In a frontier area, a gang led by Craven refuses to let the tide of settlers get through the zone dominated by them for a long time. The government tries to get the homesteaders through and is met with defeat until Rocky Lane turns the trick. He saves a document that would have meant the massacre of new settlers had it fallen into Craven's hands. He finally takes care of the leader personally and the gang is swept out.

Comment: A top-notch entry in the Allan "Rocky" Lane Western series. It is well-written, fast-moving and enough off the beaten track to be diverting. Credit writer Bob Williams with an excellent job of scripting. Lane is as good as ever in the hero's role and the fans will like the way he talks and acts. They'll like his stallion, Black Jack, too, one of the most beautiful horses in Westerns today. Eddy Waller again lends an able assist as Lane's chief aide; and William Phipps as a youthful would-be cowboy, and James Craven as the head villain are better-than-average for such a vehicle. Kids of all ages will go for it. The picture should be a winner at Saturday showings in action houses.

Apartment for Peggy

(Color by Technicolor)

20th Century-Fox **Comedy** **99 mins.**

AUDIENCE SLANT: (Family) You could hunt from now till Kingdom Come and you wouldn't find a picture that has more sheer entertainment ingredients in such large proportions. Full of memorable bits, this is an ideal film for the entire family.

BOX-OFFICE SLANT: The Technicolor, the fine cast, and the popularity of Faith Baldwin, who has been writing stories of wide appeal for years, should create interest at the box-office. Word-of-mouth will do a swell selling job, and many people will come back to see the picture again.

Cast: Jeanne Crain, William Holden, Edmund Gwenn, Gene Lockhart, Griff Barnett, Randy Stuart, Marion Marshall, Pati Behrs, Henri Letondal, Houseley Stevenson, Helen Ford, Almira Sessions, Charles Lane, Ray Walker, Crystal Reeves, Ronnold Burns, Bob Patton, Betty Ann Lynn. **Credits:** Directed and written for the screen by George Seaton. Produced by William Perlberg. From a story by Faith Baldwin. Photography, Harry Jackson. Technicolor color director, Natalie Kalmus. Associate, Clemens Finley. Music by David Raksin. Musical direction, Lionel Newman.

Plot: Peggy and Jason are one of those GI couples who are getting education the

hard way and haven't a decent place to live on the campus. Expecting a baby, and about to lose their borrowed trailer, Peggy sets out to find a home. She persuades Prof. Barnes to let them have his attic. Barnes is bitter about being retired and he plans to commit suicide when his book is finished and his usefulness over. But Peggy's refreshing, gay personality, her acceptance of life even with tragedy, completely reforms him. When she loses her baby and her marriage almost hits the rocks because of Jason's desire to give her comfort, the Professor cannot bear to go back to his lonely life without the young people. He tries suicide but fails. The youngsters begin again and plan another baby.

Comment: Here is a homely story which comes to life because it is so well done. Its story is young and gay, its characters real people, from nineteen-year-old Peggy about to have her first baby and entirely unself-conscious about it, to the Professor of Philosophy who is no longer meeting life philosophically and wants to take an overdose of sleeping pills. Mix them up together on a college campus that resembles a bit of the old school in the professor's house and a GI barracks in the trailer camp and you have tried-and-true possibilities for family enjoyment. That it never becomes maudlin but keeps the proper proportions for steady laughter enhanced by a bit of pathos is a tribute to the expert job of Producer William Perlberg and Director-Scripter George Seaton in bringing it to the screen. Edmund Gwenn plays the professor with his usual sincerity. Jeanne Crain is lovely to look at in Technicolor and with her mind that "leap-frogs" she keeps up chatter that is a mixture of slang and sound rock-bottom thinking which shames the professor and makes him know at last the difference between an instructor and an educator. William Holden is believable and his underplaying is just the right note to Jeanne Crain's exuberance. The scene where Miss Crain walks Gwenn to combat the effects of sixteen (harmless) sleeping pills will be shrieked at and talked about for a long time. This is a picture full of memorable bits which add up to the best in entertainment for the whole family.

Moonrise

Republic **Drama** **90 mins.**

AUDIENCE SLANT: (Adult) With a manhunt and a bit of psychiatry to gloss it over, and the Virginia swamps to lend atmosphere, this drama should please average audiences. However, some of the situations are repetitious, and more cutting might have accelerated its pace.

BOX-OFFICE SLANT: There are the names of Director Frank Borzage and Dane Clark and Ethel Barrymore to stimulate activity at the box-office, and the picture offers angles for exploitation.

Cast: Dane Clark, Gail Russell, Ethel Barrymore, Allyn Joslyn, Rex Ingram, Henry Morgan, David Street, Selena Royle, Harry Carey, Jr. **Credits:** Produced by Charles Haas. Directed by Frank Borzage. Screenplay by Charles Haas based on the novel "Moonrise" by Theodore Strauss.

Plot: Because his father killed a doctor for not saving his mother, Danny Hawkins is called names from the time he is a kid and has to fight his way with his fists. He is filled with fury over his circumstances and this he takes out on the boy who has always hounded him. When he tries to steal his girl, Danny kills him. Danny tries running away but his girl and his friends make him face the music.

Comment: This is lifted from the ordinary man-hunt by efforts made to have audiences understand Danny's combination of gentleness and unbridled fury. Fine acting jobs are turned in by Dane Clark as Danny, Gail Russell as his girl, Gilly; Ethel Barrymore in her brief scene as his grandmother, Allyn Joslyn as the understanding sheriff and Rex Ingram as Mose, the one friend Danny confides in. The picture could stand more cutting to speed up its pace but if properly bolstered by exploitation, it should appeal both to those who like a man-hunt and those who like to learn about what makes folks tick. Suitable for a double bill.

Miss Tatlock's Millions

Paramount **Comedy** **101 mins.**

AUDIENCE SLANT: (Adult) The terms of a will have led to all sorts of movie situations and in this case it is comedy combining the talents of the French playwright Jacques Deval and screen writers Charles Brackett and Richard L. Breen. The usual Brackett touches make the audience forget any structural weaknesses and skim along with entertainment engendered by amusing scenes and top-rate performances by Barry Fitzgerald, Monty Woolley, Ilka Chase and Dorothy Stickney.

BOX-OFFICE SLANT: The cast names and the excellent past record of Producer-Writer Charles Brackett, who has been hitting the box-office bullseye with amazing regularity, should attract crowds.

Cast: John Lund, Wanda Hendrix, Barry Fitzgerald, Monty Wooley, Robert Stack, Ilka Chase, Dorothy Stickney, Elizabeth Patterson, Leif Erickson, Dan Tobin, Hilo Hattis and Richard Rancyd. **Credits:** Produced by Charles Brackett. Directed by Richard Haydn. Screenplay by Charles Brackett and Richard L. Breen suggested by a play by Jacques Deval.

Plot: A young fellow impersonating the heir to a vast fortune falls in love with his supposed-to-be sister, the rightful heir. Trouble ensues when unknown relatives all scramble for a share of the fortune, but all ends happily.

Comment: Due to the wizardry of Producer-Writer Charles Brackett and a superb cast this is entertaining, though perusal of the plot would make it appear hackneyed. On the contrary, the scenes are so well-written and performed and the dialog so amusing that it carries the audience along on its own roller-coaster of goofiness with a touch of moonshine thrown in. Barry Fitzgerald is wonderful as the glib but rascally cause of it all; Wanda Hendrix has a sizable part and plays it well, proving that her early promise has come to fruition. Monty Woolley, Ilka Chase and Dorothy Stickney are grand and John Lund gives a convincing portrayal of a young man torn by the grand passion—and he a hard-headed stunt guy at that. In his first directorial effort, Richard Haydn has done a splendid job. The names, the acting and the sheer fun should send them to your theatre.

Sealed Verdict

Paramount Pictures **Drama** **83 mins.**

AUDIENCE SLANT: (Adult) A dramatic story of the conviction of a head Nazi war criminal that should find a ready response from audiences for its presentation of the U. S. Army prosecutor's struggle to justify the verdict. Patrons will find more interest in some of the human touches in depicting the minor characters than in the main story, as interest in the Nuremberg trials is mostly a thing of the past.

BOX-OFFICE SLANT: Will interest most adults and those who served in the war. Will require extensive and judicious exploitation.

Cast: Ray Milland, Florence Marly, Broderick Crawford, John Hoyt, John Ridgely, Ludwig Donath, Paul Lees, Olive Blakeney, Marcel Journet, Celia Lovsky, Norbert Schiller, Dan Tobin, James Bell, Elizabeth Risdon, Frank Conroy and Charles Evans. **Credits:** Directed by Lewis Allen. Assistant director, Alvin Ganzer. Produced by Robert Fellows. Screenplay by Jonathan Latimer. Based on a novel by Lionel Shapiro. Photographed by Leo Tover. Art directors: Hans Dreier and John Beehan.

Plot: Major Robert Lawson (Ray Milland), assigned to prosecute a German General charged with the murder of 60 hostages, comes to doubt the condemned man's guilt, mainly on the evidence of a French girl whose father's life the Nazi general had saved in France. The prosecutor, spurred on by the Commanding General's assertion that he will be held responsible for any demonstration against the hanging, sets out to unearth all evidence. What he finds affirms the guilt of the Nazi. Lawson, in love with the French girl, and convinced of her innocence, persuades her to stand trial for collaboration in Paris and promises to defend her.

Comment: Based on the Nuremberg Nazi war criminal trials, "Sealed Verdict" tells a complicated story of the prosecutor's search for evidence that will uphold the conviction of the condemned general, whose guilt he has come to doubt. A fellow officer had laid the conviction to the prosecutor's "gift of the gab." Verdict was arrived at chiefly through the evidence of the sole survivor of the mass murder, whose trustworthiness Lawson has come to doubt. Ray Milland as the prosecutor gives a convincing, if somewhat stodgy performance. Florence Marly as the condemned general's French friend gives a restrained, and at times, moving delineation. John Hoyt is properly a Nazi "superman" in his interviews with the prosecutor. Other commendable performances are given by James Bell and Elizabeth Risdon as the Iowa parents of a young American soldier killed by his German girl friend. Broderick Crawford and Celia Lovsky, mother of the condemned general, are adequate. While public interest in the Nuremberg trials has subsided, the picture, if properly and extensively promoted, will get a good audience response.

The Winslow Boy

(Reviewed in London)

20th-Fox **Drama** **117 mins.**

AUDIENCE SLANT: (Family) Warmly human, emotionally satisfying, this enthralling story of a father's fight for his son's honor should thoroughly entertain most audiences.

BOX-OFFICE SLANT: With such international names as Robert Donat and Sir Cedric Hardwicke, plus a strong story, this is a class offering; but smart showmanship will be necessary to get the most out of it.

Cast: Robert Donat, Sir Cedric Hardwicke, Basil Radford, Kathleen Harrison, Francis L. Sullivan, Margaret Leighton, Marie Lohr, Neil North, Jack Watling, Frank Lawton and others. **Credits:** Screenplay by Terence Rattigan and Anatole De Grunwald. Directed by Anthony Asquith. Produced by Anatole De Grunwald for London Films. UK distribution, British Lion.

Plot: In 1912, thirteen-year-old Ronnie Winslow (Neil North) is expelled from the

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Regional Newsreel

News of Events and Personalities Reported by Correspondents Throughout the Nation

INDIANAPOLIS

The Family Drive-In at Evansville, Ind., has installed a Hammond organ as an added attraction. An organ concert of classical music precedes each program.

Guy Hancock, former salesman for United Artists on leave of absence due to his health, has returned to his former position.

Lewis Chowning has acquired the New Washington (Ind.) theatre. Peter Mallers, of the Mallers Circuit, Ft. Wayne, Ind., reports his new Lake Theatre, Warsaw, Ind., is progressing nicely and plans a September opening. James Ehringer, operator of the Albion, Albion, has remodeled and installed improvements in his projection booth.

Milton Ettinger, Universal head booker, has resigned and will join the sales organization at Eagle Lion. He is succeeded by Jack Benson, who comes from the Atlanta, Ga. exchange, after being transferred there recently from Indianapolis.

Tom Grady, Columbus city manager, will have charge of the new 750-car drive-in Syndicate Theatres will build outside Columbus, O. H. L. Hancock, 20th-Fox salesman, has been granted a leave of absence.

Henry Smith, operator of the English, Ind., Theatre has been released after being hospitalized by blood poisoning, caused by an infected hand.

KANSAS CITY

Joe H. Praetz, Jr., comptroller of the Durwood circuit, has been granted his CPA rating by the Missouri State Board of Accountancy.

National Screen Service Salesman Jack Winningham is the father of a boy. The baby is Andrew J. Winningham—his first boy and second child.

Bill Silver is expected to open his 400-seater Silver in Cameron, Mo., about Sept. 15.

Alice (Mrs. Tom) Wolf is back at her chores as booker for the Durwood circuit, after a bout with a strep throat. Lou Patz, manager here for National Screen Service, had a meeting last week of salesmen and key personnel to announce the new George Dembow drive.

Manager Lawrence Lehman is back at the Orpheum after a three-week vacation in Santa Barbara, Cal. Martin Maher is back at the Midland after his spell of taking it easy in Fort Scott, Kans. D. L. "Doc" Hartley, movie reviewer, is back on the job after illness.

Columbia District Manager Ben Marcus, had the local exchange sales force and personnel in for a meeting on new product last week. Paying particular attention were Tom Baldwin, exchange manager, and salesmen Bill Adams, John Flynn, Pat Pinnell and Herb Stulz.

DENVER

A record crowd of more than 300 overflowed the dining room at the annual picnic and golf tournament of the Rocky Mountain Screen club at Park Hill Country Club. Fred Brown won the door prize—a new Chrysler town and country convertible sedan. Claude Newell and Walter Ibold copped first and second in the golf tournament; the men's distributor-exhibitor ball game ended in a 6-6 tie; the distributor ladies beat the exhibitor ladies 13-3, and Fred Zekman and Tom Robinson won at horseshoes.

Monogram Manager Don Tibbs, Salt Lake City, was here conferring with Lon Fidler, franchise owner, who is recovering from an illness. T. J. Davey is a student booker at RKO.

Jack Wodell, manager of the West Drive-In, is also managing the North Motorena, recently bought by Wolfberg Theatres, giving the latter three drive-ins in Denver. Hugh Rennie, Monogram salesman, is recovering at home from an operation.

Virgil Odell, Fox Intermountain city manager at Nampa, Idaho, is a very busy man in civic affairs. Recently he has been chairman or co-chairman of five committees or drives, which rated him at least a story every other day since the first of the year in Idaho papers.

Harold Johnson has sold the Elberta, Palisade, Colo., to Frank H. White. MGM Salesman Al Hoffman has quit to go into a business of his own. He is succeeded by Head Booker Jerry Banta, whose former job goes to Claude Newell, assistant. Latter's place is taken by John Roberts, checking supervisor. George Smith and Harold Wirthwein, manager and assistant of western Paramount division, were here for a sales meeting. Counterfeit $10 bills are reported in the territory. Robert Selig, assistant to the president of Fox Intermountain, vacationed in Hawaii.

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Brief Honeymoon

Charles McKinnon, newcomer in the shipping department of Paramount in Los Angeles, recently proposed to his sweetheart on Sunday, was married on Tuesday and was back at his job on Thursday.

PORTLAND

Theatre operators again welcomed early fall rains as a worthwhile stimulant to the box-offices. Hold-overs continue in the key cities. The Amphitheatre, which was seriously damaged during the Vanport flood, announces a grand re-opening for Sept. 3, following complete remodeling.

The huge wooden screen of Bill Forman's Auto-Vue Drive-In in South Tacoma, was destroyed by a fire believed to have been caused by defective wiring. Clint Robinette, Seattle branch manager for 20th-Fox, and Murray Lafayette, exploitation representative, flew to Los Angeles for the company's western sales meet.

Barney Rose, western district sales manager for Universal-International, is covering the Portland and Seattle exchanges.

C. R. Riggs, district manager United Film Service, is making his first visit to the Pacific Northwest.

Frank Graham, former Auburn exhibitor, confined to Tacoma General Hospital for the past two months, is reported improving.

OKLAHOMA CITY

Burglars rampaged the Agnew Theatre, Oklahoma City, a Griffith house, early Thursday last week and although foiled by a sturdy safe, escaped with 700 candy bars and movie projector tools valued at $75.00. Manager C. R. Hudson said that over 20,000 tickets were scattered around his office and that the lobby floor was covered with popcorn from a pillaged dispenser. The burglars also signified their displeasure that they could not get the safe open by several comments written on the walls in red ink.

Oklahoma City's youngsters lined up at the Ritz Theatre to attend "Curt Gowdy's Knothole Gang" which moves to the Capitol Theatre next week. Besides a big stage show featuring Gowdy in person, next Saturday's bill will offer a personal appearance of Ray Murray, catcher of the Oklahoma City Indians baseball team, and a double-feature movie bill. The broadcasts begin at 9 A.M. every Saturday morning.

VANCOUVER

Don Coltman and Wally Hamilton of the Steffens-Colmer Studios of this city, who recently bought a controlling interest in Trans-Canada Films, plan an expansion program.

Odeon's British Columbia District Manager Howard Boothe, at present conferring at the home offices in Toronto, will be away for three weeks. Famous Players Head Frank Gow, back from a trip to Prince Rupert in northern British Columbia, reports the circuit plans a second theatre there to cost $125,000 and to seat 630.

Cool evenings and rain have brought increased attendance to local first-run theatres which were in the doldrums a few weeks ago.

Sam Karby of the Strand, Meadow Lake, Sask., was recently ordered to pay $102 damages and legal costs in the suit brought by the

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REGIONAL NEWSREEL

(*Continued from Page* 25)

Composers, Authors and Publishers and Canada charging copyright infringement. Karby is reported to have ignored warnings to obtain a Capac license.

The young son of International-Cinema Manager Norman Duncan, hospitalized for a serious eye operation, is reported getting along satisfactorily.

LOS ANGELES

Red Williams, formerly with Kroehler Pushback Seats here, and now a company executive in Chicago, visited Herb Jack, who succeeded him. Red brought his family with him for a two-week vacation.

Blumenfeld Theatres District Manager Allan Warshauer in 'Frisco, vacationed in Santa Monica at the Miramar.

A full day of serious business and festivities marked the annual convention of Jones Enterprises at Ted Jones' estate in Pacific Palisades. Over 150 guests attended.

John Healy, aide to George Bowser, general manager of Fox West Coast, became the father of a girl, Susan Lynne, Aug. 31. The mother is the former Betty Geisser, one-time secretary to Charles Skouras. John McLaren, of the John P. Filbert Co., returned from a vacation at Lake Tahoe with his family.

James Jamison appeared on the row after an absence of two years. He formerly operated theatres in San Diego and also was a film salesman; he's now in another business. Ike Victor sold his Rialto, Long Beach, to Lou Federocci. Paramount's new head shipper is Harvey Allan, former assistant. He succeeds Raymond DeFrenne. Another new member of shipping at Paramount is Dominic Testi. Helen Lomax, who was in the department for nearly 20 years, recently was transferred to the accounting department. Louise Fenstermaker, ex-secretary to Paramount Division Chief George Smith is the mother of a baby girl.

CINCINNATI

Allan Moritz, Cincinnati chairman for the Will Rogers Memorial Hospital Drive, appointed the following sub-chairmen: Irving Sochin, Huntington, W. Va. territory; J. J. Grady, Charleston, W. Va.; J. Abrose, Dayton; Joe Rosen, Columbus; and S. C. Jacques, Lexington. The goal for Cincinnati is $75,000; and a raffle will be held offering $20,000 in prizes.

Mrs. Mary Semelroth, Dayton, has installed all new projection equipment in her five theatres in Dayton and Franklin, Ohio. Dave Litto, former Screen Guild salesman has assumed a similar position with Eagle Lion. The Eden Theatre, Cincinnati, is being redecorated and will be converted to an art house to open Oct. 15. Distinctive Pictures, Inc., Louisville, will operate it. Edward G. Salzberg, formerly branch manager for Screen Guild, has been appointed its district manager and Harry Bugie is the new branch manager.

The new drive-in at Bluefield, W. Va., built by Max Matz and Sam Switow was opened Sept. 3. Lester Rosenfeld opened his new Hi-Lawn Theatre, St. Albans, W. Va., Sept. 4. Louis Oldt opened his new drive-in near Hamilton, Ohio.

United Artists employes to be wed: Betty Brannon, availability clerk, Sept. 18; and Alberta Scherer, office manager's secretary, Oct. 23. J. W. (Woodie) Bressler, has resigned as West Virginia salesman for Midwest Theatre Supply Co., to manage the theatres in Dayton, Ky., and the new Riverside drive-in there. He has been replaced by Robert Amos, a former RCA service engineer and salesmann in Camden, N. J.

New babies on film row: to James I. Doyle, Paramount Kentucky salesman, a boy, Aug. 20; and to Bill Stanforth, Columbia booker, a boy, Aug. 30.

New Staffs Weekly

Theatres and exchanges in Vancouver, B. C., are suffering from high-gear staff turnovers. The rapid changeovers apply especially to feminine employees. Some theatres have a new staff nearly every week.

TORONTO

Notables of Toronto, Canada and the United Kingdom were guests of J. Earl Lawson at the opening on Sept. 9 of Odeon's new 2,400-seat, $2,000,000 Odeon on Carlton Street. "Oliver Twist" was the opening attraction. Lord Winterton, a director in J. Arthur Rank's administrative board in London, and Mrs. Sidney Wynne, daughter of Britain's Foreign Minister Ernest Bevin, were present.

Annual convention of Famous Players Canadian will be held in October at the General Brock Hotel, Niagara Falls, Ont. Vogue Theatre Projectionist Fred Cross won the Famous Players trophy with a low gross of 73 at the fifth annual Canadian motion picture golf tournament at Rouge Hills near Toronto. Cross's partners were George Georgas of Owen Sound, Larry Bearg and Harold Wilson.

Ontario exhibitors, whose request for tax exemptions at Saturday morning shows for children was disallowed, are quite perturbed over the Ontario government's waiving of the 20 per cent admission tax on children's tickets at seven fall fairs and exhibitions that are designated as Children's Day.

Ontario Hydro-Electric's dimout regulations for a second season are set to go into effect on Sept. 14. Electricity for exterior signs and outdoor signs is banned, while marquee lighting will be limited to one watt per square foot of the area covered by the canopy.

Motion Picture Theatre Owners of Ontario President R. C. H. Main has acquired his third theatre, the Roxy at Grimsby, Ont., in a deal with National Theatre Service President Sam Fingold. Martin Simpson of the Century, Hmilton, Ont., will manage 20th Century Theatres' Downtown in Toronto, when it opens shortly.

LOUISVILLE

Don Steinkamp of the French Lick Amusement Company accompanied his father to the Mayo Clinic, Rochester, Minn., where the latter will be under observation for several weeks. T. N. Luckett and Mrs. Steinkamp will substitute during Don's absence.

While Bill Blank, Switow Amusement's manager in Seymore, Ind., is on vacation, George Jaeggers of the Elks Theatre, New Albany, is subbing for him. Guy Roehm is pinch-hitting for Jaeggers as well as handling his own Grand. Jaeggers will next relieve Manager Jones of the Shawnee, Louisville. Manager James Carry of Loew's Majestic, Evansville, Ind., is relieving George N. Hunt, Jr., at Loew's State, Louisville. Joe Goldberg of Popular Pictures, Cincinnati, has returned from a two-week vacation trip to Chicago.

Drive-in theatres in this area are staying open a little longer each season and before many years may become year-around operations. At least one exhibitor is installing in-a-car heaters to add to patrons' comfort.

George N. Hunt, Sr., 76, who retired as a theatre manager 10 years ago, was buried in Rest Haven Cemetery. He had been ill for several weeks. His son, George N., Jr., is manager of Loew's State here.

MILWAUKEE

Duke Melcher of the Gallagher Film Service covered 2,800 miles in one week while on his Canadian vacation, he stated on his return. He also visited Detroit, Toledo and Niagara Falls. Nora Horn, same company, is back from her time off which she spent at Manitowish, Wis.

Albert Schwalbach has been granted a permit to remodel his theatre at Elderson, Wis. Work will include new acoustical treatment, electrical system and a repaint job. The old Spring Theatre, Spring Green this state, is having new concrete flooring and new plumbing for the rest room installed; balcony and basement stairways are being changed. Material shortage may delay the opening.

Plans for two 1,200-seat theatres—one on the east, the other on the west side of Madison—are being drawn up by Standard Theatres for A. J. Fiore of Madison, who will lease them to Standard. Construction probably won't start until next spring.

HARRISBURG

A non-profit charter for the Association for Legalized Horse Racing in Pennsylvania, was denied by Master John J. Schatt in a Dauphine County Court hearing.

Senate Manager Bob Sidman and Mrs. Sidman were in New York as guests of Universal, winning the trip for the excellent exploitation on "Tap Roots." Other vacationers include: Ruth Starry, Senate cashier, at Wildwood, N. J.; Colonial employes, Ike Davis, Rachel Luciano, in Atlantic City; Florence Steigleman, Quincy, Mass.; and Bob McKay, Loew's Regent, at Cape May.

Avis Losch is new secretary at the State, and Eugene Moody is new elevator operator in the State Theatre Building. State Ushers Victor Palese, Marine Reserves, and Ted Wourtersz, National Guard, have returned from respective summer encampments.

Gene Plank, Colonial doorman, reports his small son is doing nicely in the hospital after a nose operation. Jack O'Rear, Colonial manager, and his wife entertained the Gerry Wollastons and the Red McCarthys at their summer home.

WASHINGTON

Variety Club Tent No. 11 held its annual golf tournament and dinner dance at the Manor Country Club on Sept. 3.

Newest bride at MGM is Gloria Boswell, switchboard operator, who became Mrs. Melvin J. Davis.

Carter Barron held a meeting of his mid-year conference and humanitarian award dinner committee on Aug. 31 in the Variety Club,

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to go over details for the affair in Washington. Attending were Sam Galanty, Frank Boucher, Arthur Jacobson, Sol Kullen, Lou Janof and Jack Foxe.

Newest officers of the MGM Pep Club are Vivian Kelly, president; Ida Barezofsky, vice-president; Betty Moore, secretary; and Peggy LeCompte, treasurer. The Pep Club had a sandwich sale to raise funds for its charity fund, and a bake sale has also been arranged.

Chet Davis and his Swanee River Barn Dance made personal appearances at Sidney Lust's Milo, Drive-In, Cheverly and Cameo Theatres.

New resident member of the Variety Club is Marshall R. Worcester, television director for C. D. Ferguson Inc. MGM Booker Bob Ellsworth has resigned, and is returning to his home in New York. Judy Jones, MGM assistant manager's secretary, has returned to work after an appendectomy.

NEW ORLEANS

Lewis Watts of Oil City, La., recently sold the Mansfield in Mansfield, La., to Buford Strange, who formerly managed the theatre for Watts. Tex Hick has bought the Star, Leakesville, Miss., from J. Beard.

Dottie Donnegan has joined Warner Bros. as a stenographer. Doris Trellue, booker at Warner Bros., is resigning to marry Edwin Stevens, also a Warner booker on October 2.

J. T. Uptown, Mississippi representative for Republic for the past year and a half, has resigned to accept a position as representative of the United Electric Company. He will be replaced by Will Thomas.

Warner Bros. Cashier Clayton Casberge was vacationing last week. The Poche theatre in New Orleans, now being remodeled, will open Oct. 1 as a part-time movie house and legitimate theatre.

Twentieth Century-Fox New Orleans Manager Mat Sheridan will attend a sales convention in Los Angeles beginning Sept. 14.

C. F. Vucovich and Edward F. Ortte have opened the Open Air Dome Theatre, Pensacola, Fla. Joe Guillory has opened the 650-seat, first-run Delta in Oakdale, La. T. A. Pittman will open the 900-seat Fox, Sulphur, La., on Oct. 1.

SALT LAKE CITY

Monogram-Allied Artists Manager Don Tibbs is working the Denver territory during the illness of Franchise Owner Lon T. Fidler who has been laid up for several weeks. RKO Assistant Office Manager E. S. Winward is home from a vacation trip to southern Utah parks. Cashier Eva Hansen is spending her vacation in the same parks. Lou Sorenson is relieving regular managers during their vacations; now subbing at the Center for C. Clare Woods, he will take over at the Marlo for the next two weeks.

Manager Jimmy Needham of the South-East Theatre, a Joseph Lawrence house, is back from vacationing at nearby points. The local Red Cross First Aid Committee recently showed the movie, "Danger Is Your Companion" to 3,000 persons in Davis County.

BALTIMORE

Charles McLeary and wife Hazel, Parkway Theatre, are back from Miami vacation. Bob Burns has returned to the Century. Construction has begun for the new 1200 seat theatre combine with 14 bowling alleys in Baltimore's largest planned shopping center, Edmondson Village. Wilbur Brizendine, Schwaber circuit, is on vacation.

Baland Corporation opened its new Potomac six miles from Cumberland, the first drive-in in the immediate area. Kenneth Baker is the manager. Attending were N. C. Haefele, National Theatre Supply, E. B. Barnett, Altec, and G. Roy Sutherland, president of the corporation. Owen Schnepf, Century, off for a week's vacation. Marie Easter, Valencia assistant, has resigned to prepare for her wedding on Sept. 17. Kermit Parrish, Park Theatre Cresaptown, Md., was married last week and is taking a motor trip honeymoon.

Bill Saxton, Loew's city manager, is receiving tear sheets from all over the country on his keeping the theatre open all night during the recent heat wave. Fred Sapperstein, Eagle-Lion, made a swing of the western Maryland territory. Spriggy Lloyd of the Leader has recovered from his recent heart attack. Tom Lloyd, his son was married recently.

Ben Evans, San-Toy Theatre, Lonaconing, is suffering from a heart ailment. Lillian Sapperstein, is up and about again, having recovered from a slight stomach ailment.

While Mothers Shop

The Auerbach Company, Salt Lake City department store, is continuing to show movies for children in the store while their mothers are shopping. The most recent film for the kiddies was "A Letter of Introduction" with Charlie McCarthy and Mortimer Snerd.

MINNEAPOLIS

North Central Allied held a regional meeting in Duluth Thursday for northeastern Minnesota and northwestern Wisconsin exhibitors. Topics discussed included the Supreme Court decision, clearance, conditioning of one picture on another, film transportation costs, local admission taxes and others.

New on film row is Florence Gleason, biller at Universal. Russ McCarthy, formerly on the booking staff at Universal, is new office manager and head booker at Monogram. Columbia Booker Sidney Lax has gone to Yale medical center to take some treatments. M. A. Levy, branch manager, and Walter Hoffman, exploiteer, have left for Los Angeles to attend the national sales convention of 20th-Fox.

Late vacationers include Jeane Hougan, switchboard operator at 20th-Fox, in California for three weeks; Cora Johnson, clerk at 20th-Fox, who spent two weeks in northern Minnesota; and Luby Perl, booker at 20th-Fox, in Winnipeg, Canada. Nick L. Glaser was a recent out-of-town exhibitor on the Row.

M. C. Conradson, area representative for Motiograph, has moved into larger quarters on Glenwood Avenue, Minneapolis.

New Theatres

Philadelphia—A drive-in is being constructed on Baltimore Road near Clifton Heights, with ownership not announced. Park-In Theatres is reported interested.

Columbus, O.—Bucyrus Auto Theatre Corporation will scon begin building a drive-in on one of two locations—east of Bucyrus on Route 30-N or on Route 19.

Milwaukee—Robert and Floyd Hodd are building a theatre in Abbotsford, Wis., and hope for a fall opening.

Toronto—Odeon Theatres of Canada has started building a 660-seater to cost $75,000 at St. Thomas, Ont.

St. Louis—Hardy Pittman has started building a film theatre at Greenview, Ill. Rodgers Theatres, Inc., of Cairo, Ill., is rushing construction of the 1,000-seat Rodgers, Poplar Bluff, Mo.

New Orleans—The 1,300-seat Park in Huma, La., will be opened Sept. 15 by the Latov Rouse family. J. G. Breggi is doing the buying.

Des Moines—Tri States Theatres announced immediate work on a drive-in southwest of Cedar Rapids, Ia., and the Cedar Rapids Outdoor Theatre Company stated it would build a drive-in between Cedar Rapids and Marion. J. L. Lewis and Frank Miller of St. Louis will build an open-airer southeast of the airport at Ottumwa, Ia. E. W. Kugel is building a new quonset theatre to replace the old house in Holstein, Ia.

Winston-Salem, N. C.—1,000-seat Winston cost between $250,000 and $300,000.

Chicago—Balaban and Katz are planning for a 1,000-seater in Marion, Ind. Its lease of the Paramount there expires next year, with Alliance expected to take it over. Plans for a new B&K house in Toledo, Ohio, are in the architects' office.

New Orleans Bijou Construction Company building a Negro theatre here. Milton Guidry is building the Nona, Lafayette, La. T. A. Pittman will open the 900-seat Fix, Sulphur, La., Oct. 1.

Hartford, Conn.—Walter Gratkowski and Frank Geryk of Easthampton, Mass., have filed an application to build an open-airer.

COLUMBUS

Bernard O'Dea, former manager of several local neighborhood theatres, now manager of Kay's Jewelry Company, Jacksonville, Fla., is spending his vacation here. Theatre cashiers have been warned to be on the lookout for counterfeit $10 bills. Several local merchants are reported refusing to accept any $10 bills.

A meeting was held here last week at which theatremen discussed support for the drive for funds for the Will Rogers Memorial Hospital.

While *Dispatch* Theatre Editor Samuel T. Wilson is ill at home, Tod Raper has been substituting for him. On the *Ohio State Journal* John Young is filling in for Theatre and Radio Editor Mary McGavran who was married Sept. 11 in Cadiz, Ohio, to Harold Koebel of the *Journal's* staff.

OMAHA

E. H. Kassebaum, formerly of Hebron, Neb., has bought the Hebron Theatre there from Clarence Wright. Film row has three new inspectresses: Irene Burger at Modern Sound Service, Agnes Keller at 20th-Fox and Barbara Rasmussen at MGM. Elmer Huhnke has shut down the Minne Lusa until Sept. 18 for reseating and some redecorating.

Vacationers include: Theo. Artz, MGM, to the Black Hills; Elvira Roslund, RKO, to Colorado; Betty Pantier, RKO, to Colorado; Hazel Brown, RKO, to Lake Okiboji; Sarah Maisel, Universal-International, to New York; Bill Weiss, Marguerite Bragg and Elizabeth Roberts, Warners. Among vacationing exhibitors are: Walter Bradley, Neligh, to Minnesota; Phil Lannon, West Point, to Nebraska

(*Continued on Page* 28)

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REGIONAL NEWSREEL

LONDON OBSERVATIONS

Johnston Non-Dualling Plan Encourages Smaller Producers; Trade Watchfully Awaiting Results

By JOCK MacGREGOR

A "typical Johnston agreement" is probably the best summing up of the decision not to double-bill American with British pictures here. Opinion is fairly evenly divided and each faction is rather pleased with itself.



Jock MacGregor

At first, the British appear to win. The action increases the second feature quota by twenty per cent and should give a lift to the smaller producer. The length of many current pictures, however, is such that there is often no supporting program other than newsreel and trailers, and this may now well speed the end of the double bill.

Effectiveness of the scheme is lessened by U-I and Eagle Lion having agreements with Rank, and others, including Republic or Screen Guild not being bound by it. The gap can be further filled with star-studded reissues handled by independent renters and continental films dubbed in English, but quality often would be sacrificed. The absence of Selznick or Goldwyn signatures is not important, as their pictures are not likely to be booked with a British offering.

MGM and 20th-Fox, who are filming here, will not be able to use their Hollywood output for support but will have to acquire British "B" subjects. These could be the proposed government features, first reported in STR in June. There is also the possibility of Warners using their Teddington studios for this product.

The scheme will not become operative till October 1, and under English law programs may be booked up to six months in advance.

Johnston's ruling might change J. Arthur Rank's plan to show 65 per cent British features during the coming quota year. This would be a victory, bringing more playing time on this valuable outlet for top American product, and the rentals received would more than compensate for the loss of supporting dates.

The plan is aimed to stop lower bracket first features being abused. As an example, a reliable source states that films for which thirty-three-and-a-third per cent is asked of the independent are sold to a circuit, for teaming with British offerings, for twenty per cent.

There is speculation as to how U-I will react. Despite the Rank affiliations, major deals are still subject to home office ratification.

The lay press has played up the story without studying the full implications. Indeed, they call it "war." Enterprising David Lewin in the 3,000,000 circulation *Daily Express* has used the occasion to publish pen pictures on the American chiefs in London.

But Johnston claims it is aimed to protect MPA prestige and not to increase revenue, since only $17,500,000 may be remitted annually. He wants quality, not quantity. Frankly, the most important outcome is that the industry will really have a chance of assessing the respective values of the two countries' product and the data should prove invaluable for future presentation to respective governments.

* * *

Without any fanfare of trumpets, Anatole De Grunwald reveals himself as Britain's most active independent producer who will be able to claim a bag of six pictures in a little over twelve months' work. Latest to be launched is "The Winslow Boy." The hit of this show is Kathleen Harrison. I saw this picture with the people who book pictures and loathe to pay a penny more than they need. Even so, Miss Harrison's outburst of joy mingled with tears at the result of the court case brought spontaneous applause. Other than for the Hope-Crosby dance in "Blue Skies" and the "Red Shoes" ballet I can remember no similar interruptions at such previews.

* * *

Back in 1933, Clarence Winchester edited "The World Film Encyclopedia" which even today is one of my most reliable companions. Now he is a publisher and Maud M. Miller has edited "Winchester's Screen Encyclopedia" which, with its informative articles, directories, biographies and casts of famous films, will be no less useful.

* * *

"Pathe," the name which to many cinegoers is synonymous for all newsreels, have broken the wartime supplementary agreement. They are prepared to accept cancellations from any exhibitor or new contracts subject to availability of prints.

* * *

For the record: The Rank David Hand cartoons make their bow this month . . . meanwhile the main query at South Street is to decide whether, with the GB Odeon merger, Cinema Management Associates should be exploited or for the old names to be continued. . . . Douglas Fairbanks, Jr., is certainly a traveler; it became a joke at the London reception as the various press men recalled meeting him in odd corners of the world. . . . Arthur Dent comes forward this week with yet another picture which he has produced, "The Nit Wits on Parade." . . . Following its recently inaugurated policy Columbia is premiering "The Man From Colorado" in the provinces before bringing it to town. . . . The Edinburgh Festival with its documentary film sessions has created quite a stir. . . . Less interest seems to have been taken in the Venice affair this year.

Drive-Ins Benefit

Due to increases in polio, the Hollywood Theatre, Ottawa, O., was forced to shut down. Drive-ins report they are profiting by the spread of polio, as families can see a show without danger of mingling with the crowds.

(*Continued from Page 27*)

lakes; Zora Mae Long, Decatur, Neb.

Ken Weldon, former MGM head booker at Des Moines, has joined Monogram here as a salesman after a try in the restaurant business. During a four-week vacation Lena Robarge, Columbia inspectress, will wed Bob Pattavina, Omaha. M. H. Noragon has sold the Manilla Theatre, Manilla, Ia., back to L. R. Howarth. Virginia Berry, RKO contract clerk, has resigned and plans to join her husband, who reenlisted in the Army, in New Jersey.

United Artists Manager Don McLucas spent last week in Des Moines. Leroy Miller is back to a Saturday schedule for the Stella (Neb.) Theatre. During the summer merchants gave free Wednesday night shows.

PITTSBURGH

Sam Fineberg, partner in the Alexander Theatre Supply Company and chief barker of the local Variety Club, and his family left this week for Phoenix, Ariz., to enroll his son, Jay, as freshman at the University of Arizona. Ed Levin, veteran film and accessory salesman, has resigned from National Screen Service. He will make his future home in Los Angeles, where he has made another connection in the film industry, not yet announced.

Dorothy Thomas, daughter of the veteran theatre manager, Harry Thomas, of the Schenley Theatre here, will marry James Bailey, of Glenshaw, Pa., in the fall.

Bert Stearn, head of Cooperative Theatres Service in Pittsburgh and Cincinnati flew to Hollywood this week to confer with Harry Hendel on their third independent motion picture. Hendel left by automobile a week earlier.

Pittsburgh Variety Club, Tent No. 1, gave a testimonial banquet on Aug. 30 in honor of Morris Lefko on the occasion of his promotion from RKO branch manager to manager of the eastern central district. RKO's new Pittsburgh manager, Dave Silverman, was general chairman.

ST. LOUIS

Among prominent industryites expected to attend the annual convention of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois at the Jefferson Hotel, Sept. 27, are Ted R. Gamble, Gael Sullivan and Herman M. Levy. President Fred Wehrenberg of the exhibitor organization stated that 12 prints of each of the films for National Youth Month, "Children in Trouble" and "American Family," have arrived here for showing during September in many theatres of the area.

Eddie Rosecan, owner of the Rialto, Hannibal, Mo., is vacationing at Detroit Lake, Minn.; Virginia Lacey of the Fox Midwest staff, is on vacation; Russell Mortensen, Fox Midwest regional booker, and his wife spent their vacation visiting his mother in Chicago; Tommy Bloomer of Belleville spent his time off in the south.

Frisina Amusement has transferred Joseph Pedrucci from the Variety, Decatur, to its Effingham, Effingham, Ill. Flora Musement has installed RCA sound in the Roxy, Flora, Ill. Paul Musser has reopened the Old Trail, Greenup, Ill., after undergoing extensive renovation. Bill Thomas, Jr., has returned to St. Louis from Louisville to join St. Louis Theatre Supply's

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sales staff.

Warner Bros. Manager Lester Bona is distributor chairman for the local committee arranging for the Theatre Equipment Supply Manufacturers Association convention here Sept. 27-30 at the Hotel Jefferson.

James E. Darst is manager of the new St. Louis district office of Wilding Picture Productions. Tilden Dickson, theatre owner of Crystal City and St. Clair, Mo., is spending several weeks with his wife in Phoenix.

Mrs. Mary A. Riordan, mother of Mike Riordan of the St. Louis Amusement Company's headquarters staff, died recently. His brother, Bob, died some weeks ago.

PHOENIX

W. P. Wickersham, Phoenix contractor, has started work on a new $130,000 Mesa Drive-In that will accommodate 700 cars.

"Seeds of Glory," a novel written by Richard Summers, associate professor of English at the University of Arizona, has been peddled as a screen vehicle to Joel McCrea and Jacques Tourneur. The unpublished novel will reach the screen under the title of "Vigilante."

The Star Theatre, Nogales, is donating all proceeds from Saturday matinees to the Santa Cruz County Chapter of the Infantile Paralysis Foundation.

SAN FRANCISCO

First donation of a "substantial amount" to the Variety Club Heart Fund from the showing of the Western Festival shorts filmed by Jerry Karski, Motion Picture Service, was reported by the junior executives of the Variety Club who are handling the shows. Latest of Karski's releases depicting the Portola Trek from Santa Barbara to the Bay Area is now being given first-run playdates locally. RKO Booker Hal Gruber is arranging the booking of the shorts which are underwritten by Standard Oil.

Transfers in managerial posts are announced this week by William Coovert, Golden State district manager. George Lewis, formerly assistant at the Irving, takes over management of Midtown. Lester Immerman, manager at the State in South San Francisco, replaces Ben Stevenson at Daily City Theatre; Stevenson will manage the Parkside house. Art Kloth leaves the Parkside for the Irving while Mat Knighton, former manager there, takes over the South San Francisco State.

Betty Gamble Universal Booker, returned to her desk after Hollywood highspotting for two weeks.

Roy Arnold Vitousek, Oakland color film producer, showed his most recent travel feature, "I Live In Paradise—Hawaii," to the Oakland Forum this week. Included were night shots of the Volcano Mauna Loa in eruption.

Narrowly escaping injury in the recent Reno explosion while on vacation, Morris Rosenberg, East Bay booker, Golden State Circuit, returned to work. Rosenberg was a witness to the fire and was just leaving the scene when the blast occurred.

Elmer Benjamin, veteran local employe of National Screen, resigned this week. Benjamin has held many posts with the firm and was last employed as a salesman. Family of William Crosby, city manager with Blumenfeld circuit in East Bay, suffered severe injuries in an automobile accident near Lafayette, Calif. Crosby's wife and daughter are both hospitalized. Jesse Wright, Warner Bros. booker, and wife Donna report the birth of a seven-pound baby girl. George Glosser, formerly booker at 20th-Fox, is now with United Artists.

Film Classics Salesman Chan Carpenter returned from a Los Angeles vacation to go on the road for his firm. Don Nichols, formerly at Strand in Merced, will transfer to Lindsay Theatre, with Marcel Ceresa, manager there, moving up to Merced. Alexandria Theatre, San Francisco Theatres, Inc. deluxe neighborhood house, is receiving gay, pink paint job to conform with color tone of buildings in its famous namesake city in North Africa.

Proclamations

Mayors of both Minneapolis and St. Paul set a new precedent when they issued proclamations urging the people of their respective cities to see MGM's "The Search" at the World Theatre in both cities. Publicity also was gained by screenings for various civic groups and leaders, and the Minneapolis newspaper movie critics gave the picture wide support.

HARTFORD

Frank Morin, Regal Theatre, Hartford, and Mrs. Morin, left for a New Jersey vacation. Manager Victor M. Morrelli of the Bristol, Bristol, Conn., has started building a new home.

Forty theatre managers and numerous home office, zone, and district executives of Warner Theatres attended the New England zone meeting last week at Racebrook Country Club, Orange. Harry Kalmine, circuit president and general manager, presided. Henry Needles and Jim McCarthy represented Hartford. Patsy Silverio, formerly with Glackin and LeWitt Theatres, is said to be managing a widwest theatre.

Lou Franciose, manager, State, Jewett City, Conn., returned from a Massachusetts vacation, and Fred Raimo, manager, Circle, Manchester, Conn., checked out for a vacation through the Bay State. Marquee at Crown, Hartford, was redecorated. Tom Grasso of New Colony, Sound View, Conn., was a Hartford visitor last week.

Michael J. Casey, 53, veteran Springfield, Mass., IATSE executive, died recently while on a vacation on Cape Cod, Mass. For many years he was business agent of Local 53, Springfield, and stage manager of the Paramount Theatre in that city. He was a cousin of Pat Casey, former head of the motion picture industry's Labor Relations Board. His mother, a brother and a sister survive.

ATLANTA

The Crescent Amusement Company has filed a petition with Federal Judge Elmer Davies in Nashville for the right to build other new theatres in Alabama and Tennessee. President J. H. Thmopson of M&T Theatres in Hawkinsville, Ga., while in Atlanta, said the circuit is planning to start work on some new theatre projects in Georgia and hopes to have them ready for opening next spring.

John Moffett, Alabama theatre owner, has taken over the Coosa, Wepumpka, Ala., from Mrs. Phil Enslee. Theodore Baldwin and John Stillman have opened their new Negro theatre, the Harlem, in Americus, Ga. Pal Theatres is installing new chairs in the Pal, Vidalida, Ga.

Among recent visitors in Atlanta were O. C. Lam, Hap Barnes, M. C. Moore, Mr. and Mrs. Carl Floyd and Mr. and Mrs. T. E. Orr. Mitchell Wolfson and family have returned to Miami, Fla., from their Latin-American trip. Sara VanHook is back at her Eagle Lion job after a Florida visit. James F. Willard of the Strong Electric Corporation, Toledo, O., visited here with Oscar Howell of Capital City Supply.

Monogram Booker Grace Hammond is confined to her home by illness. Monogram's Florida salesman, Jack Barrett, is still in the Lee Memorial Hospital, Ft. Myers, Fla., and would like to hear from his friends.

NEW HAVEN

MGM Manager Harry Rosenblatt has been elected canvasman of Variety Club of Connecticut, Tent 31, succeeding Tim O'Toole of Columbia who has moved to Florida. Ralph Civitello, owner of the Devon in Milford section, is building a new home. Al Pickus, owner of the Stratford, Stratford, is making extensive renovations including a reserved section of the orchestra.

Tent 31, Variety Club of Connecticut will start off its season's charitable activities with a dance jamboree at Goffe Street Armory featuring Louis Prima and band on Oct. 9. Harry F. Shaw, division manager of Loew Poli New England Theatres, is handling entertainment angle of the affair. Lillian Jeffery, secretary to Loew's Vice-President J. R. Vogel, was the guest of the Harry F. Shaws over Labor Day weekend. Paramount Manager Jim Darby back on the job after vacation. Ben Simon, branch manager of 20th Century-Fox will attend the company convention at Los Angeles.

CHICAGO

Theatre engineers have received another wage advance of 15 cents an hour, in addition to the 20-cent jump awarded them early in the year. Their hourly pay is now $1.95. Theatre janitors' wage demand is still under consideration.

Warner Theatre Zone Manager Jimmy Coston has bought a twin-motored airplane. Indianapolis and Louisville have been added to the territory of Paramount Chicago Area Publicist E. G. Fitzgibbons. Jack Schwartz has resigned as Columbia country salesman.

Vacationers include Oriental Theatre Treasurer Eddy Makotz, in the north woods; State Lake Manager Charley Nesbitt, in Pennsylvania with relatives; RKO Chief Booker and his wife, in northern Wisconsin; Paramount District Manager Allen Usher, touring the west. Back from vacations: S. J. Gregory, Alliance circuit, from a western trip; Warner Salesman Rusty Herman, from Michigan.

New theatres opened: Sun, White Pigeon, Mich., with Basil Durchett as manager; Starlight drive-in, Benton Harbor, Mich.; Rainbow drive-in, AuGres, Mich., with George Smith as manager. Columbia's Frank Flaherty is in New York City for Colloseum conferences. Paramount Western Division Manager James Donohue is in Dallas conferring with exchange heads in the southern territory.

Nancy Irvin was named secretary to Paramount Publicity Head E. G. Fitzgibbons. A

(*Continued on Page* 30)

Regional News

(*Continued from Page* 29)

daughter arrived at the home of B. & K. Tivoli Manager Bill Studdert and his wife. C. R. Christianson has charge of the Hawaiian Pineapple Company's new color film, "Treasure Island," for the Chicago area.

Alliance Circuit is expected to take over operation of the Paramount, Marion, Ind., next year when the Balaban and Katz lease expires. B. & K. plans to erect a new 1,000-seat theatre there.

B. & K. Employes Ass'n starts its winter bowling league games Sept. 13. Cracksmen last week succeeded in carting off the safe from the B. & K. Luna Theatre, cracking the strong box at their leisure.

The Elm in Elmwood Park, Ill., and the Montclare, Chicago, have joined the Allied buying-booking organization, Allied of Illinois, President Jack Kirsch announced. Both are B. Charuhas houses.

NEW YORK

Monroe William Greenthal, head of the advertising agency bearing his name and well-known in the film industry, was married last week to Ruth Barton Davey, daughter of Dr. and Mrs. Wheeler P. Davey at the home of Matthew Fox, also known in the film industry. Judge Saul Streit performed the ceremony and the bride's sisters, Mrs. John Henszey, was maid of honor. Honeymoon: Bermuda.

And speaking of marriages, Ira Meinhard of Tacme Film Delivery, celebrated his first anniversary this week. Returning vacationers included Harry Newman from Long Branch and Pat Marcone from New Hampshire. Violet Fucci quit the United Artists switchboard to say hello to the customers calling the Brandt booking outfit. Exhibitor Ike Levy of the Greenwood at Trenton, N. J., was a film row visitor.

The Warner Club will hold its annual golf tournament, the first since the war, Friday, Sept. 17 at the Vernon Hills Country Club, Tuckahoe, New York. Doris Mishler, secretary to G. E. Blackford of Warner Bros. home office publicity department, and Jerome Black are engaged.

Box-Office Slants

The Winslow Boy

(*Continued from Page* 23)

Royal Naval College for alleged theft. His father (Sir Cedric Hardwicke), convinced of his innocence, fights for his honor, first with the admiralty and then through the house of commons. Eminent king's counsel and political leader Sir Robert Morton (Robert Donat) takes up the case, gets a petition of right for Winslow as a private citizen to sue the crown, and contests it successfully. Legal costs all but ruin Winslow and the publicity ends the daughter's engagement, but the family is united.

Comment: Freely based on a case famous in the annals of British justice, this is an enthralling drama of a father's fight to clear his son and the effects of the trial on the family. Anthony Asquith has directed with immense sensitivity, and if some passages seem slow, they are so planned to give added effect to ensuing sequences. Often the emotional stress is almost unbearable and few will sit through it without a tingling sensation around the eyes. While several portrayals are distinctly stagey, the acting generally is of a high standard. Robert Donat heads the cast with a studied performance as the brilliant counsel and Sir Cedric Hardwicke is excellent as the father. The outstanding characterization is that of Kathleen Harrison as the cockney maid. Good natured, sincere and utterly human, her outburst of joy mingled with tears at the verdict brought spontaneous applause from the hardened, professional preview audience. This should certainly put her in the running for the Academy Award for the best supporting artist. If Britain turned out more pictures like this, combining quality with commercial requirements, there would be no need for a quota.

ADVANCE DATA
On Forthcoming Product

Every Girl Should Be Married (RKO) Principals: Cary Grant, Franchot Tone, Diana Lynn. Director, Don Hartman. A comedy about a small town girl who comes to the big city to get a mate and succeeds in ensnaring a handsome bachelor baby doctor after using many ruses.

Interference (RKO) Principals: Victor Mature, Lucille Ball, Lizabeth Scott, Sonny Tufts, Lloyd Nolan. Director, Jacques Tourneur. A professional football drama involving a once-great star whose heart goes bad on him, as well as his wife; he is rescued from oblivion by the love of the team's girl secretary.

The Lone Wolf and His Lady (Col.) Principals: Ron Randell, June Vincent. Director, John Hoffman. When the world's third largest diamond is stolen by a gangster, the Lone Wolf is arrested; he escapes and with the aid of his valet captures the culprit.

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Ten cents per word (10 words minimum). No cuts or borders. No charge for name and address. 5 insertions for the price of 3. Money order or check with copy. Ads will appear as soon as received unless otherwise instructed. Address: Classified Dept. SHOWMEN'S TRADE REVIEW, 1501 Broadway, New York 18, N. Y.

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EXCELLENT INVESTMENT $25,000.00 advance for 5 year concession rights. New 500 Car Drive-In-Theatre. Southern Town 300,000 Population. Box 754, Showmen's Trade Review, 1501 Broadway, New York, New York.

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COMIC BOOKS available from world's largest and oldest theatre distributor. Best title and latest issues in stock. Price 3c each. Sidney Ross, 334 W. 44th St., New York City.

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SUCCESSFUL DRIVE-INS BUY HERE IN DROVES—Complete sound projection outfits, $1995.00 up; New 500 Watt Western Electric Booster Amplifiers, $650.00; New Dual in car speakers with junction box and transformer, $19.95; new drive-way entrance and exit signs, illuminated, $18.75; Burial Cable, 7½c ft.; Special 4 conductor neoprene cable, 6c ft.; Super Snaplite f1.9 lenses increase light 25 per cent, from $150.00; 40 in. Weatherproof reflex horns complete, $39.75. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.

NEW EQUIPMENT

FOR THE BEST GOOD SOUND, PROJECTION EQUIPMENT, and All Supplies for Modern Theatres, Everywhere, at Big money savings. Satisfaction Guaranteed! Write: American Theatre Supply Co., Inc., 1504—14th Ave. At E. Pike, Seattle 22, Wash.

COMPARE AND SAVE! Beaded soundscreens 49c foot; Super-Lite 44c; 8500 CFM blowers $92.50; New RCA 30 watt theatre amplifiers $137.50; What do you need? Star Cinema Supply Co., 459 W. 46th St., New York, N. Y.

DRASTIC REDUCTIONS DESPITE INFLATION. Replacement parts for Simplex 40 per cent off; Simplex BB Movements, $61.20; Universal splicers, $4.25; Stereopticans, $27.50; Pump type extinguishers, $6.95; Carbon savers, 77c; Jensen 12 in. PM speakers, $18.95; 1000 Watt T-20 Mog. Pref. C-13D lamps, $3.95; 1500 Watt, $5.95; Film cabinets, $3.95 section; Soundfilm amplifiers including record player, $124.75; Exhaust fans, 10 in., $10.79; 12 in., $13.75; 16 in., $18.15; 24 in., 3 speed pedestal fans, $69.50. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.

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2000W FRESNEL STUDIO SPOTS, $57.50; MR type 2000W on rolling stand, $99.50; Used Auricon Recording outfit, $495.00; Neumade 35-mm. Filmracks, 76 in. high, $39.50; Belhowell Automatic 16/35 hot splicer, $795.00; B & H Single System Recording & Studio Camera with rackover, magazines, 6 fast Astro lenses, 4 position amplifier, 4 mikes, power supply, etc., reduced—$3,750.00; Western Electric Preview Magazines, $395.00; Bodde Process Screens, $2.40 sq. ft.; W. E. 35-mm. Sound Moviola, $795.00; Mitchell Plywood Blimp, $149.50; Neumade Automatic Film Cleaners, $159.50. Send for Latest Catalog. S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.

THEATRES FOR SALE

THROUGHOUT MIDWEST, SOUTHWEST, LARGEST ASSORTMENT. Leak, 3422 Kinmore, Dallas; 1109 Orchardlane, Des Moines, Iowa.

PACIFIC NORTHWEST THEATRES for sale. Write for list. Theatre Exchange Co., 201 Fine Arts Bldg., Portland 5, Oregon.

FOR SALE—Theatre complete with new brick building, 400 seats, only theatre in fast growing oil town Southern Arkansas. Require $25,000 cash, balance of $20,000 over five years. Reply to Post Office Box 1191, Texarkana, Texas.

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FOR YOUR BINGO GAMES. Controlled or uncontrolled, die cut, play right, priced right. Samples on request. Premium Products, 354 W. 44th St., New York 18, N. Y.

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PRICES UNBEATABLE! Simplex rear shutter double bearing spiral gear mechanisms, rebuilt like new, $275.00; Strong 50 ampere lamphouses, excellent, $250.00 pair; Pair DeVry XD projectors, rebuilt and complete, $745.00; Buy nothing—Compare our prices first! Star Cinema Supply Co., 459 W. 46th St., New York, N. Y.

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A Section Published Every Fourth Week by Showmen's Trade Review

STR

September 11, 1948

AARON NADELL
Technical Editor

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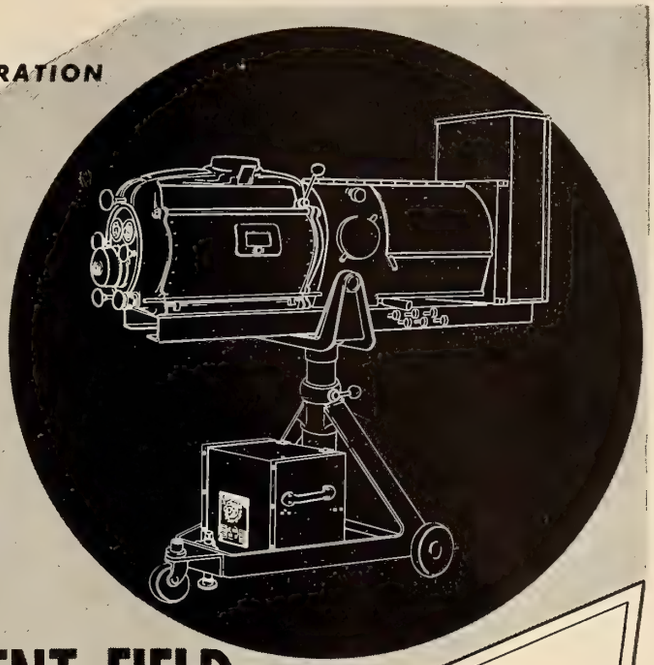
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Joint Council Report:

Box-Office Belongs On Sidewalk Line

Councils Discuss Best Theatre Design for Effective Exploitation; Favor All-Glass Doors, and Spacing of Poster Cases by Decorative Surfaces

What is the best location for the box-office from the point of view of bringing in patronage? Is there any type of entrance door more helpful than others in attracting patronage, and if so which type? Is the cash value of outside poster exploitation worth more or less to the owner than the income from a refreshment counter to the sidewalk at the same location? What are the most effective methods of arranging lobby displays?

Following is a joint report on these questions and related details. The decisions reported are those of STR's Architects Advisory Council and Theatre Advisory Council.

Most effective use of attraction boards and their changeable letters was excluded from the discussion because the Theatre Advisory Council has already given its opinions on those points (STR for September 13, 1947, Page E-5); and is on record as favoring, by a majority of more than two-thirds, the use of large-size attraction boards, with letters of more than one size and more than one color. The Theatremen at that time also endorsed animated displays for exploitation; as well as sound trucks, public address and lobby tripods wherever local regulations permit.

Currently, both Theatremen and Architects confined their attention to matters more basic to theatre design, considered from the point of view of exploitation value.

Box Office Details

A majority of over two-thirds of all the Councilors participating feel that the box office belongs on the sidewalk line. The Theatre Executives are most emphatic on this point; far more than two-thirds of them endorse this location. Among the Architects, only an even fifty per cent express the same preference. The other half of the Architects Council is divided between those who favor putting the ticket window inside the lobby and those who maintain that its location depends on "the size and orientation of the theatre," or "the location of the theatre in the block and traffic conditions," or "the design of the lobby" and so on.

Exactly where on the sidewalk line should the box office be placed? On this question there was no really clear-cut decision. Among the Theatremen a large plurality favor location in the center of the entrance way; among the Architects a smaller plurality hold the reverse view. In both Councils a substantial vote maintains that: "It all depends." The width of the entrance way, whether or not the theatre is located on a corner, the desirability or the reverse of splitting traffic, are among the factors cited as determining whether the box office should be placed in the center of the entrance or to one side.

The following detail is perhaps noteworthy: although most of the Councilors who favor putting the box office to one side did not specify which side; those that did, without exception, preferred the *right* side of the entrance.

The number of Councilors who endorse recessing the box office back of the sidewalk line or putting it anywhere inside the lobby are comparatively few. Even the provision of a supplementary indoor box office for bad weather use by theatres located in inclement climates does not win majority approval. A number of the members do offer a compromise solution to the problem of bad weather—a single box office with windows opening both on the street and into the lobby, with indoor sales only when weather conditions require. But those who favor this practice are also far from a majority on either Council; and against it a number of other Councilors point out that if tickets are sold indoors the entrance doors cannot be closed when a line forms.

Poster Cases vs. Refreshments

Are poster frames on the facade of the theatre so important as a means of attracting patrons that space cannot be spared for a concession counter window? Or is the concession counter more valuable than the advertising?

A strong plurality of the joint membership think the refreshment counter brings in more income than the poster case. But a substantial, although smaller, group think it does not. A third group feel that it all depends; and some Councilors suggest designing the facade to make room for both sales counter and poster case. In this matter the two Councils have different views; for an absolute majority of the Theatremen participating consider that the refreshment sales would be worth more to the theatre than the box office sales resulting from posters occupying the same wall space, while among the Archi-

(*Continued on Page E-15*)

COUNCILS' MEMBERSHIP

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Equipment Items for Exploiting Both Theatre and Refreshments

Many and Varied Facilities Advertise Theatre and Program at Distance, Medium Distance and Close By; Moving Displays Compel Attention



Huge size, color and light enable this sign board outside a California drive-in to catch the eye of hurrying motorists as they approach with its message of gaiety and glamor. Medium-distance exploitation is effected by the large Wagner attraction board with its appealing 17-inch and 10-inch plastic letters in translucent red and blue.

To catch the attention of passersby, and to create in them the mood to be entertained, are eternal needs of showmanship that have inspired the invention of thousands of devices. A few of the more modern contrivances for achieving those purposes are pictured here. They embody resources of light, color and motion, unusual appearance or decorative beauty. They appeal to the potential patron who is a mile away and to the one who is passing in front of the door. All of them in their various ways shout: "Come, come, here is the show!"

And make it sound exciting!

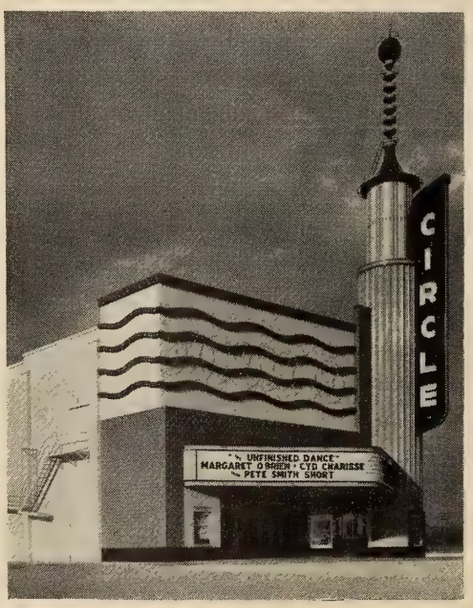
The huge El Monte sign board pictured at the upper left of this page meets the requirements of catching the eyes of hurrying motorists from a distance—and of conveying the excitement of its message at a glance. It was built for the drive-in at El Monte, California, by B. F. Shearer of Los Angeles. Huge size, color, light and attention-compelling design enable this sign board to fulfill its requirements.

But the sign board performs only the first part of the requirements of exploitation. Another message remains to be conveyed to the hurrying motorist—what is playing? This involves exploitation from medium distance. Accordingly, the El Monte is equipped with a Wagner attraction board 30 feet wide, carrying Wagner letters in appealing red and blue translucent plastic. The larger letters are 17 inches high, the smaller ten inches—both of them large enough to deliver their message to the driver of a fast-moving car, and attractive enough to make him read it.

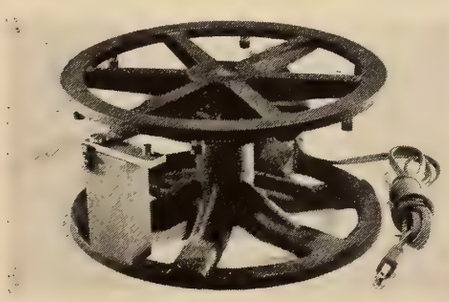
These identical functions of appealing to the passing motorist are achieved by different devices in the design of Interstate's Circle Theatre, pictured in the center of this page. This is an indoor house, located in open country at a highway intersection, near Dallas, Texas. It must draw patronage from considerable distances. J. H. Elder, Interstate executive and member of STR's Theatre Advisory Council, wanted a landmark design—unforgettable.

Hence the name tower was made 89 feet high. At the top is blue, rose and white tubing that appears to rotate at night. Color, motion and conspicuousness are combined in this tower. Further to facilitate exploitation from a distance, the name sign was made 42 feet high. For medium-distance exploitation the Circle relies largely on the highly unusual material used for the facade above the marquee, and the forward portions of the side walls—flooring tile. It has the added advantages of extreme durability, colorfastness and easy maintenance. From the point of view of exploitation, its gleaming color combinations are as striking and unforgettable from medium distance as the name tower from afar.

Pictured at the bottom of this page are two devices for catching the attention of persons passing close by the theatre. They embody, respectively, the eye-catching qualities of attractive appearance, and of animated motion. At the right is shown one model of the latest of all poster cases, just announced: The Aluminex, produced by Theatre Specialties, Inc., and marketed through National Theatre Supply. To assure that its attractive appearance will be permanent it is made of aluminum in one-piece construction. It embodies the latest mechanical improvements of concealed, sag-proof hinging and rubber-mounted glass, and evenly distributed lighting from sources that are completely invisible be-



Torch-spired tower beckons from afar; unusual facade faced in gleaming floor tile provides landmark medium-distance exploitation.



Animated display turntable, synchronized with lights, sound or audience participation push-button, compels attention.



Permanently attractive new poster cases of one-piece aluminum, flawlessly illuminated, exploit the show to passersby.

hind the frame. Other models include cases for recess or surface mounting, easel type cases, photo cases and insert frames, in sizes from 40" x 80" to 3" x 10", with or without built-in illumination. The attractive appearance of these poster cases and their wide variety of sizes fit them for very varied placement and application in closeup exploitation of the show.

Motion is as valuable in catching attention at close distance as at far and medium distances. To assist the poster frames, easels and close-up devices in their work of luring the eye the Andrews and Perillo animation turntable, here pictured, can be mounted on the sidewalk line or above the marquee or wherever attention-catching motion is needed. These turntables come in three models, operating at speeds of from 2 to 3½ revolutions per minute, and can be pre-set to stop from twice to 12 times in each revolution. They can carry displays ranging from 10 to 500 pounds, depending on the model selected and whether the device is set for stops or for no stops. By means of accessories the stopping time can be adjusted to any length desired, and the action of the turntable can also be synchronized with lighting cycles or with a phonograph record, or wired to an audience-participation push-button. Driving motors are induction types, for 110 volts, 60-cycle a.c.

Exploitation and Sales Are Combined In Modern Refreshment Vending Devices, Which Advertise Their Wares In Addition to Heating or Cooling Them

The modern theatreman emphasizes sale of refreshments as well as tickets, and draws a subtantial income from both sources; therefore both commodities need to be exploited for maximum revenue. Modern refreshment vending devices have exploitation built into them, in the form of attractive, appetizing appearance, which is fully as important to their practical uefulness as refrigeration or heating coils.

The vending device must of course perform its mechanical operations satisfactorily—warm ice cream or cold popcorn won't sell well—and also economically. It should be designed for minimum labor requirements, minimum space requirements, and maximum turnover during rush periods. It should need a minimum of maintenance. But all these qualities will not meet the theatreman's needs if the device does not evoke appetite and promote sales by its appearance.

As far as the show is concerned exploitation is mostly an outdoor matter; while the mechanical facilities through which the promised entertainment is delivered are located indoors, in the projection room and elsewhere, and are not directly associated with the exploitation. Exploitation can be excellent and projection poor, or vice versa. But in modern refreshment sales the device that exploits the merchandise and the one that processes or delivers it are for most part the same. The theatreman in making his selection cannot consider good exploitation apart from good mechanical performance; the mechanism he buys must meet both requirements.

Three 1948-model refreshment vendors, designed to combine good exploitation with effective mechanisms are pictured on this page. At upper right is the very new Icecreamolator just placed on the market by Drincolator Corp. It is a refrigerating unit the whole top of which is a display piece for ice cream. The merchandise thus displayed is not allowed to become warm. Mechanics and exploitation are effectively combined; the exposed confections are kept at freezing temperature at all times through the medium of cold zone located over a subzero plate. The result is that they remain firm and hard in appearance, and appetizing when purchased. The remainder of the cabinet constitutes a deep freeze compartment for storage of reserve supplies, with a capacity of five cubic feet.

The Icecreamolator cabinet is built of one-piece, heavy gauge steel with snow-white exterior finish, black base and gleaming chrome hardware. Insulation is provided by four inches of Fibreglass. The compressor is silent in action, hermetically sealed in oil, and carries a 5-year replacement guarantee. The motor is 1/3 h.p., 110 volts, 60 cycle.

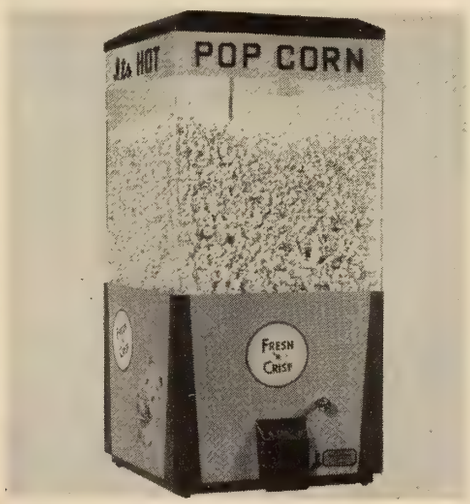
As the Icecreamolator is designed to display ice cream attractively while keeping it cold the Pronto Junior Pop Corn Warmer pictured in the center of this page is intended to present pop corn attractively while keeping it hot. The clear plastic case, which reveals the merchandise to be sold visible and unwrapped, "whets the appetite of the prospective customer" according to the manufacturer, while the interior mechanism incorporates a hot blast forced air heating system to assure that the corn will be delivered hot at all times.



Attractively displayed ice cream is kept cold and firm by the cold zone and subzero plate of this new Icecreamolator. Interior of cabinet is a deep-freeze unit of 5 cu. ft. capacity.

Containers of every size are quickly filled by pulling the finger-tip knob forward. Brilliant illumination is built in, the lettering and decorative design are brightly colorful, the four-side plastic construction makes both lettering and merchandise clearly visible from every direction. Dimensions are 16" square by 35" high.

Self-luminous signs exploit the refreshments offered by the "Walky-Koffee" pictured at the bottom of this page and by its companion "Walky-Teria" units, to make them readily visible in the darkened theatre, or in a drive-in. These "-terias" are designed to serve hot foods such as coffee, frankfurters, chili, tamales, soup, beans and peanuts; and cold refreshments such as soft drinks, beer, fruit juices and dairy products. Constructed of aluminum for light weight, they are insulated to preserve internal temperature and have built-in coils for pre-heating.



Popcorn is made attractively visible from every direction by this brilliantly-illuminated, plastic-sided Pronto Junior corn warmer.

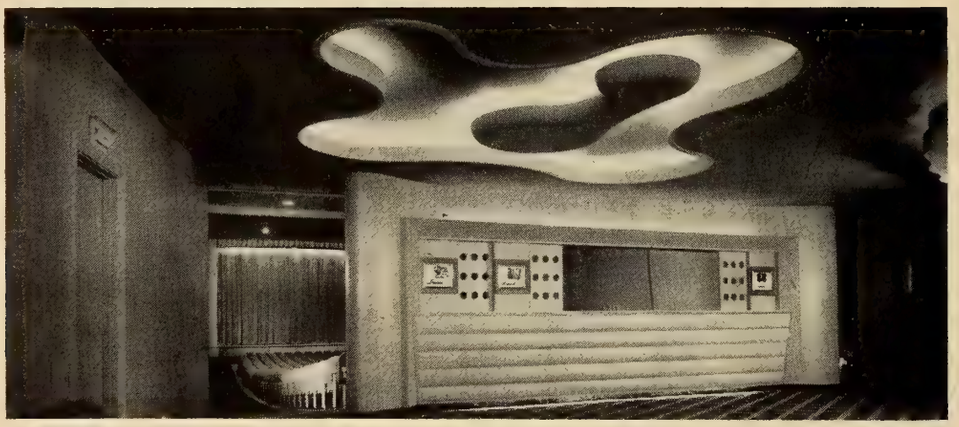


Self-luminous lettering easily visible in the darkened theatre or drive-in exploits the refreshments sold via these "Walky-Teria" units. They are insulated for either hot or cold food and beverages, including coffee, frankfurters, chile, tamales, soup, beans, peanuts; and cold drinks, beer, fruit juices and dairy products. Hot-sale units are pre-heated by a built-in electrical element.

Exploiting Ticket Sales:

Design Spotlights The Box Office







Box office, above, focusses all attention by protruding position, contrast between its shining materials and rugged stone of the facade, and lighting pattern. Foyer, right, has adjustable sliding panels above the standee. Bright artificial flowers, below, take away the usual ugliness of projection ports; auditorium floor is permanently-colored concrete; special exhausts make last ten rows a comfortable smoking section.

Famous-Players Canadian's Nortown Toronto, Ontario

Built under direction of Jules Wolfe, Famous Players Canadian technical chief and member of STR's Theatre Advisory Council, Toronto's new Nortown Theatre has a facade elaborately designed to draw attention to the point where tickets are sold.

The theatre boasts other striking features also. One is found at the rear of the auditorium, where the unavoidably ugly pattern of projection and viewing ports is obscured by banks of richly colored artificial flowers. Still others will be described below.

The outside of the theatre, however, is built around, and stresses, the idea of buying tickets.

Four different devices emphasize the ticket window. It is thrust forward to the sidewalk line at the tip of a long, curving peninsula. It forms the exact center of the sweeping, semi-circular curve of the marquee. These design elements in turn are reinforced by similar patterns of white incandescent lighting. Finally, there is a deliberate and strong contrast of structural materials. The facade above the marquee is finished in limestone. To the left of the entrance it is faced with rubble stone laid in narrow horizontal courses to produce a rugged country impression. But the box office peninsula is all stainless steel, shining glass and polished marble; and trimmed with silver-plush window draperies pleated vertically.

The all-glass entrance doors provide a clear and inviting view of the lobby, while the design features of the box office shout: "Here is where you get the ticket."

Patrons who accept the invitation find still other features inside. Foyer and rotunda are lighted from behind free-form plaques that float in space and present a different contour from every viewing angle. Auditorium lighting is entirely indirect and its sources invisible. Sources of air conditioning are also invisible.

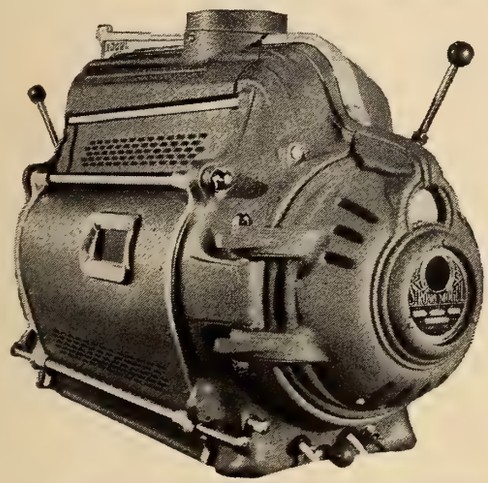
The Venetian red of the auditorium floor is integral in the concrete; it will never grow shabby or need repainting. Standee and aisle carpet, and the upholstery of the 950 chairs, present a color scheme of warm beige, cinnamon brown, blue, and chartreuse green. Screen curtains are silver plush; proscenium valance, side drapes, masking legs and borders coral plush; exit door draperies turquoise plush. These last, and the valance draperies of the box office penisula, were designed and supplied by Novelty Scenic Studios of New York.

Projection and sound equipment is Simplex; the lamps Peerless Magnarcs; the generator is by Hertner; marquee letters are Adlers.

Investigate BEFORE YOU INVEST!

DON'T INVITE TROUBLE

Be sure the lamps you buy have a proven performance record . . . will stand up without constant, expensive replacement of parts. Investigate the reputation and integrity of the maker. Be sure that he will be there to furnish parts and render service when you need them. Demand a list of users and then ASK the men who own them.



FOR DRIVE-INS AND LARGE THEATRES

THE STRONG MOGUL

70-AMPERE • 40-VOLT

PROJECTION ARC LAMP

Projects 15,000 lumens — the maximum that film will accept without damage — providing a brilliant picture on 48-foot and larger screens with all details clearly visible 500 feet or more from the screen.

It is wasteful, as well as futile to burn more than 70 amperes in any reflector lamp, or twice the current in condenser lamps.

STRONG SINGLE PHASE 80-AMPERE TUBE RECTIFIER

FOR SCREENS UP TO 18 FEET IN WIDTH

THE STRONG UTILITY 1 K.W. HIGH INTENSITY PROJECTION LAMP

delivers twice the light of the low intensity lamp. There are more Strong-made D.C. 1 K.W. lamps used today than all other makes of 1 K.W. lamps combined!



When the lamps are ***STRONG*** *the picture is bright!*

As the only lamps produced complete within one factory, Strong projection arc lamps can be so engineered as to obtain the finest screen results.

Prices are the lowest of any lamps in their class.

Strong lamps assure longest life, some built 25 years ago are still working every day.

Strong lamps are most simple in operation and require less attention. Having fewer parts, there is also less possibility of failure.

Use coupon to obtain free literature or demonstration.

SEE OUR EXHIBIT
at the TESMA Show
Jefferson Hotel
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Sept. 28-29-30—Booth No. 54

THE STRONG ELECTRIC CORPORATION
The World's Largest Manufacturer of Projection Arc Lamps
87 City Park Avenue, Toledo 2, Ohio

☐ I would like a demonstration of Strong Lamps in my theatre, without cost or obligation

☐ Please send free literature on the:

☐ Mogul Lamp, ☐ Utility Lamp, ☐ Strong Rectifiers, ☐ Strong Reflectors, ☐ Strong Arc Spotlamps

NAME .....

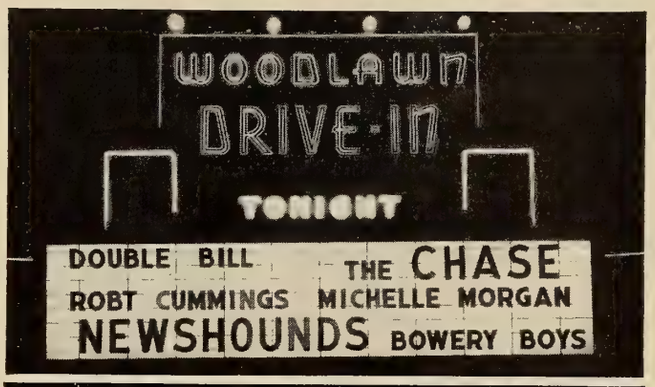
THEATRE .....

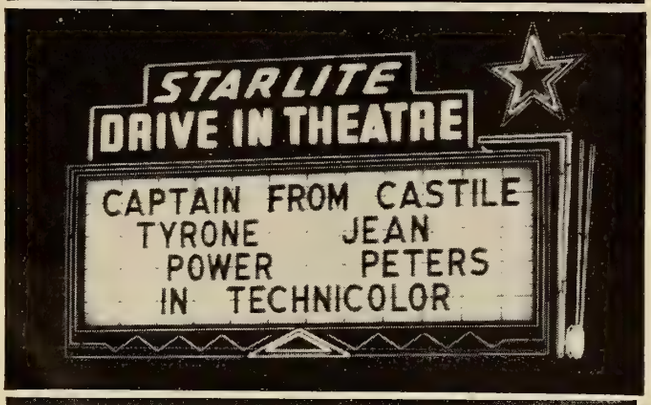
STREET .....

CITY AND STATE .....

WHY

WAGNER LETTERS AND FRAMES ARE PREFERRED ABOVE ALL OTHERS







WAGNER
TRANSLUCENT PLASTIC LETTERS

Exclusive Patented slotted method of mounting prevents freezing to sign, assures complete safety.
Shock-Proof. 60% stronger.
Wide range of sizes, 4″, 8″, 10″, 17″, permits doubling effectiveness of display.
Gorgeous, deep, jewel-like colors . . . red, green, blue, amber, black . . . go all the way through.
No Maintenance.

WAGNER
WINDOW-TYPE FRAMES

Permit openings of any dimensions in ONE panel, make it unnecessary to join together a series of small signs.
Most economical maintenance. Lamps, neon and glass replaced in any section without disturbing other portions and without removing frames.

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WAGNER SLOTTED ALUMINUM LETTERS
More sizes than offered by any other line, 4″, 6″, 8″, 10″, 12″, 16″, 24″, 30″. Many styles and colors.

WAGNER LOBBY DISPLAY UNITS
24″, 36″, and 48″ sections combine to make any length.

WAGNER LETTER MOUNTING STRIP
Stainless steel. No wiring required.

WAGNER TRANSPARANCIES AND FRAMES
Full colored photos of all stars, in any size, for marquee or lobby.

Wagner Sign Service, Inc.
218 S. Hoyne Avenue
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SEE OUR EXHIBIT at the **TESMA SHOW**
Jefferson Hotel
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USE COUPON FOR BIG CATALOG ON EFFECTIVE SHOW SELLING →

WAGNER SIGN SERVICE, INC.
218 S. Hoyne Avenue Chicago 12, Ill.
Please send big free catalog on Wagner Theatre display equipment, the largest line in the world.
Name .....
Theatre .....
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City and State .....

Theatre Designed to Delay Obsolescence

Plans for the Richfield, Richfield, Minn., Based on Conscious Effort to Foresee Future Trend

A fresh, functional approach to theatre design, deviating in many respects from the pattern of the last 15 years, is evident throughout the Richfield Theatre, located in the suburb of that name directly south of Minneapolis. The 900-seat house was planned with the idea not only of attracting patronage from its own community of small middle-class homes, but also from the residential sections of the neighboring city.

The exterior of the Richfield was designed according to a deliberate effort to try to foresee the trend in modern theatre architecture and thus delay obsolescence. Fluorescent glass walls above the canopy serve as attraction boards. These walls are simply the upper portion of two of the walls of the lobby. The canopy protects the entrance against rain and snow and provides easy access to the attraction spaces and their Wagner changeable letters. The canopy continues around the side and rear of the house, where a tree grows through it. Garden seats flank the trunk of the tree, while the nearby wall is expected to support a curtain of Boston ivy. During warm months the flower bed, here pictured in the lounge, is extended outdoors. Just above the canopy, at the base of the glass walls, are metal troughs which in winter catch the condensation from the glass and in summer are used as flower boxes.

The theatre is set back 17 feet from the property line. Bedford stone and rubble are combined on the facade; other exterior walls are of plastered concrete block and rock-faced ashlar. Entrance doors are wood and glass, and the poster frames alumalited metal.

Double-Purpose Luminaire

In the lobby a tall, ultra-modernistic ceiling fixture bearing exposed Circline fluorescent tubes illuminates both the lobby and the glass-wall attraction boards. Lobby walls present a variegated aspect. The wall containing the entrance doors is finished in natural wood. The one separating the lobby from the interior of the theatre is painted light green, and its doors are covered with patterned, dark green wall paper. The pattern of this paper is reproduced in enormous, blown-up duplicates which constitute the mural decorations on the two side walls. Except for these murals, side walls are dark green.

The wall paper and green paint are repeated in the foyer. Carpeting begins in the foyer with an all-wool Wilton carrying a green and tan scroll pattern on a dark beige background. This carpet continues into the auditorium.

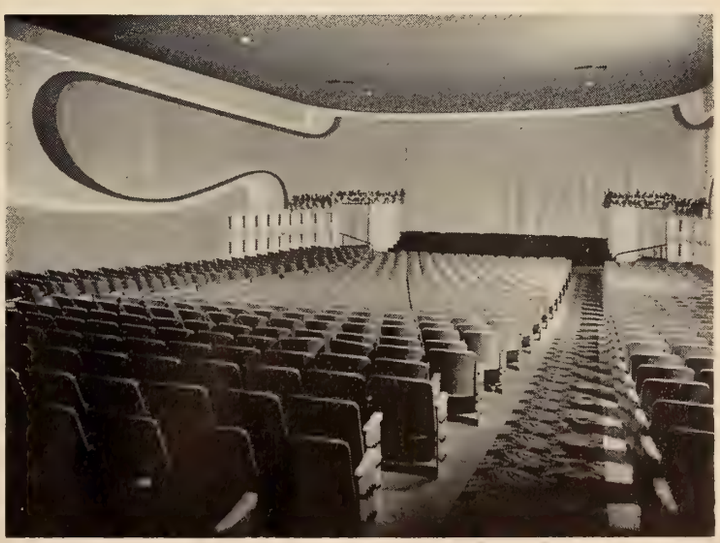
The lounge, pictured here, follows the motif of a sophisticated living room in a modern country house. To a considerable extent, the outdoor treatment of the theatre is brought into the lounge. Its walls are finished in stone, with cedar siding; its floor is slate flagstone. A fireplace that burns, a large picture window, and a

(*Continued on Page E-24*)





Upper portions of two of the lobby walls are made of glass, illuminated from within the lobby, and serve as attraction boards for the Wagner changeable letters. Canopy extends around to the rear of the theatre, and a tree grows through it. In summer, the tree is flanked by garden seats. The lounge reproduces the atmosphere of the living room of a sophisticated modern country home, with a picture window and a real, burning fireplace. In the auditorium, the screen draperies carry around to the side walls and form part of them, to provide some of the needed sound absorption and insulation.



Projection Council Report:

Four Ways to Reduce Projection Costs

Experts Offer Definitive Rules and Detailed Suggestions For Operators of Single Theatres and Small-Size Circuits

In STR for August 14th (Page E-14) the Projection Advisory Council agreed that a circuit needs from 10 to 25 theatres before it can afford the economies and benefits that result from having a competent Supervisor of Projection on its payroll.

What about the operator of the individual theatre, or of a circuit of less than 10-25 theatres?

This month the Council experts, who are themselves Supervisors of Projection for the largest and most successful theatre circuits, generously place at the disposal of such theatremen concrete, definite advice as to just what a small group of theatres or individual house can do to operate efficiently and economically. They lay down four specific rules; and offer a wealth of other suggestions for economical purchasing and maintenance in the projection room.

The four rules are:

Keep effective records.

Get competitive bids.

Insist on guarantees.

Order replacements in advance of need.

Two of these four rules have the unanimous vote of all members participating; the other two are endorsed by strong majority votes, running between 66 and 75 per cent.

The Value of Records

The value of records lies in the aid they offer to efficient buying, according to the members. They should include life records and repair cost records of different units of projection room equipment, plus life records of each replacement part. When such records relating to parts and equipment of different models or makers are compared, the true value of each is made known.

"Any efficient organization should have records."

"Keeping records is a little more work, but worth it."

An objection to this practice, offered by one of the small minority that oppose it, is:

"The individual theatre or small circuit would not have enough equipment in use to be able to get a fair average or a true picture."

And one qualification is offered:

"Life records and repair cost records on equipment—every theatre should keep these; but as to replacement items, records need cover only some of them, such as reflectors, lenses and screens."

With respect to asking competitive bids in buying projection and sound equipment and supplies there is no dissenting minority. The members are unanimous in favor of this business practice. They do, however, qualify their advice:

"Take such bids only from reliable dealers in fair competition."

"It is advisable to take competitive bids; but in deciding among them quality should be considered before price."

These are qualifications, not dissent. As one Councilor says:

"As much as 20 per cent can be saved by taking competitive bids."

Bids should be backed up by effective guarantees. On this point the members are very nearly unanimous.

"Guarantees on everything a theatre buys, under present conditions."

Among the very small dissenting minority, one member comments:

"No guarantee is better than the company that gives it. A reliable concern will do just as much, in case of defective equipment, without a guarantee as with one."

And there is one qualification:

"After all, almost everything is guaranteed. What really counts is how far the guarantee goes."

With these minor dissents and qualifications, the Council's first three rules, supported either unanimously or by an overwhelming majority in each case, are: Keep effective records; get competitive bids; insist on guarantees.

The fourth and last general rule is supported not only unanimously, but without any qualification:

When inspection shows that some sprocket, gear or other part will be needed in the reasonably near future, place the order at once! Don't wait until the need for the part becomes imminent.

"Whether the replacement is to be made immediately or later, the part should be on hand."

"The parts should be ordered regardless of whether inspection shows that they are needed or only that they will be needed in the near future."

"Order in advance of actual need."

There is no contrary opinion, and no ifs or buts, about that.

Suggestions for Efficiency

In addition to these rules the Councilors, as already noted, offer a number of practical suggestions. These were not put to vote; they represent the experience and opinions of the individual members. These suggestions fall into three general categories:

How to decide between products of different manufacturers.

How to achieve maximum economy in buying equipment and supplies.

How to achieve maximum economy in maintenance.

With respect to the first of these cate-

(*Continued on Page E-18*)

PROJECTION ADVISORY COUNCIL — STR

Members of the Council

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COL. FRANK CAHILL
Warner Bros. Circuit

G. CUTHBERT
Famous Players Canadian Corp.

C. A. DENTLEBECK
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BILL TONEY
Tri-States Theatre Corp.

Strict Economy Produces 1,000-Seat House for $150,000

Costs Held Down by Hollow-Block Walls, Fibre Glass Ceiling, and Labor's Cooperation



Economy was promoted by single-wall design using hollow-core blocks filled with insulating material. Exterior wall surfaces are stuccoed white and water-proofed. Ample street parking is provided at front and rear, in addition to a 150-car parking lot.

Extremely economical features of design, including hollow-block single wall construction and a fibre glass cloth ceiling, are credited by Walter L. Morris with keeping down the cost of his 1,000-seat 1948 theatre, the Tower, to $1.50 per seat.

In addition, however, to the unusual features of design Mr. Morris also credits his low cost of construction (in view of today's prices) to "constant vigilance, and the 100 per cent cooperation of all union crafts who worked on the job."

The Tower is located in a thickly populated residential area on the North side of Knoxville, and employs a day-date first-run policy with the same circuit's Pike Theatre, located in a similar section on the West side of the city. It was built on the same general plan as the Pike (which was opened in 1946) but designed to incorporate all recent improvements possible within the limits of its budget. A parking lot accommodates 150 cars, in addition to adequate street parking at the front and rear of the theatre.

Single-wall construction promotes economy—nevertheless, the walls are insulated! They are built of a modified form of hollow-core coping block, so laid that the cores are continuous. These hollow cores are filled with vermiculite insulation. Two kinds of these blocks are used. One has a single ribbed face, and is so laid that the ribs are continuous and vertical inside the theatre. The other kind has flat faces only, and presents a flat interior surface for mural decoration. On their exterior side these walls were given a stucco finish, and waterproofed.

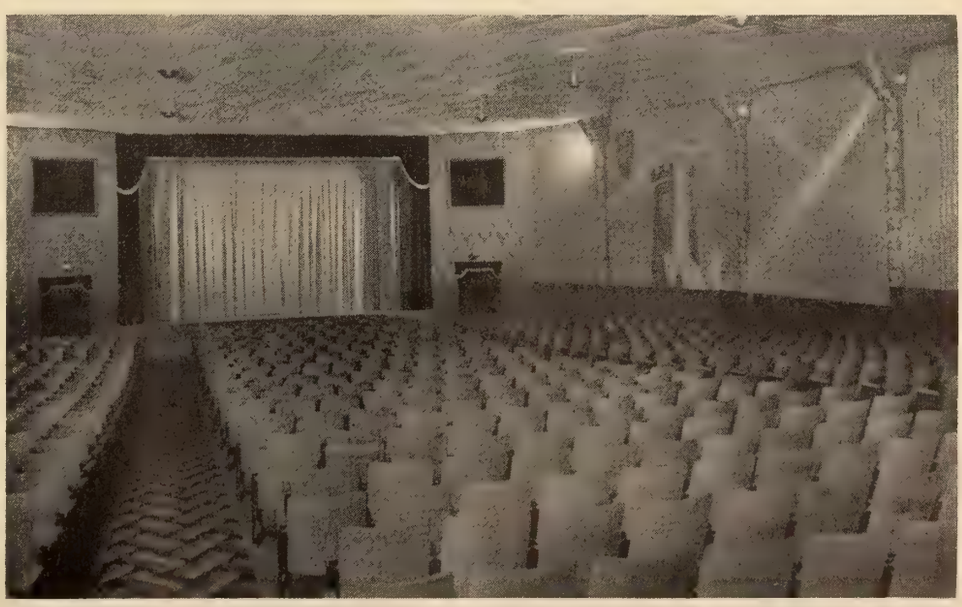
Outstanding credit not only for economy but also for good sound and fine insulation is accorded by Owner Morris to the fibre glass cloth ceiling. Fireproof and vermin-proof, this ceiling is suspended on steel wire. It is woven in a diamond pattern and the weight of five inches of blown fibre glass insulation above it produces a tufted effect. Of the result, Mr. Morris says: ". . . . the finest acoustics . . . if we've heard better we can't remember where. . . . The insulation to heat . . . is nothing short of terrific . . . installed in approximately ten days. . . . By comparison conventional plastering . . . couldn't have been done . . . in less than three or four weeks . . . nor as reasonably in cost of workmanship and material."

The white facade carries a long, single line of Bevelite changeable letters. Box-office is at the right of the entrance. The lobby (as also the office and rest rooms) is floored in red-dyed concrete to match the Alexander Smith auditorium carpet.

The auditorium is lighted from three sources. Diagonal streaks of light from concealed spots with motor-driven color wheels play across the ribbed interiors of the construction blocks. Near the screen, where the wing walls are covered in maroon and gold damask, are banks of spot and flood lamps with vari-colored caps which provide sufficient brilliance for the stage and curtains without footlights. Lastly, there are ceiling fixtures wired on two circuits which contain blue running lights and white lights for emergencies.

Chairs are by Southern Desk Company; ventilation is provided by two 36,000 cfm U. S. Air Conditioning blowers. Projection equipment includes Super-Simplex mechanisms, RCA sound, Strong high intensity lamps and Strong copper-oxide rectifiers. Other fittings include a Perey turnstile and a Manley popcorn machine.

The steel-wire mounted fibre glass insulated ceiling was Mr. Morris' own idea, but designed in detail and installed by Knoxville Scenic Studios. The Tower's architects were Fred Manley and Associates, and its general contractors Daugherty and Waters, both of Knoxville. National Theatre Supply, Capitol Theatre Supply Company and Wil-Kin Theatre Supply Company, all of Atlanta, provided the equipment and furnishings; Temperature Control Company of Knoxville installed the heating and ventilation.



Tufted fibre glass ceiling added immensely to the economy of construction. Single-wall design utilized hollow-core blocks with one ribbed face so laid that the ribs form vertical flutings inside the theatre; blocks without ribs are used behind the murals.



Here's positive proof that Popsit Plus costs less than substitutes —judged by final results. Tests by a leading agricultural college reveal that Popsit Plus liquid seasoning (1) pops more corn by volume, (2) leaves fewer duds, (3) gives corn the flavor your customers demand.

That's why Popsit Plus costs less. It gives you more for your money than so-called cheaper substitutes. Avoid substitutes and save money.

popsit plus!

means profit plus

Simonin of Philadelphia

SEASONING SPECIALISTS TO THE NATION

MAINTENANCE Checking Guide

☐ SEPT. 13.—Have all staff members been thoroughly trained in first aid procedures of every kind? Do they get refresher training from time to time?

☐ SEPT. 14.—Time to re-check roofs, skylights, flashing, gutters and leaders? Have indicated repairs made now, while weather is still favorable for outdoor work.

☐ SEPT. 15.—Time for periodic re-check to make certain all cords, plugs and sockets of janitors' work lamps and vacuum cleaners are still in good, safe condition?

☐ SEPT. 16.—Time to re-examine condition and performance of curtain control motors, switches, mechanism, tracks and rollers? Delaying repairs is false economy.

☐ SEPT. 17.—Is your theatre front still clean, attractive and sparkling? If not, have you considered having it cleaned by steam or sand-blast process?

☐ SEPT. 18.—Time to prepare autumn mats in warm colors for your display frames. If the frames themselves are dingy, refresh them with new paint or varnish.

☐ SEPT. 19.—Time for another periodic re-check of all weighing scales to make sure your patrons get accurate weight for their pennies? They'll resent false results.

☐ SEPT. 20.—Are you paying needlessly high telephone bills? Make sure your extensions are not accessible to the public or to irresponsible employes.

☐ SEPT. 21.—Good vacuuming prolongs carpet life. Do you have your vacuum cleaners serviced from time to time to assure maximum cleanliness and efficiency?

☐ SEPT. 22.—Time to re-inventory all general supplies? Check stock room for cleanliness and orderliness. Do the appropriate employes know where to find everything?

☐ SEPT. 23.—Time to re-check ticket machine motor, mechanism and cutting knives? Urge care in polishing top plate to keep brass polish out of interior of the machine.

☐ SEPT. 24.—Time for another check of all ladders used by employes to make sure that in case of accident there can be no justification for a claim against the theatre?

☐ SEPT. 25.—Are you getting exactingly accurate changeover of both picture and sound every time, every show, every day? If not, let projectionists explain why not.

☐ SEPT. 26.—Time to re-check carpet condition, with special attention to stair edges and exit-entrance areas? Shift carpet as necessary to distribute wear evenly.

☐ SEPT. 27.—Time to remove summer slip covers? Have them laundered, necessary repairs made; and pack them in dust-proof containers for use next season.

☐ SEPT. 28.—Time to change candy line to suit autumn tastes. Make the new display attractive to the eye. Boost slow-moving items by putting them nearest the patron.

☐ SEPT. 29.—If the drinking water refrigerator is to be turned off for the winter, make sure the responsible employe follows manufacturer's instructions for shutting it down.

☐ SEPT. 30.—Time for another ultra-thorough inspection of chairs for any flaw that may endanger patron comfort and safety, and repairs needed to prolong chair life.

☐ OCT. 1.—Time for another cleaning of marquee attraction boards and changeable letters? Remind employes to avoid propping ladders against weak channels or facings.

☐ OCT. 2.—Re-paint the projection room as needed—can you expect employes to keep equipment in perfect order if you won't keep their premises clean?

☐ OCT. 3.—Do you personally check to make sure janitors move furniture and clean and dust behind and beneath same? Accumulated dirt breeds odors, attracts vermin.

☐ OCT. 4.—Time to have the furnace gone over, and to make sure flues are all clean and unobstructed. Heating plant should be completely ready to be started whenever needed.

☐ OCT. 5.—Time to re-inspect kick plates, push plates, hinges and door checks on all doors? They will benefit by an occasional coat of varnish or shellac.

☐ OCT. 6.—Is Columbus Day important to your patronage? If so, have you prepared special decorations or displays indoors, flags or bunting outside the theatre?

☐ OCT. 7.—Time to re-check water tower and its supports? Chip or wire-brush, and paint, all rusted areas now, while weather still permits outdoor work.

☐ OCT. 8.—Time to re-check all outdoor billboards and poster panels. Chip or wire-brush, and paint, all rusted areas now. Make certain all anchorages are secure.

☐ OCT. 9.—Time to re-examine marquee and name sign supports, and outdoor cables and wiring, to obviate winter damage. Paint as needed; make certain anchorage is secure.

☐ OCT. 10.—Days growing much shorter now; have you revised your outdoor lighting schedule accordingly? Do you check on employee compliance with schedule?

Exclusive STR Service Feature

Joint Council Report

(*Continued from Page E-5*)

tects only a moderate plurality are of this opinion.

A remarkable unanimity, unusual in STR Council discussions and quite rare in a joint meeting, is registered on the question of the most desirable type of entrance door. There is no dissent in either Council from the view that the all-glass doors are best for attracting patronage. Not only is there no dissent but there is almost no qualification. Among the Theatre Executives, only one member adds an "if" to his endorsement "if light from outside will permit."

Among the Architects there is a somewhat higher percentage of qualification; although every Architect, like every Theatreman, finds all-glass doors best for attracting patronage, a few of them note some possible objection to this type of door. "Best for exploitation, but for use, maintenance and application of hardware, would recommend wood stiles and rails with glass panels."

Others add:

"The type of entrance doors used depends largely on the design, although all-glass doors are preferable."

"For smaller and cheaper theatres, wood doors with glass panels will serve."

Glass Doors Well Worth Cost

Still further, a large majority, approximately two-thirds, of all the Councilors holds that the additional cost of all-glass doors as compared with other types is justified by their patron-pulling power. On this point the vote among the Theatremen approaches unanimity; five-sixths of them say that all-glass doors are worth the additional expenditure. The same is not true of the Architects; only half of them endorse use of these doors in every theatre regardless of cost; an equal number feel the extra cost may not be justified in some situations.

"All-glass doors are worth their extra cost except in small town theatres or non-competitive situations."

"Yes, except in small community theatres."

"Not justified where the theatre is not large enough, or where outside light can't be trapped."

"Their cost is justified only in larger theatres, or in first run houses in an average town."

"They are well worth the money invested in them if the budget is sufficient."

Such reservations, as noted, represent the opinion of only half the Architects, and of only a tiny percentage of the Theatremen.

Exploitation in the Lobby

Passing through the entrance doors, the Councils turned their attention to the use of the lobby for exploitation, and took up the question of whether it is best to fill the lobby walls with poster cases, or to space them out, with intervening decorative surfaces. The Architects are totally unanimous in feeling that proper spacing

(*Continued on Page E-17*)

ANNOUNCING THE APPOINTMENT OF

J. E. ROBIN, INC.

as general sales representative throughout continental United States, Canada and all foreign countries, for

WEBER MACHINE CORPORATION

makers of precision projection and sound systems for over 20 years. Weber products licensed under Western Electric Patents include

- SYNCRO-DYNAMIC SOUND PROJECTORS which combine modern projection and sound in one efficient, compact unit.
- SYNCROFILM PORTABLE 35 MM. PROJECTORS.
- SYNCROFILM QUALITY SOUND HEADS, readily adaptable to any standard projector; speakers and amplifiers for natural sound reproduction.

J. E. ROBIN will continue the world-wide distribution of its renowned

ROBIN-IMPERIAL STEDYPOWER

a motor generator designed specifically for projection lamp service.

ALSO

ROBIN SELENIUM RECTIFIERS

Free literature and further details will be sent upon request.

EMIL A. KERN, *President*

J. E. ROBIN, INC.

330 WEST 42nd STREET, NEW YORK 18, N. Y.

CARL M. WEBER, SR., *President*

WEBER MACHINE CORPORATION

ROCHESTER, N. Y.



...BRING NEW RICHNESS AND BEAUTY TO THE FILM!

NATIONAL THEATRE SUPPLY
Division of National • Simplex • Studwarth, Inc.

*Plastic Molded



SUPER- La Vezzi SERVICE

PRECISION MADE
PROJECTOR PARTS

Once you've used them, you'll agree that the built-in precision and trouble free performance of La Vezzi parts do much to hasten repair jobs and help you to the better projection that delights patrons. Specify La Vezzi SUPER-SERVICE Parts for all your replacements! Your Theatre Supply Dealer has them.

LA VEZZI MACHINE WORKS
4635 WEST LAKE STREET • CHICAGO 44, ILLINOIS

40 Years of service



PLUG YOUR PROFIT LEAKS



with

STUB ROD CONTROL BOX

Records what happens between box office and door— every minute, every hour, every day!

Pays for itself in very short order!

AUTOMATICKET Control SYSTEMS

Covered by U. S. Pats. and Pats. Pend.

For complete information write to:

GENERAL REGISTER CORPORATION
36-20 Thirty-third Street, Long Island City 1, N.Y.
OR THE AUTHORIZED SUPPLY DEALER IN YOUR AREA.

Efficiency Check List for Projectionists

☐ SEPT. 13.—Are all optical surfaces in lamphouse, projector and soundhead immaculately clean? Mirrors free from any excessive pitting or defects of silvering?

☐ SEPT. 14.—Do you OFTEN check each loudspeaker unit separately and individually for adequate volume, good sound quality, and complete freedom from rattle or noise?

☐ SEPT. 15.—Time to re-inspect all volume controls in the sound system? Adjust, lubricate, repair or replace any that are not COMPLETELY noiseless in operation.

☐ SEPT. 16.—Are all rectifier fans behaving normally? All rectifiers operating within their safe temperature limits? If you don't have a suitable thermometer, get one.

☐ SEPT. 17.—Re-check the sound track alignment in both soundheads to make certain it is the best possible for avoiding both sprocket hole and frame line noise.

☐ SEPT. 18.—Go over arc carbon jaws in all projection and spot or effect lamphouses. Are all in perfect condition, or do any need sanding to remove roughness?

☐ SEPT. 19.—Listen critically in the auditorium—can you hear any trace of flutter or wows from either projector? If so, find and correct cause before condition grows worse.

☐ SEPT. 20.—Observe the screen critically with field glasses or from the auditorium for any trace of travel ghost, uneven light distribution, or imperfect focus.

☐ SEPT. 21.—Is the starting time of both projectors still what it should be or has either slowed down? If so, find and remove cause before condition grows worse.

☐ SEPT. 22.—Inspect asbestos-covered leads to all projection, spot and effect lamphouses. If any are in poor condition, order replacements well in advance of need.

☐ SEPT. 23.—Time for careful re-check of all projector and soundhead gears? If any show serious signs of wear, order replacements well in advance of actual need.

☐ SEPT. 24.—Insert or rotate all prefocussed exciter lamps into operating position—make sure they are all in perfect focus for INSTANT use when needed.

☐ SEPT. 25.—Time to re-check all tungar rectifier bulb filaments? Observe them through colored gelatine while hot; replace bulbs that show serious filament sag.

☐ SEPT. 26.—Time to go over film guides, tension shoes, idlers, aperture plates, in both projectors? If any show serious wear, order replacements well in advance.

☐ SEPT. 27.—Time to re-check all teeth of all sprockets in all projector mechanisms and soundheads. If seriously worn or undercut, order replacements now.

☐ SEPT. 28.—Time to re-check all motors and generators. Make sure all are properly lubricated, all bearings running cool, all commutators free from undue sparking.

☐ SEPT. 29.—Time to re-check steadiness of power line voltage? Read it at hourly or half-hourly intervals. Report to the manager if variations exceed plus or minus 3%.

☐ SEPT. 30.—Is take-up action still smooth and correct; belts or chains taut and not excessively worn? If replacements will be needed soon, order them in advance.

☐ OCT. 1.—Do you have a regular lubricating schedule that takes in ALL oil cups, oil reservoirs, grease cups, etc., and makes certain that none will ever be neglected?

☐ OCT. 2.—Is the vibration of either projector increasing? Find and correct the cause before the quality of the show suffers or serious repairs become necessary.

☐ OCT. 3.—Is your stock of spare parts complete? Do you have enough carbons, for spot and effect machines as well as projector lamphouses? Enough fuses of EVERY kind?

☐ OCT. 4.—If CT has been taken from any extinguisher for cleaning purposes replace it and avoid that practice. Make sure all extinguishers are always ready.

☐ OCT. 5.—Read all tubes that can be read with built-in meters. Replace any that show serious weakening, to preserve the quality of the sound and avoid possible emergencies.

☐ OCT. 6.—If the care of the curtain machine and motor are among your responsibilities have you set up a schedule for inspecting and oiling them to prevent oversight?

☐ OCT. 7.—Are all your projection reels in good condition? If you are likely to need new ones soon, order them in good time. Don't risk having to run on shipping reels.

☐ OCT. 8.—Read all tubes that must be checked with portable meter. Preserve the quality of sound and avoid possible emergency by prompt replacement of weak tubes.

☐ OCT. 9.—Is projection room lighting so bright or so poorly placed that you can't watch the screen efficiently? If so, ask to have the lighting arrangements changed.

☐ OCT. 10.—Do you check personally and often to make certain the projection room door can't be locked while the show is on—that you CAN'T be locked in with a fire?

Exclusive SR Service Feature

Joint Council Report

(*Continued from Page E-15*)

adds to the effectiveness of the poster appeal. An overwhelming majority of the Theatre Executives share this view; but in their Council a trace of dissent exists.

"We believe in using the maximum available lobby space for exploitation."

"It depends on the number of changes per week. Full week runs require fewer frames for advertising future programs."

Some theatre lobbies are built with a mirror wall facing poster cases in the opposite wall. Neither Council thinks that is a good idea, although a few members in each body do favor it.

Use of lobby wall space above the exit doors for advertising future attractions is favored by majorities of both Councils—among the Theatremen, by two-thirds. There is no absolute preference in either Council with respect to the mechanics of such advertising; substantial pluralities like the use of changeable letter attraction boards. Others, however, prefer poster cases, feature panels or banners.

G.R. Stub Rod Ticket Box Available Through Dealers

Dealers through whom the General Register Corporation's Stub Rod Ticket Control Box can be obtained in every part of the country have been announced by the manufacturer. The box contains metal rods on which the doorman files ticket stubs in the order of collection. When it is unlocked, and the stubs examined by the manager, the sequence of the ticket numbers reveals whether there has been any collusion, and if so who was on duty at the time.

Dealers through whom the Stub Rod Control Box can be purchased are:

DISTRICT OF COLUMBIA: WASHINGTON: Elmer H. Brient & Sons. FLORIDA: JACKSONVILLE: Southeastern Theatre Equipment Co. MIAMI: Joe Hornstein, Inc. GEORGIA: ATLANTA: Southeastern Theatre Equipment Co., Wil-Kin Theatre Supply Co. ILLINOIS: CHICAGO: Abbott Theatre Equipment Co., National Theatre Supply. INDIANA: INDIANAPOLIS: Midwest Theatre Supply Co., National Theatre Supply. IOWA: DES MOINES: National Theatre Supply. KENTUCKY: LOUISVILLE: Falls City Equipment Co. LOUISIANA: NEW ORLEANS: Hodges Theatre Supply Co., Inc. MARYLAND: BALTIMORE: J. F. Dusman Theatre Supply Co., National Theatre Supply. MASSACHUSETTS: BOSTON: Capitol Theatre Supply Co., Globe Ticket Supply, National Theatre Supply. MICHIGAN: DETROIT: Ernie Forbes Theatre Supply Co., National Theatre Supply. MINNESOTA: MINNEAPOLIS: National Theatre Supply. MISSOURI: ST. LOUIS: Cine Supply Co.

Also NEW YORK: BUFFALO: National Theatre Supply. NEW YORK CITY: Joe Hornstein, Inc., National Theatre Supply. NORTH CAROLINA: CHARLOTTE: Bryant Theatre Supply Co., Southeastern Theatre Equipment Co., Standard Theatre Supply Co., Wil-Kin Theatre Supply Co., GREENSBORO: Standard Theatre Supply Co. OHIO: CINCINNATI: Midwest Theatre Supply Co. CLEVELAND: National Theatre Supply. COLUMBUS: American Theatre Supply Co. TOLEDO: American Theatre Supply Co., Theatre Equipment and Supply Co. OKLAHOMA: OKLAHOMA CITY: Oklahoma Theatre Supply Co. PENNSYLVANIA: PHILADELPHIA: National Theatre Supply. PITTSBURGH: Alexander Theatre Supply Co., National Theatre Supply. TEXAS: DALLAS: Modern Theatre Supply Co., Southwestern Theatre Supply Co. HOUSTON: Southwestern Theatre Equipment Co. TENNESSEE: MEMPHIS: Monarch Theatre Supply Co. VIRGINIA: NORFOLK: Norfolk Theatre Supply Co. WISCONSIN: MILWAUKEE: National Theatre Supply.

Lights On At Starlite

More than 3,000 feet of neon tube lighting plus 2,500 mazda lamps were installed for the display and utility illumination of the new Starlite Drive-In Theatre, Chicago. The new drive-in opened last week.

SMPE Meet October 25-29

Technical progress achieved by the industry's outstanding engineers and research technicians during the past six months will be publicly reported in detail at the 64th Semi-Annual Convention of the Society of Motion Picture Engineers, to be held October 25th to 29th at Washington, D. C. Plans now being readied call for presentation before the assembled membership of several dozen original papers covering every phase of industry technology.

DeVry Supplies Navy, Signal Corps

DeVry Corporation, manufacturers of projection and sound equipment, announce that they have been awarded a million dollar order for 16-mm projectors by the Navy; and a contract from the Signal Corps.

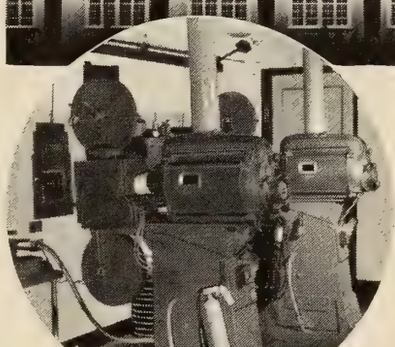
Two New Flooring Materials Are Announced by Bakelite

Two new synthetic flooring materials have been put on the market, according to Bakelite Corporation, which supplies the basic chemicals.

A new floor tile made of vinylite plastic and said to be unaffected by water, oils, greases or fruit acids, is being manufactured by Synthetic Products, Inc., of Detroit. It is available in colorful patterns.

The Industrial Division of Watson-Standard Co., Pittsburgh, Pa., now has in production, according to the announcement, a non-skid safety flooring, available in six colors and designed for severe wear. This is a phenolic resin product, based on Bakelite materials, which is applied with a trowel or brush.

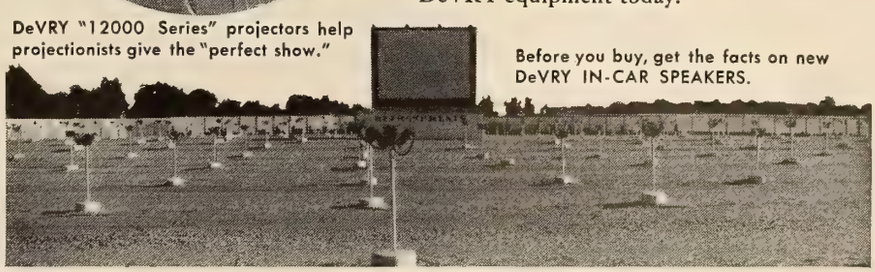




They come back again and again to see Hollywood's finest productions at their projected best — with DeVRY'S.

Increasingly—in the "States," Canada and throughout the world—Exhibitors are building bigger "box office" with new DeVRY "12000 Series" theatre equipment. Whether you are planning a new operation—standard or drive-in—or considering modernization of your present equipment, it will pay you to learn more about DeVRY equipment today.

DeVRY "12000 Series" projectors help projectionists give the "perfect show."



Before you buy, get the facts on new DeVRY IN-CAR SPEAKERS.

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Please rush information on
☐ "12000 Series" Projectors:
☐ "12000 Series" Amplifiers:
☐ IN-CAR Speakers

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ZONE

FOR THE PERFECT SHOW *Indoors or Out*...
...YOUR BEST BUY IS DeVry

See the DeVry Exhibit in Booth No. 58—TESMA Trade Show—Sept. 28-29-30, Jefferson Hotel, St. Louis, Mo.

Building Officials to Meet— Won Code Agency from Congress

Local building officials from all over the United States will gather in New York City September 13th to 16th to discuss modification of existing building codes and related problems at the 33rd annual meeting of the Building Officials Conference of America, Inc., to be held at the Hotel New Yorker.

One demand of the Building Officials Conference was met by Congress in the recent special session. Raymond M. Foley, Administrator of the Housing and Home Finance Agency, was authorized to set up a special division to work for development and acceptance of standard building codes and measurements.

Equipment Prices Rising?

Roy Boomer, Secretary Treasurer of the Theatre Equipment and Supply Manufacturrs Association, reports in The Tattler, Tesma's official bulletin, that he expects prices of theatre equipment will not decline but go higher during the year to come. Says Boomer:

"The price trend is up for nearly all commodities. There has already been a further increase in the price of steel, fabrics and lumber. There has been another round of wage increases. This coupled with higher freight rates and utilities are bound to increase the cost of equipment to the dealer and the theatre owner. It would also seem that there will be a shortage of some materials due to government allocations."

Destined to Out-value, Out-perform and Out-save any other lamp on the market

FOREST
Electronic
ARC LAMP

➔ **SEE DEMONSTRATION AT TESMA SHOW, FOREST BOOTH #8**

The Forest ***Electronic*** Arc Lamp introduces a new era in the industry, establishing a higher standard of quality in screen illumination and projection efficiency than has ever been achieved heretofore. Not just another lamp, but basically superior in every way—offering many newly developed advantages found in no other lamp. We invite comparison.

➔ **See FOREST RECTIFIERS for all size theatres at Tesma Show**

FOREST ELECTRONIC COMPANY, Inc.

744 BROAD STREET, NEWARK 2, N. J.

Projection Council

(*Continued from Page E-12*)

gories, choosing between the products of different makers, the following suggestions are offered:

"Give careful consideration to the advice of a reliable supplier."

"Let the theatreman use his own judgment, but take into account the advice of a trustworthy supply dealer."

"Seek information from large-scale buyers of projection room equipment and supplies."

"The theatreman will find much information as to the relative merits of products of different manufacturers by consulting his records."

"Seek the advice of competent and unbiased projectionists."

"Talk to people who have had experience with makes of equipment under consideration—but discount possible personal bias."

To Buy Economically

On the question of buying economically:

"Form a purchasing pool with other individual theatres or small circuits."

"Contact the buyers of the larger circuits for information on prices and in the selection of the best equipment."

"Buy on a cash basis to avoid paying list price plus carrying fee."

'Pay bills promptly."

"Buy the right thing at the right time. Keeping up with the opinions offered by this Council will help."

Lastly, as to maximum economy in maintenance, the members suggest:

"Repair equipment, such as projectors, generators, and arc feed controls, at regular intervals. Don't wait till trouble appears."

"Keep equipment in good repair. One little defect, growing worse, sets up a chain of defects that grow worse, and make for huge repair bills in the end."

"Keep careful check on every detail."

There was also this final word of advice:

"Take care of your equipment and it will take care of you."

Air Conditioning Business Prosperous, Carrier Reports

Carrier Corporation's net profit for the twelve months ending July 21, 1948, was equivalent to $3.89 per share of common stock, as compared with $3.62 per share for the similar period ending July 21, 1947, the corporation announces. Carrier paid off all its short term bank loans in July of this year; and now has a working capital of $16,047,175, as compared with $14,133,-808 a year ago, the announcement reveals. Carrier manufactures air conditioning and refrigerating equipment for theatre and general use.

How to tell the difference between standard film and the new safety film, and the new methods necessary for splicing the film, is being demonstrated to projectionists by RCA field engineers in every theatre receiving RCA service. All new test films carried by RCA personnel will henceforth be of the safety variety, the company announces.

Organizes New Source Of Theatre Supplies

A new source of supply for theatre equipment of many kinds has been organized by Abram Samuels of Automatic Devices Company. The new organization has been named Amusement Industries Company. It will distribute the products of many manufacturers in addition to the curtain tracks, curtain controls and motor generators manufactured by Automatic Devices.

Basis of the new organization, Mr. Samuels explains, is his belief, that there are many manufactured products useful to the motion picture theatre which are not effectively available to theatremen, owing to distribution difficulties. Amusement Industries Company will concentrate on bringing such products within reach of the showman via dealers and jobbers, and will answer questions and quote prices by direct mail.

Among items now offered Amusement Industries are fire alarms, electrical barbecues, change making machines, coin counters, coin assorters, coin meters, an electrical Christmas tree turner—which of course can also be used to rotate other display pieces—an electric shoe-shiner, thermo-dispensers, crowd control equipment, display stands, and cashier supplies.

Theatres Book 'Stop Fire' Film For 1948 Fire Prevention Week

Theatres from coast to coast are booking the National Board of Fire Underwriters' one-minute film: "Stop Fire, the Fifth Horseman" in connection with National Fire Prevention Week October 3rd-9th, according to Audio Productions, Inc., who are handling the booking arrangements. Use of the film costs the theatre $6.00, but this is often paid, Audio Productions explains, by local interests sponsoring its safety message. The film points out briefly what citizens can do to prevent fires.

In its announcement of Fire Prevention Week the Underwriters reveal that the U. S. suffered $709,839,000 loss through fire in the twelve months ending June 30th, 1948; 12 per cent more than in the preceding year, and nearly double that of 1943; or 3½ times the property damage inflicted on Great Britain by the Nazi air blitz during any single year of the war. In the 12 months ending June 30th, 1948, the statement continues, fire attacked approximately 600,000 buildings, including 3,600 "theatres and amusement places" and cost approximately 10,000 lives.

Theatremen wishing to book the Underwriters' one-minute $6.00 safety film can obtain it from Audio Productions Inc., 630 Ninth Avenue, New York.

New Altec Addresses In Chicago and New York

Altec Service Corporation's Chicago address is now Transportation Building, 608 South Dearborn Street. The office was moved September 1st, in order to secure larger quarters.

Altec's home office in New York was recently moved from 250 West 57th Street to 161 Sixth Avenue. The New York district office remains at the 57th Street address.



Charles R. Gilmour,
president,
Gibraltar Enterprises, Inc.,
Denver, Colorado, says:

"I KNOW THAT MY BUSINESS ISN'T JUST A SIDE ISSUE WITH ALTEC"

"What makes it easy for me to recommend Altec to my friends in show business is that I know I get the full-time energy and engineering resources of that organization for our theatres; I know that my business isn't just a part-time operation or a side issue with Altec. That means a good deal in these times when show business has to meet an intensified competition for the people we exhibitors count on to swell our theatre grosses. What's more, the radio and records have made people a lot more discriminating about the sound they hear. We know that the Altec man who comes to our theatres, as well as the research engineers in the Altec laboratories, are working and planning for us exhibitors all of the time, and it's a very comforting thought."

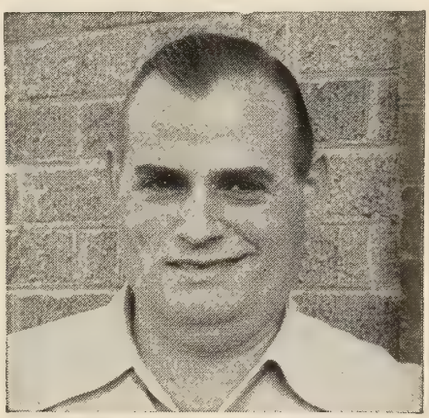
Altec Service, known for its service "over and above the contract" is a vital ingredient of your theatre's ability to meet successfully the competition of other forms of entertainment. An Altec Service contract is the soundest long term investment an exhibitor can make today.

ALTEC SERVICE CORPORATION
161 *Sixth Avenue*
New York 13, *N. Y.*

THE SERVICE ORGANIZATION OF THE MOTION PICTURE INDUSTRY

F&Y **The F & Y Building Service is the outstanding agency in Theatre Design and Construction in Ohio and surrounding territory.**

THE F & Y BUILDING SERVICE
328 East Town St., Columbus 15, Ohio
"The Buildings We Build Build Our Business"



HARRY MELCHER—General Manager, Eskin Theatres, Inc., Milwaukee, Wis.—writes:

"Patron consideration requires the finest in sound. RCA Service insures this quality."

To get the benefits of RCA Service—write: RCA SERVICE COMPANY, INC., Radio Corporation of America, Camden, N. J.

NOVELTY SCENIC STUDIOS, INC.
32-34 W. 60TH ST., New York 23, N.Y.
DECORATORS • DESIGN ARTISTS

CERTIFIED Century PARTS
Replacement parts for CENTURY Model K and Simplex type mechanisms—sold to all service and supply stores.
Used by better repair shops in all countries of the world.
CENTURY PROJECTOR CORP.
NEW YORK, N.Y.

Vallen
CURTAIN CONTROLS AND TRACKS
Silent • Smooth • Automatic
FREE CATALOG
VALLEN, INC. AKRON, OHIO

Time to begin
UNDERSTANDING THEATRE TELEVISION
64-page book by Aaron Nadell explains all the fundamentals
$1.00 ***Box 164, Showmen's Trade Review***

New Mirrophonic Sound
JOE HORNSTEIN has it!

Theatre Equipment Showcase

Portable Spotlamp Unit; Improved Electronic Arc; Change Maker for Refreshment Dispensers; Complete Projection-Sound System, Among New Products

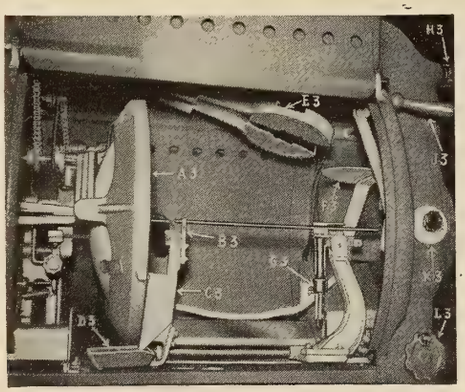
Fall, 1948, models of projection and sound equipment, and related apparatus, are now coming on the market. Pictured on this page are a number of the new item that are now ready for delivery, including one of the new spotlamps, two of the new projection arcs, an entirely new projector mechanism and one of the new loudpeakers.

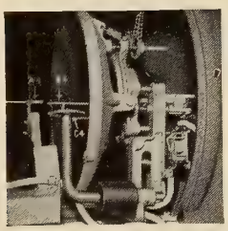
At top, center, is shown one of the Strong Electric Corporation's new line of spotlamps, which may be used in the projection room, on the stage, or outdoors for exploitation. These versatile new spots carry their own power supply rectifiers. The lamphouse utilizes the same efficient and convenient principles as the modern high intensity reflector type projection arc lamp. Models are available in a variety of sizes and capacities, to meet every amusement need. Uniform lighting, with clear, sharp edges, is attained through use of a two-element, variable-focus projection lens system. Built-in facilities include color boomerang, fading iris, ultra-violet filters and vertical and horizontal masking blades. The lamps can be swung through 360 horizontal degrees and 45 vertical degrees. They are delicately balanced for finger-tip operation.

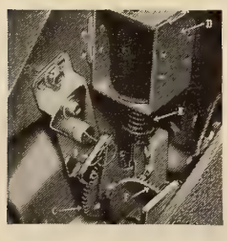
The Forest Electronic Projection Lamp —first announced in STR for October 12th, 1946 (Page E-12)—is now in production and being delivered. But it is an improved version. The lamp was kept off the market in spite of preliminary announcements because laboratory tests showed a possibility of incorporating improvements described by the manufacturer as "startling new developments." Those new features are built into the lamp that is now being delivered. They are said to make possible saving of 20 to 25 per cent in carbon costs and current costs, together with a quality of performance claimed to equal that of the rotating-carbon, condenser-type high intensity lamps.

The manufacturer explains that three new factors have been introduced into the operation of the Electronic Lamp. The first—the one originally announced in October of 1946—is electronic control of the rate of carbon feed. Small, adjustable, electronic pulse generators utilizing thyratron tubes deliver accurately timed pulses of current to solenoid electro-magnets. Whenever current is received the solenoid energizes a pawl that operates on a ratchet wheel, which in turn advances the carbon carrier. The rate of feed is determined by the frequency of the pulses, which is adjustable. Two completely independent generators and mechanisms are employed, one for each carbon. The result, according to Forest Electronic Company, is that "the arc gap is maintained

Forest Electronic Lamphouse



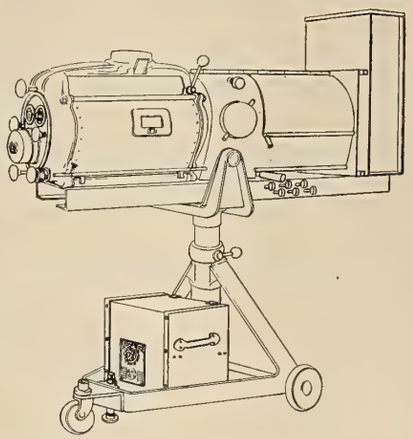






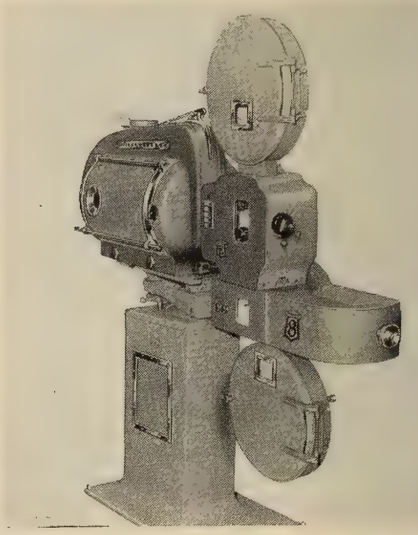
FOREST Electronic Lamp: A3, mirror; B3, positive carbon guide; C3 drip shoot; D3 drip cup; E3 flame shield (raised) F3 dowser (raised) G3 carbon clamp tension spring; H3 mirror adjustment control; J3 dowser handle; K3 positive carbon speed control; L3 positive carbon manual control. C4 arc magnet; A4 positive and B4 negative carbons. D solenoid; E solenoid plunger; B pawl; C ratchet gear driving carbon carrier; F manual feed gear. A2 plug-in pulse generator connectors; C2 timing generators; B2 shielded thyratrons; F2 horizontal and vertical mirror adjusters controlled from front of lamp; D2 front to back mirror adjustment.

Strong's Versatile Spotlamp

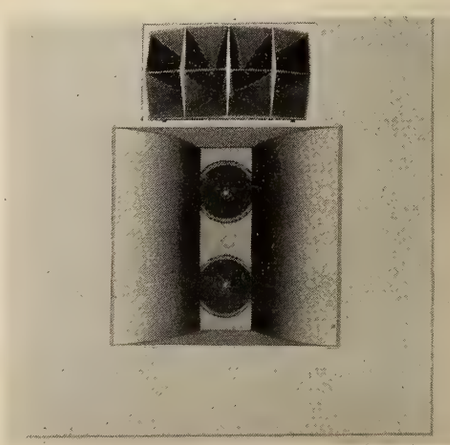


STRONG ELECTRIC CORP.'S new line of spotlamps includes models in a variety of sizes and capacities. Each carries its own rectifier, is accurately balanced for finger-tip control through 360 horizontal and 45 vertical degree. Built-in equipment includes two element, variable-focus projection lens systems, fading iris, ultra-violet filters, color boomerang and masking blades.

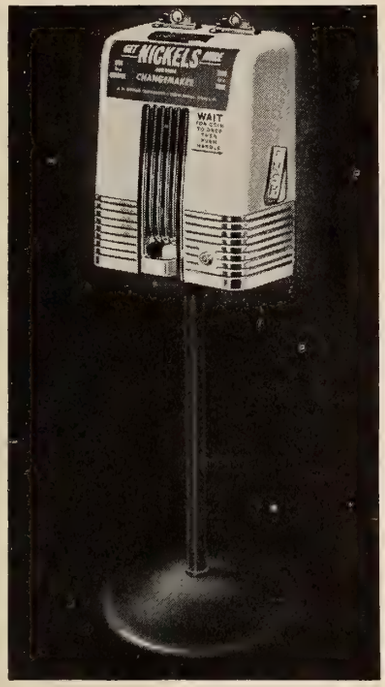
Ballantyne's Complete Systems



BALLANTYNE'S completely new projection assembly, including modernized Gardiner Super mechanism now made by Ballantyne, above. Below, new speaker baffle.



Sebring Changemaker



AUTOMATIC change maker, the Sebring, increases slot machine refreshment sales by providing customers with change before their impulse to buy is lost. Also eliminates abuses such as taking return checks under pretense of getting change at the box office, and then selling or giving the return checks to others.

continuously at exactly the correct aperture, where the arc burns most efficiently and with greatest light output." This feature is credited with the savings in current and carbon conumption claimed for the lamp.

The two additional features, incorporated after the lamp was first announced, are credited with producing a light equal in quality and intensity to that of rotating-carbon h.i. lamps. These are exceptionally accurate adjustment of the air stream admitted to the arc, and of the magnetic control. The result is production of a vertical instead of a diffuse tail-flame, accompanied by compression of the highly incandescent gases within the crater of the positive carbon. In any arc lamp the brightest and whitest light is obtained from these gases, and their compression within the positive crater, at the focal point of the reflector, utilizes them to maximum advantage.

The Electronic Lamp will take any carbon trim, and accordingly is recommended by its manufacturers for all projection rooms, from the smallest theatre to the largest drive-in. Among its other features is a warning light that goes on automatically whenever either carbon burns down to less than 22 minutes remaining time. It stays on until a new carbon is inserted.

To Increase Refreshment Sales

Confection sales via slot machines have increased as much as three to one where automatic change-making machines were installed nearby vending machines, according to a survey STR has made among exhibitors.

In addition to the increase in business, exhibitors report, the change-makers eliminate difficulties connected with confection sales. For example, children, much given to requesting return checks from doormen in order to go outside for change, are bereft of that excuse. (It is not uncommon for the youngsters to sell their return checks to friends, causing added disturbance.) One exhibitor told STR he installed a change-maker after watching a group of adults on their way out from the theatre pass up the theatre's merchandise because between them there were not enough nickels to provide drinks for all. Their conversation made it plain that they would postpone the drinks until they reached the soda store across the street.

Another exhibitor, to reduce some of the disturbance of noise by those seeking change, put up a sign inviting patrons to ask the head usher for change for vending machines. But there were few requests of this sort compared with the play given his machines after installing a change-maker. His opinion is that such purchases are largely "impulse" actions, and any delay means a lost sale.

One model of change making machine is pictured here; others will be described in future issues. The device here shown is the Sebring Changemaker. It holds fifty dollars worth of nickels, which it dispenses in return for dimes or quarters. It sells for $129.50; and is used not only in theatres but also by such organizations as Marshall Field and Company, Montgomery Ward, the Walgreen drug store chain and the Illinois Central Railroad.

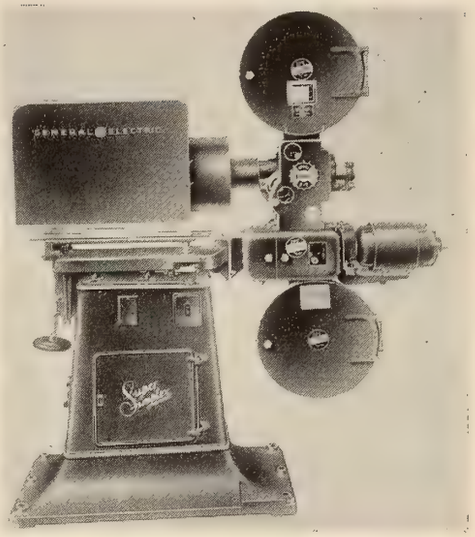
And a new and greatly expanded line of projection and sound equipment will be offered to the industry this Fall by The Ballantyne Company, including a new projector mechanism, a new 45-70 ampere lamp, new rectifiers, pedestals and two-way loudspeakers. All of these items will be unveiled at the Tesma-Tedpa Trade Show to be held at St. Louis September 28th-30th.

Gardiner-Ballantyne Projector

Prominent in this enlarged line of theatre equipment will be the new projector, a revised and modernized version of the Gardiner Super mechanism, to which Ballantyne Company has acquired all rights, together with tools, jigs and dies. The projector has been given new shock-proof spiral gears; micrometer lens focusing; heavy non-warping aluminum doors and housing; a larger casing with wider doors and more working space and a streamlined external design. Retained, however, is the barrel-type rear shutter driven directly from the intermittent flywheel shaft and provided with flanges for cooling; the alternation of steel and fiber gears; the double-bearing intermittent; readily removable gate; rigid gate mounting and other time-tested features of the Gardiner Super.

The new soundhead is a modernized version of the Ballantyne Royal Soundmaster, incorporating a new gyroscopic film filter, ball-bearing mounted and permanently sealed. The drive motor is mounted within the soundhead (under the ventilating slots in the accompanying illustration). There is a large handwheel at the front of the motor housing for convenience in threading.

Television Projector



This shutterless Simplex-General Electric device projects 35-mm. prints directly into the pick-up tube of the television camera. Since only relatively low intensity of light is needed, the lamphouse contains a flickering "pulse" light source, electronic in principle of operation, instead of an arc lamp, and the projector needs no shutters. The light source acts in cooperation with a special intermittent movement to expose every other frame three times instead of twice, thus converting the 24-frames-per-second frequency of normal projection to the 30-frames-per-second that is standard in television.

The newly developed Lightmaster High Intensity lamphouse utilizes 14-inch B. & L. reflectors designed to match an f/2.0 projection lens, and operates at any desired current value between 45 and 70 amperes. Negative and positive carbons are independently fed. Associated with the new lamp are five new rectifiers, 4-tube and 6-tube types, single phase and three phase, covering an output range from 40 to 80 amperes.

Lamp, projector and soundhead mount on a new pedestal, streamlined, chrome-decorated, and available with an upward tilt for drive-ins.

An entirely new two-way "Golden Voice of the Silver Screen" speaker system has also been added to Ballantyne's 1948 products; and new, acoustically reinforced l.f. baffles have been brought out for the company's other two-way speaker systems. Outstanding improvement in "presence" illusion is claimed for these low-frequency baffles. All speaker units utilize Alnico permanent magnets; the l.f. units have 15-inch cones. Crossover is at 500 cycles, network impedance being 500 ohms.

The new equipment will be made available in the United States and Canada through forty theatre supply dealers, and for export through Streuber and LaChicotte of New York, according to J. R. (Bob) Hoff, Ballantyne Sales Manager. All of it is designed for use with the Company's PD-56 sound amplifiers and BX exciter lamp d.c. upply units, both of which were developed and put on the market within the past year.



J. M. SUTTON—Partner, Galston and Sutton Theatres, Hollywood, Calif.—says:

"Of vital importance to every theatre owner is the maintenance of sound equipment. RCA Sound and Service is the heartbeat of our business."

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HELPFUL BOOKS

Theatremen who are engaged in or contemplate any building or remodeling will find much of interest and value to them in three books issued by McGraw-Hill Book Company. All are short, clearly written and very easy to read.

"The Contractor's Legal Problems" by Norris L. Hayward is an amusing and high instructive compilation of 119 brief true anecdotes relating to the legal complications that can arise in the course of construction work. Whoever reads it will be convinced of the importance of consulting his lawyer not only about the contract, but about every step and detail of the work from start to finish. For example, Page 80 warns of circumstances under which, if a sub-contractor supplies a defective ladder and a workman is hurt, the workman can sue the theatre owner and collect; and the theatre owner cannot pass on this liability to the contractor, no matter how the contract reads. Although the book is written primarily from the point of view of the contractor, it contains many an important caution that theatremen, and even theatre architects, may find highly valuable. The price is $2.50.

The other two books will help the theatreman to decide more accurately what he wants, to indicate his wishes more clearly to both architect and contractors, and to keep a weather eye on the contractors to make sure they perform as they should when the architect's back is turned. Elbert A. Lair's "Carpentry for the Building Trades" runs to 188 pages including index. It outlines and pictures very clearly the essentials of different types of framing, flooring, roofing and siding, and of mounting finish, trim, windows and doors. A full chapter is devoted to the reading of blueprints, and another to the grading and measuring of lumber. Price is $2.50. "Brick Structures" by Ralph P. Stoddard reveals which types of brickwork cost least and which most, and presents pictures of them all so the theatre owner can make up his own mind on cost vs. attractiveness. It also calls attention to the kind of tricks or carelessness on the part of the contractor that can impair either the sturdiness of the work or its resistance to weather or both. The volume comprises 169 pages including index; price, $2.20.

It is scarcely necessary to point out that an evening apiece spent with each of these books could possibly save a theatre owner thousands of times their price.

Smith and Masland Won't Raise Carpet Prices; Mohawk Mills Do

Although Mohawk Carpet Mills announced a five per cent increase in the prices of all Mohawk Fabrics, effective August 23rd, owing to increased raw materials costs, Frederick B. Klein, President of Alexander Smith and Sons Carpet Company, reveals that his organization is planning no increase in prices for the present. Klein confirmed that raw material costs have risen substantially in recent months, but indicated that Alexander Smith and its associate, C. H. Masland and Sons, will absorb the extra expense, and not pass it on to their customers.

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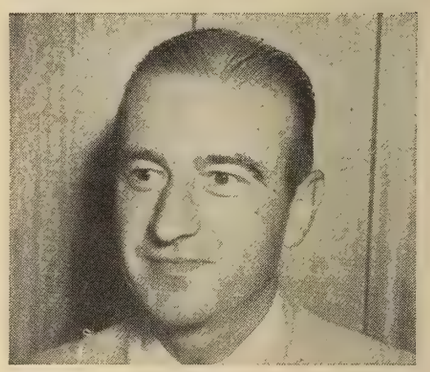


Illustrated above, Model "712" for motion with lighting effects. *At bottom:* Kasson Electric Xmas Tree Turner, marvelous for holiday displays. Ceiling and Ferris Wheel types available too, with and without lighting outlets.



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EVANS SPROTT—General Manager, Bijou Amusement Company, Nashville, Tenn.—declares:

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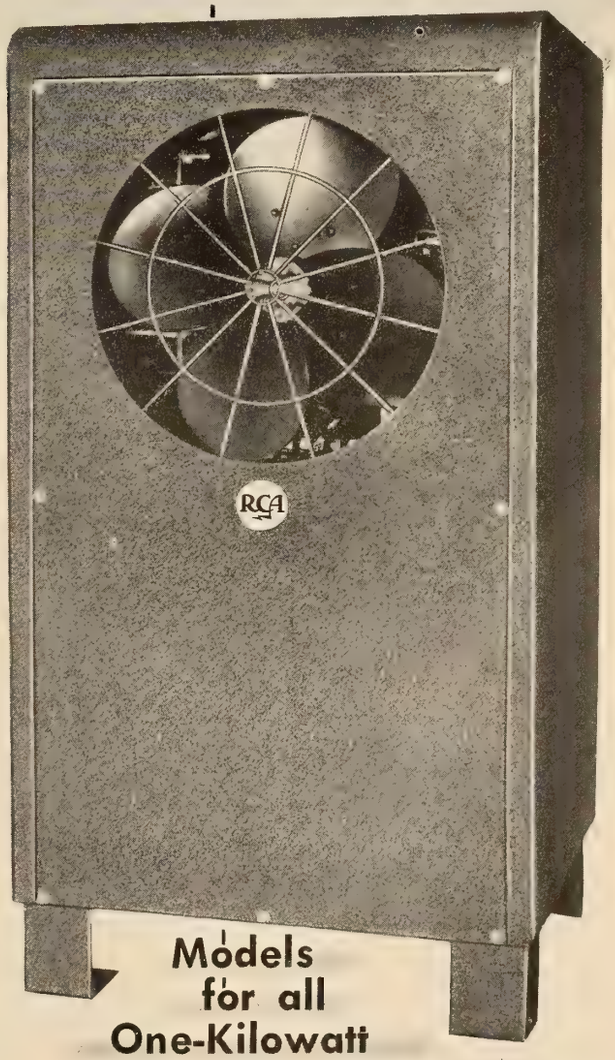
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In Canada: RCA VICTOR Company Limited, Montreal

RCA Expands Television Tube Manufacturing Plant

RCA is investing one million dollars in expansion of its cathode-ray television tube plant at Lancaster, Pennsylvania. A new one-story building, measuring 250 x 165 feet, will be added to the existing plant and approximately double its capacity. The television tubes are made by automatic machines, which produce them at the rate of one tube per machine per minute.

Light energy necessary to activate a single grain of photographic silver bromide is 40 quanta or two-quadrillionths of a watt, according to an investigation just reported by Dr. Julian H. Webb of Kodak Research Laboratories.

Drive-In Generators

Arc supply generators especially constructed for drive-ins have been announced by Automatic Devices Company. They will be built to meet the requirements of outdoor theatres of every size and capacity.

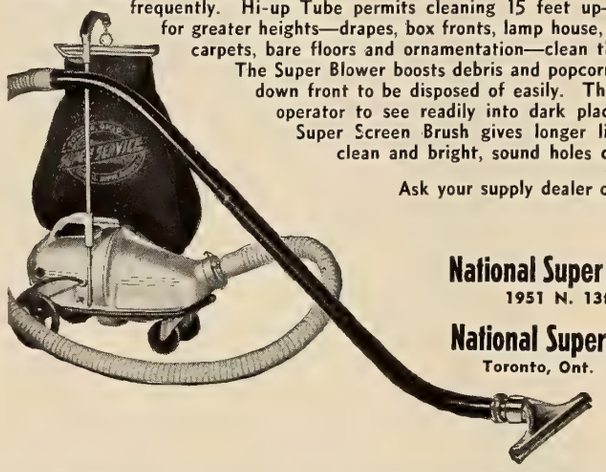
Additionally, the company announces a new line of motor-generators for both drive-in and indoor theatre use. These new models, known as Stabilarc 1373, available in all sizes and delivered within three to four weeks after receipt of order, are "package" units that contain their own ballast resistor and starter in a cabinet mounted on the stator frame, the entire assembly constituting one unit.

Are You Letting Dirt Picket Your Theatre?

You can't blame people for not wanting to cross the picket line when Dirt goes on a sit-down strike in your house.

The Super Heavy Duty Specialized Theatre Cleaner will settle your Dirt problems with no difficulty. Because the Super is especially built, tooled and designed to meet the problems of theatre cleaning it does a quick, easy and thorough job.

Special features eliminate drudgery. It is easy for your staff to clean everything and every place frequently. Hi-up Tube permits cleaning 15 feet up—extra sections are available for greater heights—drapes, box fronts, lamp house, screen, upholstered furniture, carpets, bare floors and ornamentation—clean them all with the same Super. The Super Blower boosts debris and popcorn boxes out from under seats, down front to be disposed of easily. The Super Spotlight enables the operator to see readily into dark places, saves house lights. The Super Screen Brush gives longer life to your screen—keeps it clean and bright, sound holes clear.

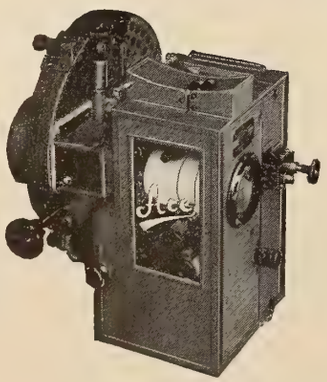


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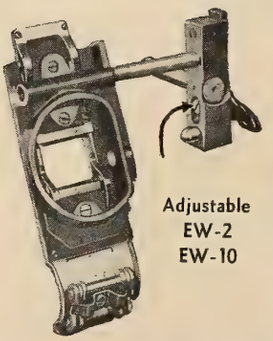
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WENZEL PROJECTOR COMPANY
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CHICAGO, ILLINOIS

Richfield Theatre

(*Continued from Page E-11*)

flower bed are other outstanding features of this room, which requires only a minimum of maintenance. Manager's offices are to the rear of the lounge.

Auditorium color scheme is compounded of the beige, green and tan carpet pattern, yellow-green side walls, dark green ceiling, eggshell drapery and coral seats. The stage drapery is extended around to the side walls, where it provides part of the needed sound absorption, and is illuminated from below. Perforated Celotex provides the surfacing of the rear wall and the lower third of each side wall. The dark color of the ceiling absorbs light reflected from the screen.

Chairs are by International, with mohair backs and leatherette seats. Projection equipment includes Brenkert projectors and arc lamps, Century generators and RCA screen. Forty-two amperes are burned in each arc; the projected picture is eighteen feet wide; sound output is 30 watts. This equipment was furnished by Frosch Theatre Supply of Minneapolis. At the left of the projection suite is a small cry room.

The U. S. Air Conditioning Corporation cooling system uses well water; and since there are no sewers in Richfield spent water is returned to the ground through a pipe located inside the well casing, and driven to a level more than 100 feet deeper that the stratum from which the supply is drawn. Heating is by steam, through coils and the blower.

The theatre is attractively landscaped to fit in naturally with its suburban environment, and is surrounded by parking space at the sides and rear.

George Becker of Minneapolis was the architect and Sebco, of the same city, the builder.

New Portable Level Meter Reads Sound Volume Anywhere

A portable and convenient level meter for measuring sound volume in every part of the theatre auditorium has been put on the market by Hermon Hosmer Scott, Inc. The manufacturer represents that its accuracy, sound level range, weighting characteristics and other technical qualities conform to the requirements set for sound level meters by the American Standards Association. The device is small enough to be carried in a coat pocket being little larger than a flashlight and about the same shape and weight. It comprises a crystal microphone, amplifier and indicating meter, all battery-operated. The output signal is also available through auxiliary contacts for further analysis by external apparatus. As the batteries run down, the amplifier gain can be restored to the original, factory-calibrated value by adjusting a compensating dial. Price of the meter is $195.00, net. It measures 10" long by 2½" diameter; and weighs 34 ounces, batteries included.

Drive-Ins Boom, Service Figures Show

Rapid growth of drive-in theatres is exemplified by the fact that more than 100 of them from coast to coast are now under contract for RCA service, according to a statement issued by RCA Service Corporation.

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161 Sixth Ave., New York 13, N. Y.

American Popcorn Co. E-22
Box 12, Sioux City 6, Iowa. President: Howard C. Smith. Sales Manager: Stanley A. Thatcher. Domestic Sales: Direct.

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International Projector Corp. ..... Back Cover
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32-34 W. 60th St., New York 23, N. Y. President and Sales Manager: A. J. Kessler. Domestic Sales: Direct and through dealers. Foreign Sales: Direct and through dealers.

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87 City Park Ave., Toledo 2, O. Sales Manager: Harold E. Brown. Domestic Sales: Through independent supply dealers. Foreign Sales: Through Strong Elec. Corp. Export Dept., 92 Gold St., New York, N. Y.

Theatre Equipment & Supply Manufacturers' Association, Inc. E-2

Vallen, Inc. E-19
Akron, O. President: E. J. Vallen. Domestic Sales: Through dealers. Foreign Sales: Through RCA International Division, 745 5th Ave., New York 22, N. Y.

Wagner Sign Service, Inc. E-10
216-218 S. Hoyne Ave., Chicago 12, Ill. President and Sales Manager: E. Wagner. Domestic and Foreign Sales: Direct at list only, and through designated supply companies and marquee manufacturers.

Wenzel Projector Co. E-24
2505-19 S. State St., Chicago 16, Ill. Sales Manager: C. J. Williams. Domestic and Foreign Sales: Through independent dealers.

While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in this index.

Floodlamp Maintenance

Outdoor floodlamps become exceedingly inefficient unless properly maintained, according to careful investigations conducted by Francis T. Tillemans of Westinghouse Electric Corporation and reported in "Illuminating Engineering."

Mr. Tillemans presented data on a neglected floodlamp that delivered only 7,639 lumens in a 30-degree cone, but put out nearly three times as much light, or 19,607 lumens, after it had been cleaned and had a new lamp installed. In another such instance, a lamp that gave only 3,471 lumens in a 30-degree cone was similarly cleaned and fitted with a new bulb, and then delivered almost five times as much light, or 17,196 lumens.

Snow Cones Manufactured By New Vending Machines

A self-contained machine that automatically manufactures and flavors "snow cones" has been put on the market by Multiple Products Corporation, a subsidiary of Auto-Vend, Inc. The machine shaves ice to produce the "snow." It is 30" wide, 20" deep and five feet high, and contains ice shaver, plexiglas syrup dispensers, ice storage, cup storage, drainage facilities, waste facilities, working surface and everything else necessary for complete operation. Attractive appearance is secured by aluminum and stainless steel united with plexiglass display of snow and syrups, and decalcomania decorations.

The manufacturer estimates that an expenditure of $1.65 for ice, syrup and cups returns a gross income of $17.50 in sales.

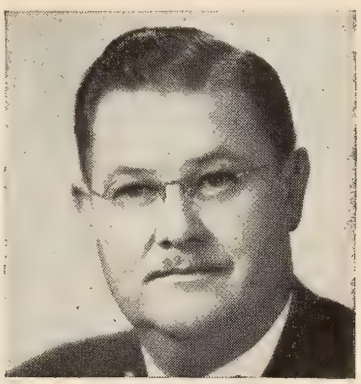




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Medium Duty Curtain Track
Fast, smooth, efficient. Strong enough for the majority of installations.
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New Ideal Theatre Chairs
JOE HORNSTEIN *has it!*



ROY L. COCHRAN—Owner and Manager, Juroy Theatre, North Little Rock, Arkansas—says:

"In three years of operation I have used RCA Service and have not lost one minute of time. Equipment is as good as at time of installation."

To get the benefits of RCA Service—write: RCA SERVICE COMPANY, INC., Radio Corporation of America, Camden, N. J.

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1501 Broadway, New York 18, N. Y.

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- ☐ Box-Office Safes

VENDING EQUIPMENT
- ☐ Popcorn Machines
- ☐ Popcorn Warmers
- ☐ Peanut Roasters
- ☐ Sales Aids
- ☐ Candy Display Cases
- ☐ Beverage Machines
- ☐ Popcorn
- ☐ Peanuts
- ☐ Beverages
- ☐ Theatre Candy

PROJECTION EQUIPMENT
- ☐ Arc Lamps
- ☐ Generators
- ☐ Rectifiers
- ☐ Projectors
- ☐ Reflectors
- ☐ Screens
- ☐ Carbons
- ☐ Carbon Savers
- ☐ Cueing Devices
- ☐ Film Splicers
- ☐ Fire Shutters
- ☐ Safety Devices
- ☐ Incandescent Lamps
- ☐ Projector Parts
- ☐ Magazines
- ☐ Pedestals
- ☐ Reels
- ☐ Reel End Alarms
- ☐ Rewinds

Name.....

Theatre.....

Address.....

City and State.....

EQUIPMENT LITERATURE

Sept. 11, 1948

ONE of our services to our readers is to assure them free literature on any theatre topic in which they are interested. Some booklets, etc., are described below; for these, check the appropriate number in the coupon. For literature on other matters listed in that coupon check the appropriate squares. Return the coupon to us with your name, name of theatre and address printed clearly and legibly. Your request will receive very prompt attention.

AIR DIFFUSER. A six-page, two-color folder describes in full detail the new Agitair model "RTC" diffusing device. This diffuser, designed to assure effective distribution of conditioned air regardless of the shape of the area to be conditioned, "blows" in one, two, three or four directions as required, and can also distribute more air in some directions and less in others, as required. It offers the architect and engineer, the bulletin says, "a product which will fit into their design, instead of making their design conform to the diffuser." It can be obtained in sizes to fit standard tile dimensions, eliminating any need for on-the-job tile cutting. The bulletin gives a great deal of information as to the variety of types in which this diffuser is available, methods of installation, and how the device operates. The same manufacturer's wind-actuated air exhausters, and high efficiency filters, are also illustrated and described. (#1)

BOOKLETS. A series of ten small booklets, each of six pages, each printed in two colors, conveys an abundance of information about RCA sound systems, RCA tube recitifiers, the Brenkert 1 Kw. arc (now made by RCA) and RCA drive-in equipment. The series covers seven different models of RCA theatre sound systems, not counting the booklet devoted to drive-ins. There is also a pamphlet illustrating and describing briefly the RCA deluxe soundhead. All yours for the asking. (#2)

COIN HANDLING MACHINES. Change-making machines ("automatic cashiers"), coin sorters, coin counters, coin packaging machines and coin storage trays are pictured and described in an eight-page, two-color booklet by Brandt Automatic Cashier Company. Three full pages are devoted to detailed descriptions of the automatic cashiers, or change-makers, and the provisions included in their construction to assure accuracy, meet special requests from customers, and facilitate efficient operation. (#3)

CURTAIN CONTROLS AND TRACKS. Curtain control motors, drives, carriers and tracks for all theatres, large or small; and for all applications including round-the-corner curtain action and rear-fold curtain action, are pictured, diagrammed and described in a three-color, twelve-page folder issued by Vallen, Inc. The several models of controls listed provide curtain action ranging from 40 to 225 feet per minute, according to the size of the opening and the requirements of showmanlike operation. Floor sheaves, batten clamps and other devices associated with control of the curtains are also pictured in self-explanatory drawings. Theatremen who are planning a new theatre, who are not wholly satisfied with the curtain action in their present houses, or who contemplate adding live entertainment to their present programs, should find this booklet one of absorbing interest. (#4)

FLOOR TILE. A new, synthetic plastic flooring, available in standard-size tiles and in a variety of plain and marbleized colors, is described and illustrated in two multi-color pamphlets issued by U. S. Stoneware Company. The material is supplied in 8½" squares, each 3/16" thick. The top half of the thickness comprises the surface of "Tygon" plastic; the underlying 3/32" consists of a layer of synthetic-impregnated cork. The tile thus constructed is said to be unaffected either in strength or in appearance by days of immersion in water, and to be resistant to acids, alkalies, alcohols and cleaning solutions. It is said to be slip-proof whether wet or dry, easy and silent to walk on, and readily cleaned because of a non-porous surface that does not absorb dirt. (#5)

LENS CHART. As easy to use as a multiplication table, a new lens chart just issued by Kollmorgen Optical Corporation tells at a glance what focal length lens to use for any projection throw and screen width; what the picture width will be at a given projection distance with a lens of given focal length; or what the projection distance must be for a given lens and screen width. The chart is varnished for durability; and for pocket convenience has been produced in the size 3¼x6¼ inches. These charts will be distributed at the Kollmorgen booth at the Tesma Show to be held in St. Louis September 28th to 30th. Those who cannot attend the Tesma gathering, but would like one of the charts, can obtain it by checking Square #6 in the adjoining coupon. (#6)

METAL MOULDINGS. The Eighth Edition of Ames Metal Moulding Company's catalog pictures quite literally hundreds of mouldings; some metal-covered wood, some extruded aluminum or stainless steel. They present every type of flat, round, grooved, ribbed, fluted, stepped, angular and curved surface and combination of surfaces imaginable, fitting them to every decorative scheme and every style of architecture. Snap-on devices for easier installation are pictured and described, as are caps, channels, angles and miscellaneous shapes. Accessories such as poster frames, kick-plates, push-plates, door saddles, prefinished metal in coils, and nickeled nails and brads are listed, and some of them illustrated. (#7)

PROJECTION LAMP. High intensity projection lamps drawing up to 70 amperes at the arc are described in a folder issued by Strong Electric Corp. Four models are discussed in detail, together with rectifiers for supplying them with current and reflectors for utilizing their light at maximum efficiency. (#8)

PROJECTION LENSES. The Kollmorgen Super-Snaplite and Snaplite lenses (f/1.9 and f/2.0 respectively) are described in detail in a two-color, six-page brochure issued by Kollmorgen Optical Corporation. These lenses are coated for greater efficiency and hermetically sealed in one-piece mounts. Also illustrated and described is the Kollmorgen Series 1 Snaplite, designed for good projection at low cost. Included in the brochure is a list of fittings, by means of which any Kollmorgen lens can be used with any of twenty-three models of American-made projector mechanisms. (#9)

PROJECTOR MECHANISM. Complete information on installing, operating and maintaining the Century Model CC mechanism is given in a 32-page illustrated booklet. Four line drawings show the details of the projector's innards, and in these drawings component parts are all numbered. Instructions are written accordingly. For example: "Loosen retaining screw Fig. 1, #15." The instructions are thus explicit and unmistakable. A useful book, not alone for users of the Century CC, but for anyone interested in studying the details of a modern projector mechanism. (#10)

RUNNER ENDS. Metal runner ends for the protection of every type of rubber, carpet or fabric runner have been brought out in new form by Lorraine Manufacturing Corp. They are rust-proof, and attach to the runner very simply, without riveting or sewing, no mechanical skill at all being needed. An illustrated bulletin describes these handy runner ends. (#11)

SOUND-POWERED COMMUNICATION. The Wheeler Intercommunication Telephone, which operates by the power of voice only, is pictured and described in a four-page, two-color pamphlet issued by the manufacturer. Such phones proved unusually reliable in wartime service, since they had neither batteries nor any other power source to fail, or to give rise to noise. Up to twelve of these units can be interconnected to keep the manager in trouble-free contact with every part of his theatre. The manufacturer asserts that construction is rugged and that the component parts are fabricated from materials highly resistant to humidity, shock, vibration and even to corrosive fumes. Alnico magnets are used. (#12)

THEATRE SPEAKERS. The relatively inexpensive Altec Lansing "800" speaker system, designed to bring high quality reproduction to theatres of less than 1,000 seats, is fully explained in a well-written, two-color, four-page leaflet. The system itself, and each of its component parts, are all separately pictured and described. The bulletin offers every bit of information the average theatreman will want concerning this low cost, high quality speaker assembly. (#13)

TICKET MACHINE. A well-illustrated, three-color, four-page folder of General Register Corporation sets forth functional and structural details of that company's hand-operated, motorless, "Automaticket." This device is as fast in operation as motor-driven ticket issuers, but is lower in price, and less expensive to service. The folder, which describes its construction and operation in detail, should be of interest to all who contemplate present or future purchase of ticket-issuing equipment. (#14)

VACUUM CLEANING. Effective cleaning of theatre screens, drapes, ornamental surfaces, upholstery, and stairways; and in-place shampooing of theatre carpets, are illustrated and explained in a four-page folder issued by National Super Service, Inc. The bulletin describes the best methods of using the Super vacuum cleaner, and the technical details of the cleaner itself. The information it contains will prove definitey helpful to anyone concerned with the practical problems of theatre houeskeeping. (#15)

Hollywood Newsreel

West Coast Offices—6777 Hollywood Blvd., Hollywood 28, Calif.—Ann Lewis, Manager

PRODUCTION PARADE

By Ann Lewis

Studio Roundup

Gordon MacRae, young radio singer whom Warners put under contract, and who made his screen debut in a non-singing dramatic role in "The Big Punch," is being put through a series of tests for the male lead in "The Hasty Heart." MacRae, according to reports, is regarded as a "cross between Cagney and Crosby."

* * *

Dan Duryea will have to darken his natural blonde hair to jet black in order to play the main male character in Pine-Thomas' "The Man Who Stole A Dream." Picture goes into production in mid-November, after the producers finish "El Paso." The latter starts next month, in color and co-starring John Payne, Gail Russell, Sterling Hayden and George "Gabby" Hayes.

* * *

Now that Judy Garland is well enough to work, preparations are being made by Producer Arthur Freed for the filming of "Annie Get Your Gun," in which Judy plays the leading role. Rehearsals will start October 1st, with actual filming beginning the 1st of November. Irving Berlin will be on hand through part of the picture and Robert Alton of "Easter Parade" fame has been signed to direct the musical numbers.

* * *

For his newest assignment at RKO, Robert Ryan will portray on American news syndicate correspondent. It will be one of the top male roles in "Operation Malaya." Ryan will star in "The Set-Up" before beginning his role in this film. Robert Sparks is set to produce with filming due to start the early part of December.

* * *

After signing a long-term contract with the youthful comics Dean Martin and Jerry Lewis, Hal Wallis announced that they are scheduled to make their introductory screen appearance in his forthcoming film "My Friend Irma." Indications are that instead of Marie Wilson playing the part of "Irma" in the picture as she has done on the air, Betty Hutton will get the leading role.

* * *

Academy-Award winner Edmund Gwenn has been named for a top role in "Greyfriars Bobby," the Eleanor Atkinson classic which will be filmed at MGM with Lassie portraying the dog hero. Robert Sisk will produce.

* * *

Another dog picture will be made by Lippert Productions for Screen Guild release. This will be "Shep Comes Home" (a sequel to "My Dog Shep") with Ford Beebe directing Robert Lowery, Marja Deane and Flame, the dog. Ron Ormond was assigned to produce.

* * *

Samuel Goldwyn has finally found a young actress for the title role of his production "Roseanna McCoy." She is Joan Evans, 14, whom Goldwyn signed to a seven year contract. Miss Evans, without previous screen experience, is to play opposite Farley Granger in a romance played against the background of the Hatfield-McCoy feud.

* * *

John Stahl has been assigned the direction of "Waltz Into Darkness," George Jessel Production for 20th Century-Fox. Cornel Wilde and Linda Darnell are being considered for the stellar roles. Among Stahl's film credits are last year's "Foxes of Harrow" and the current "Walls of Jericho."

* * *

After much delay, the MGM's "The Story of Monty Stratton" will get going. Sam Wood has been signed to direct and James Stewart and June Allyson will co-star. Producer Jack Cummings has already compiled most of the background shots for this semi-documentary story of the ace big league pitcher, whose career was cut short when he lost a leg in an accident, but who, despite his handicap, became one of the outstanding hurlers in the Texas League.

* * *

A new co-starring team will be introduced in the Sigmund Neufeld Production "File 649, State Department." They are William Lundigan and Virginia Bruce. Picture will be made in Cinecolor for Film Classics release. Director Peter Stewart is presently in Washington, D. C. picking up background shots.

* * *

Matthew Rapf, son of veteran MGM executive Harry Rapf, has formed his own production company. His first film will be "Silhouette," for Film Classics release. Earlier this year Rapf produced "Adventures of Gallant Bess" for Eagle Lion, and prior to that he was a writer at MGM.

* * *

George Marshall, veteran director of outdoor dramas, was signed by Columbia to direct "Bonanza," Technicolor saga of the lost mines of Arizona's Superstition Mountains, which producer S. Sylvan Simon has scheduled to start the latter part of this month.

Due to the current rash of outdoor dramas, Hollywood animals are getting more work than the actors! At Warner Bros., for example, director Ray Enright is surveying a flock of 3,000 sheep now grazing on the studio ranch. He will select one especially photogenic animal for an important acting job in "Montana." The chosen sheep must be not only photogenic, but must have an affinity for the two stars, Errol Flynn and Alexis Smith, with whom it plays several scenes.

Hunt Stromberg started his first production for United Artists release on the Republic lot, Sept. 8. The veteran producer is making "Too Late for Tears," with just about the entire Hal Wallis aggregation represented, including stars Lizabeth Scott, Don DeFore, Kristine Miller and Wendell Corey, and director Byron Haskins.

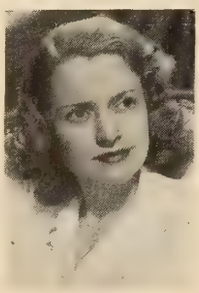
Word From Canada

Publicist John Del Valle sends word from Canada that the semi-documentary type of film is having its first substantial period application in Nat Holt's "Canadian Pacific," for 20th Century-Fox release. The most precious item of rolling stock made available to Holt by the Canadian Pacific Railway is a little wood-burning 1880 engine. Lee Greenway, Holt's head makeup man, had to coach the Indians in applying war paint—taking Del Valle's word for it, they have forgotten the art!

Distinguished colored actress Jessie Grayson was signed for an important supporting role in Paramount's "One Woman." Also added to the cast was Tom Powers, who made his screen debut in New York in 1910. Paramount finished its Technicolor Western, "Streets of Laredo," which did some fancy traveling during the shooting. The cast and crew covered over 10,000 miles on location.

Enterprise last week put Art Smith to work

Hollywood's Only Woman Production Chief 'Talks Shop'



Marie Quigley

Meet the only woman production chief in the business. Attractive Marie Quigley, who heads Hollywood Studio output for Film Classics, Inc. Miss Quigley who started in the industry from New York in the foreign film division is assistant to Film Classics' prexy, Joseph Bernhard.

"In Hollywood," Miss Quigley explained "I help cast our pictures and choose the productions we will make subject to Mr. Bernhard's approval. I check stories, with a view toward picking those which have action and sustaining interest. It is my job to suggest alterations that will give our company the best product available for our organization."

Miss Quigley was assistant to the late Trem Carr when he headed production at Monogram. She held this post for six years until June 1947, almost a year after Carr's death. She came with Film Classics in her present capacity in December of 1947, and helped initiate production of Film Classics' own films; until then, the company, which is primarily a distributing group, handled reissues almost exclusively. Just three months ago, Film Classics moved into its own suite at Nassour Studios. Here, Miss Quigley coordinates the different units that make films for FC release.

"We hold the distinction of making more films in color than any comparable company, and this is largely due to the fortunate circumstances wherein Mr. Bernhard also heads the Cinecolor Corporation."

The pleasant lady who holds such a distinctive post advised STR that variety is being stressed in Film Classics' pictures. "We prefer to produce a combination of pictures with appeal to all. We are striving for a more general type audience, with films that are wholesome."—JAY GOLDBERG.

PICTURES STARTED LAST WEEK

COLUMBIA. Jungle Jim's Adventure—Principals: Johnny Weissmuller, Elena Verdugo, Myrna Dell. Director, William Berke.

Blondie's Big Deal—Principals: Penny Singleton, Arthur Lake, Larry Simms. Director, Edward Bernds.

SCREEN GUILD. Thunder in the Pines—Principals: Greg McClure, George Reeves, Ralph Byrd. Director, R. Edwards.

FILM CLASSICS. Daughter of Ramona (Cinecolor)—Principals: Philip Reed, Martha Vickers, Donald Woods. Director, Harold Daniels.

UNITED ARTISTS. Too Late For Tears—Principals: Lizabeth Scott, Don DeFore, Kristine Miller, Wendell Corey. Director, Byron Haskins.

WARNER BROS. Flamingo Road—Principals: Joan Crawford, Gladys George, Gertrude Michael. Director, Michael Curtiz.

MONOGRAM. Jiggs and Maggie in Court—Principals: Joe Yule, Renie Riano. Director, William Beaudine.

TITLE CHANGES

"Loser Take All" (Col.) now
LEATHER GLOVES

"High Tension" (Mono.) now
TROUBLE MAKERS

"Outlaw Valley" (RKO) now
RUSTLERS

portraying a psychoanalyst in a key sequence written into the script of "Caught" at the last moment to clarify relationships between Robert Ryan and Barbara Bel Geddes.

Jess Barker, who has been off the screen for two years, resumed his cinematic career in Walter Wanger's "Reign of Terror" at Eagle Lion. Also added to the opus was Isabella Ward, of the National Repertory Theatre, who embarks on a screen career in a top role.

Getting back to animals, the last of the wild horses couldn't disappear soon enough for the troupe of Lippert Production's "Last of the Wild Horses" while on location in southern Oregon. On the third day of lensing, Mary Beth Hughes had a bad fall from an equine, forcing a shooting schedule revision. On the fifth day, dialogue coach Stanley Price was kicked by a steed when one of the horses overcharged into the camera crew. With two days to go before winding, William Haade, the picture's villain, received a kick on the knee while mounting. Greg McClure, who enacted "The Great John L." in the picture of the same name several years back, won a featured role in producer William Stephens' "Thunder in the Pines," also for SG. The film, started at Nassour Studios Sept. 9, is being made in Sepiatone.

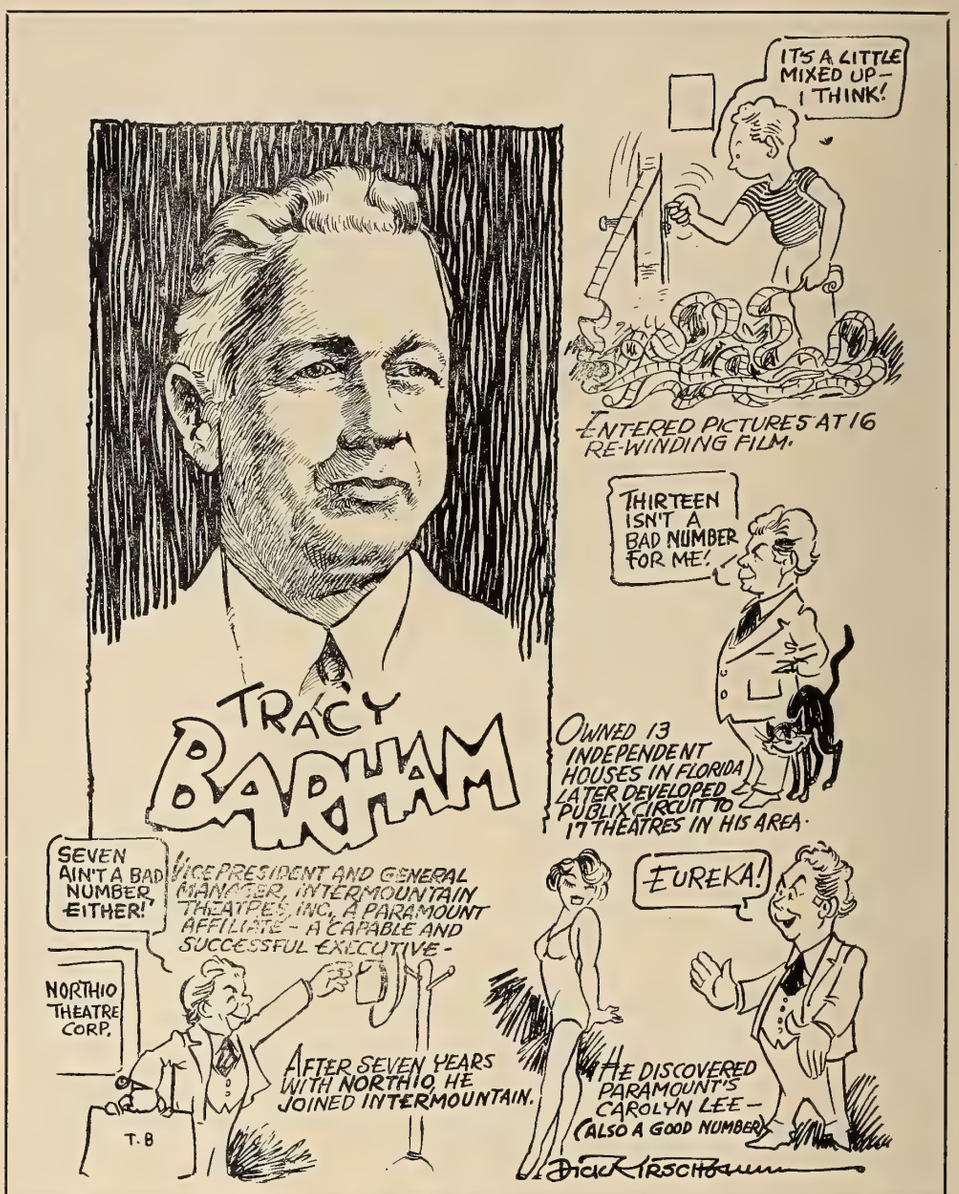
Much-delayed "Daughter of Ramona" really got going Sept. 8 in Cinecolor for producer Martin Mooney.

Columbia began another in its series of "Blondie" releases last Wednesday. For the initial time in a flock of "Blondies" a new director replaced Abby Berlin, the perennial meg artist for the popular series. He's Edward Bernds. Also, a producer finally gets credit on this lineup. Ted Richmond is the man so honored. Johnny Weissmuller went before the lenses in the second of his new series, in "Jungle Jim's Adventure." Pedro Armendariz was inked for the important part of the Cuban police inspector in "Rough Sketch."

Return Engagement

Audie Murphy, 24-year-old ex-GI who holds the record for being the most decorated soldier of World War II, last week registered for the draft in Hollywood high school. He will report to Allied Artists late this month for the starring role in "Bad Boy," to be produced under sponsorship of Variety Clubs International.

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



"Branding Iron" to Be Screen Guild Release

Robert L. Lippert announced that "Branding Iron," an original cattle yarn, has been acquired for his 1948-49 schedule, making his sixteenth for Screen Guild release. Completed are "Return of Wildfire," "Jungle Goddess" and "Last of the Wild Horses."

"Thunder in the Pines," a lumber story with George Reeves, Ralph Byrd and Gregory McClure will roll in September, as well as "Shep Comes Home," a dog story with Robert Lowery, and "I Shot Jesse James," based on an American Weekly tale by Homer Croy.

Others slated for early production are "Grand Canyon," "Gringo," "Emergency Ward," "Rimfire," "Trails End," "Police Woman," "Return of the Saint," "Banana Fleet," "The Blackmailers" and "Three Alarm Fire."

RKO Readying Fourteen

Ten features and four short subjects are being edited at the RKO Radio Studio, according to James Wilkinson, cutting department.

17 Technicolor Features On MGM Studio Schedule

MGM studio last week announced plans for the company's heaviest schedule of color pictures in years. Three Technicolor productions are now before the cameras, eight are completed and six new ones will start soon.

Completed but not released are "The Three Musketeers," "Luxury Liner," "Hills of Home," "The Secret Land," "The Kissing Bandit," "Sun in the Morning," "Words and Music" and "The Three Godfathers."

Those still to be made are "Annie Get Your Gun," starring Judy Garland; "Greyfriars Bobby," starring Lassie; "Neptune's Daughter," a musical starring Esther Williams and Red Skelton; "The Shop Around the Corner," previously made as a dramatic picture and now to be done by Joe Pasternak as a musical; "It's a Date," also a Pasternak musical, and "The Secret Garden" to be partially filmed in Technicolor and starring Margaret O'Brien.

Production is in full swing on "Take Me Out to the Ball Game," "The Barkley's of Broadway" and "Little Women."

Feature Booking Guide

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases and re-issues) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listing.

SHOWMEN'S TRADE REVIEW

A

Title	Company
Abbott & Costello Meet Frankenstein	U-I
Accused, The	Para.
Act of Violence	MGM
Adventures of Casanova	EL
Adventures of Don Juan	WB
Adventures of Gallant Bess	EL
Adventures of Silverado	Col.
Affairs of a Rogue	Col.
Albuquerque	Para.
Alias A Gentleman	MGM
All My Sons	U-I
All's Well	Ind.
Always Together	WB
An Act of Murder	U-I
An Ideal Husband	20th-Fox
An Innocent Affair	UA
Angel in Exile	Rep.
Angels' Alley	Mono.
Angry God, The	UA
Anna Karenina	20th-Fox
Apartment for Peggy	20th-Fox
Appointment With Murder	FC
April Showers	WB
Arch of Triumph	UA
Are You With It?	U-I
Arizona Ranger	RKO
Arkansas Swing, The	Col.
Arthur Takes Over	20th-Fox
Assigned to Danger	EL
Atlantis, The Lost Continent	U-A

B

Babe Ruth Story, The	Allied
Bad Sister	U-I
Baltimore Escapade	RKO
Barkleys of Broadway	MGM
Behind Locked Doors	EL
Berlin Express	RKO
Best Man Wins	Col.
Best Things in Life Are Free	MGM
Best Years of Our Lives	RKO
Beyond Glory	Para.
B. F.'s Daughter	MGM
Big Cat, The	EL
Big City	MGM
Big Clock, The	Para.
Big Fight, The	Mono.
Big Punch, The	WB
Big Sombrero, The	Col.
Big Town Scandal	Para.
Bill and Coo	Rep.
Black Bart	U-I
Black Eagle, Story of a Horse	Col.
Blanche Fury	EL
Blonde Ice	FC
Blondie's Big Deal	Col.
Blondie's Night Out	Col.
Blondie's Reward	Col.
Blondie's Secret	Col.
Blood on the Moon	RKO
Bodyguard	RKO
Borrowed Trouble	UA
Boston Blackie's Chinese Venture	Col.
Boy With Green Hair, The	RKO
Bribe, The	MGM
Bride Goes Wild, The	MGM
Broken Journey	EL
Brothers, The	U-I
Brothers in the Saddle	RKO
Bungalow 13	20th-Fox
Bush Christmas	U-I

C

Caged Fury	Para.
Calendar, The	EL
Call Northside 777	20th-Fox
Campus Honeymoon	Rep.
Campus Sleuth	Mono.
Canadian Pacific	20th-Fox
Canon City	EL
Captain from Castile	20th-Fox
Captain Boycott	U-I
Casbah	U-I
Cass Timerlane	MGM
Caught	MGM
Challenge, The	20th-Fox
Checkered Coat, The	20th-Fox
Chicken Every Sunday	20th-Fox
Cleopatra Arms	WB
Code of Scotland Yard	Rep.
Connecticut Yankee, A	Para.
Corridor of Mirrors	U-I
Counterfeiters, The	20th-Fox
Countess of Monte Cristo	U-I
Coroner Creek	Col.
Cover-Up	UA
Creeper, The	20th-Fox
Crime Doctor's Diary	Col.
Criss-Cross	U-I
Cry of the City	20th-Fox

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION OR BLOCK NUMBER. *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) *Biographical*	(C) *Comedy*
(D) *Drama*	(Doc) *Documentary*
(G) *Gangster*	(M) *Musical*
(H) *Horror*	(W) *Western*
(My) *Mystery*	(Wa) *War*

(See final page of Guide for Re-Issues)

ALLIED ARTISTS

	CURRENT		Time Mins.	Rel. Date	Refer to
8	Dude Goes West, The (C)F	E. Albert-G. Storm-J. Gleason	87	8/15/48	b5/1/48
5	Hunted, The (D)A	Preston Foster-Belita	85	4/7/48	b2/7/48
7	Panhandle (W)F	R. Cameron-C. Downs	84	2/22/48	b2/14/48
6	Smart Woman (D)A	B. Aherne-C. Bennett-B. Sullivan	93	4/30/48	b3/13/48
4	Song of My Heart (D)F	Frank Sundstrom-Audrey Long	85	1/31/48	b11/8/57
	COMING				
10	Babe Ruth Story, The (D)F	W. Bendix-C. Trevor-C. Bickford	111	9/6/48	b7/24/48
	Last of the Badmen	B. Sullivan-M. Reynolds-B. Crawford			a8/21/48
	Strike It Rich	R. Cameron-B. Granville			
	When a Man's a Man	G. Madison-R. Calhoun-G. Storm			

ASTOR PICTURES

	Battling Marshal	Sunset Carson-Pat Starling			
	Deadline	Sunset Carson-Pat Starling	64	4/15/48	New Release
	Fighting Mustang	Sunset Carson-Pat Starling	62	3/1/48	New Release
	Six-Shooter	Sunset Carson-Pat Starling			
	Sunset Carson Rides Again	Sunset Carson-Pat Starling			
	Sunset Carson Strikes Back	Sunset Carson-Pat Starling			

COLUMBIA

	CURRENT				
	Adventures in Silverado (W)F	W. Bishop-G. Henry-E. Buchanan	73	3/25/48	b5/8/48
	Arkansas Swing, The	H. Hot Shots-G. Henry-S. Hart	63	7/29/48	
	Best Man Wins (C)F	E. Buchanan-A. Lee-R. Shayne	73	5/6/48	b5/22/48
	Black Arrow, The (D)F	L. Hayward-J. Blair-G. Macready	76	Aug. '48	b7/3/48
	Blondie's Reward (C)F	Singleton-Lake-Simms-Kent	68	6/3/48	b8/21/48
	Coroner Creek *C (D)A	R. Scott-M. Chapman-G. Macready	90	July '48	b6/5/48
	Fuller Brush Man, The (C)F	Red Skelton-Janet Blair	93	June '48	b3/8/48
	Gentleman From Nowhere (My)F	Warner Baxter-Fay Baker	66	9/9/48	b8/14/48
	Glamour Girl (M)F	G. Krupa-V. Grey-M. Duane	68	1/16/48	b1/3/48
	I Love Trouble (My)A	F. Tone-J. Blair-J. Carter	94	Jan. '48	b1(10/48
	Lady from Shanghai, The (My)A	Rita Hayworth-Orson Welles	87	May '48	b4/17/48
	Lost One, The (O)A	Nelly Corradi-Gino Mattera	84		b4/3/48
	Lulu Belle (D)	D. Lamour-G. Montgomery-A. Dekker	87	Aug. '48	b6/12/48
	Mary Lou (M)F	R. Lowery-J. Barton-G. Farrell	65	1/23/48	b2/28/48
	Mating of Millie, The (C)F	G. Ford-E. Keyes-R. Randall	85	Apr. '48	b3/13/48
	My Dog Rusty (D)F	T. Donaldson-J. Litel-J. Lloyd	64	4/8/48	b6/12/48
	Port Said (D)A	Gloria Henry-William Bishop	68	4/15/48	b5/15/48
	Prince of Thieves *C (D)F	J. Hall-P. Morison-A. Jergens	72	Jan. '48	b3/6/48
	Relentless *T (D)F	R. Young-M. Chapman-W. Parker	93	2/20/48	b1/17/48
	Return of the Whistler (My)F	M. Duane-L. Aubet-R. Lane	61	3/18/48	b4/3/48
	Sign of the Ram, The (D)A	S. Peters-A. Knox-P. Thaxter	84	Mar. '48	b2/7/48
	Song of Idaho (M-C)F	Hoosier Hot Shots-Kirby Grant	67	3/30/48	b4/10/48
	Strawberry Roan, The *C (W)F	G. Autry-G. Henry-J. Holt	76	Aug. '48	b4/24/48
	Swordsman, The *T (D)F	L. Parks-E. Drew-G. Macready	81	1/9/48	b10/11/47
	Thunderhoof (D)F	P. Foster-M. Stuart-W. Bishop	76	7/8/48	b7/10/48
	To the Ends of the Earth (D)A	D. Powell-S. Hasso-Maylia	109	2/27/48	b1/24/48
	Trapped By Boston Blackie (M)	C. Morris-J. Vincent-R. Lane	78	5/13/48	b6/19/48
	Walk a Crooked Mile (D)A	D. O'Keefe-L. Hayward-L. Allbritton	91	Sept. '48	b9/4/48
	Woman from Tangiers, The (D)A	A. Jergens-S. Dunne-M. Duane	66	2/12/48	b3/6/48
	Wreck of the Hesperus (D)F	Willard Parker-Edgar Buchanan	68	2/5/48	b5/29/48
	COMING				
	Affairs of a Rogue (D)A	Jean-Pierre Aumont-Joan Hopkins	111		b5/8/48
	Big Sombrero, The *C	Gene Autry-Elena Verdugo			a9/20/47
	Blondie's Big Deal	P. Singleton-A. Lake-L. Simms			
	Black Eagle, The Story of a Horse	W. Bishop-V. Patton-G. Jones		9/16/48	a7/3/48
	Blondie's Night Out (C)	P. Singleton-A. Lake-L. Simms			a1/10/48
	Blondie's Secret	Singleton-Lake-Kent-Simms			a7/3/48
	Boston Blackie's Chinese Venture	C. Morris-R. Lane-G. E. Stone			a7/17/48
	Crime Doctor's Diary	Warner Baxter-Lois Maxwell			
	Dark Past, The	William Holden-Lee J. Cobb			a7/10/48
	Gallant Blade *C (D)	Larry Parks-Marguerite Chapman			a2/21/48
	Her Wonderful Lie	Janis Carter-Marc Platt			
	I Surrender Dear (M)F	Gloria Jean-David Street	67		b9/4/48
	Jungle Jim	J. Weissmuller-V. Grey-L. Baron			
	Jungle Jim's Adventure	J. Weissmuller-E. Verdugo-M. Dell			
	Knock On Any Door	H. Bogart-J. Derek-G. Macready-S. Perry			
	Ladies of the Chorus	A. Jergens-R. Brooks-M. Monroe			a7/3/48
	Law of the Barbary Coast	R. Shayne-A. Jergens-S. Dunne			
	Leather Gloves	C. Mitchell-J. Nigh-B. Edwards			a6/12/48
	Loaded Pistols	Gene Autry-Barbara Britton			a7/3/48
	Lone Wolf and His Lady	Ron Randell-June Vincent			
	Lovers, The	Cornel Wilde-Patricia Knight			
	Loves of Carmen, The *T (D)A	R. Hayworth-G. Ford-R. Randell	97		b8/21/48
	Man from Colorado, The *T (D)	Glenn Ford-Ellen Drew-Wm. Holden			a5/24/47
	Manhattan Angel	G. Jean-R. Ford-A. Tyrrell			a6/12/48
	Mr. Soft Touch	G. Ford-E. Keyes-J. Ireland			
	Racing Luck	Stanley Clements-Gloria Henry			a7/17/48
	Return of October, The *T (C)	Glenn Ford-Terry Moore			
	Ridin' the Old Pine Trail *C	Gene Autry-Jimmy Lloyd			a7/31/48
	Rough Sketch	Jennifer Jones-John Garfield			
	Rusty Leads the Way (D)F	T. Donaldson-S. Moffett-J. Litel	58		b7/31/48
	Rusty Saves a Life	T. Donaldson-G. Henry-S. Dunne			a7.10/48
	Singin' Spurs	Hoosier Hot Shots-Patricia White		9/23/48	
	Slightly French	Lamour-Carter-Parker-Ameche			a5/8/48
	Smoky Mountain Melody	Roy Acuff-Smoky Mountain Boys			
	Song of India	Sabu-T. Bey-G. Russell			a7/31/48
	Triple Threat	Top Pro Football Stars		9/30/48	

Undercover Man	G. Ford-N. Foch				a7/31/48
Untamed Breed, The *C	S. Tufts-B. Britton-G. "G." Hayes				a6/5/48
Walking Hills, The	R. Scott-E. Raines-W. Bishop				a7/3/48

Westerns

Blazing Across the Pecos	Charles Starrett-Smiley Burnette	55	7/1/48		
Challenge of the Range	Charles Starrett-Smiley Burnette				
El Dorado Pass	Charles Starrett-Smiley Burnette				
Phantom Valley	Charles Starrett-Smiley Burnette	52	2/19/48		
Quick On The Trigger	Charles Starrett-Smiley Burnette				
Six Gun Law (W)	C. Starrett-S. Burnette	54	1/9/48		
Trail to Laredo	C. Starrett-S. Burnette-J. Bannon	54	8/12/48		
West of Sonora	Charles Starrett-Smiley Burnette	55	3/25/48		
Whirlwind Raiders	Charles Starrett-Smiley Burnette	54	5/13/48		

EAGLE LION

CURRENT

812	Adventures of Casanova (D)F	DeCordova-Bremer-Bey-Sutton	83	2/7/48	b2/28/48
821	Assigned to Danger (My)	G. Raymond-N. Nash-R. Bice	66	5/19/48	a4/17/48
	Broken Journey (D)A	P. Calvert-M. Grahame-F. L. Sullivan	89	9/12/48	b4/24/48
826	Canon City (Doc)A	S. Brady-J. Corey-W. Bissell	82	6/30/48	b6/26/48
824	Close-Up	Alan Baxter-Virginia Gilmore	76	6/9/48	
820	Cobra Strikes, The (My)F	S. Ryan-R. Fraser-L. Brooks	61	4/24/48	b5/22/48
817	Enchanted Valley, The *C (D)F	A. Curtis-A. Gwynne-C. Grapewin	77	3/27/48	b4/3/48
810	Heading for Heaven (C)F	S. Erwin-G. Farrell	71	1/17/48	b12/20/47
904	Hollow Triumph (D)A	Paul Henreid-Joan Bennett	83	8/30/48	b8/14/48
831	Lady at Midnight (My)F	R. Denning-F. Rafferty-J. Searle	59	8/8/48	b7/31/48
808	Linda Be Good (C)A	E. Knox-J. Hubbard-M. Wilson	66	1/3/48	b11/1/47
815	Man from Texas (D)F	J. Craig-J. Johnston-L. Bari	71	3/6/48	b4/3/48
825	Mickey *C (C)F	L. Butler-B. Goodwin-I. Hervey	87	6/23/48	b6/19/48
819	Noose Hangs High (C)F	Abbott-Costello-Downs-Calleia	77	4/17/48	b4/10/48
830	Northwest Stampede *C (C)F	J. Leslie-J. Craig-J. Oakie	79	7/28/48	b7/3/48
828	Oliver Twist (D)F	R. Newton-A. Guinness-K. Walsh	116	7/14/48	b7/3/48
818	October Man, The (D)A	J. Mills-J. Greenwood-E. Chapman	85	3/20/48	b9/6/47
813	Open Secret (D)A	J. Ireland-J. Randolph-R. Bohnen	70	5/5/48	b7/17/48
822	Raw Deal (D)A	D. O'Keefe-C. Trevor-M. Hunt	79	5/26/48	b5/22/48
816	Ruthless (D)A	Z. Scott-L. Hayward-D. Lynn	102	4/3/48	b4/3/48
829	Shed No Tears (D)A	W. Ford-J. Vincent-R. Scott	70	7/2/48	b7/24/48
811	Smugglers, The *T (D)A	Michael Redgrave-Jean Kent	85	1/31/48	b4/12/47
827	Spiritualist, The (D)A	T. Bey-L. Bari-C. O'Donnell	78	7/7/48	b8/7/48
823	Sword of the Avenger (D)A	R. Del Gado-Sigrid Gurie	72	6/2/48	b5/15/48
809	T-Men (D)F	Dennis O'Keefe-Mary Meade	91	1/10/48	b12/20/47
814	Take My Life (D)F	Greta Gynt-Hugh Williams	80	2/28/48	b5/17/47

COMING

905	Adventures of Gallant Bess *C (D)F	C. Mitchell-A. Long-F. Knight	73		b7/31/48
906	Behind Locked Doors	L. Bremer-R. Carlson-T. Henry			a7/10/48
	Big Cat, The *T	L. McCallister-P. A. Garner-P. Foster			a8/28/48
	Blanche Fury *T (D)A	V. Hobson-S. Granger	95		b3/20/48
	Calendar, The (C)A	Greta Gynt-John McCallum	79		b6/5/48
	In This Corner (D)F	S. Brady-A. Shaw-J. Millican	61½		b9/4/48
	It Always Rains on Sundays	G. Withers-J. Warner	92		b11/29/47
	Let's Live a Little	Hedy Lamarr-Robert Cummings			a6/5/48
	Man Wanted	Anabel Shaw-Robert Lowery			
	Million Dollar Weekend	G. Raymond-O. Massen-F. Lederer			
	Mr. Perrin and Mr. Traill (D)A	D. Farrar-M. Goring-G. Gynt	92		b8/28/48
	Parole	Turhan Bey-Michael O'Shea			a8/21/48
	Philo Vance's Peril	W. Wright-L. Belasco-R. Ames			b1/25/47
	Red Shoes, The *T (D)A	A. Walbrook-M. Goring-M. Shearer	134		b7/31/48
	Red Stallion in the Rockies *C	Red Stallion-Arthur Franz			
	Reign of Terror	R. Cummings-A. Dahl-R. Basehart			
	Strange Mrs. Crane, The	M. Lord-P. Watkin-J. McGuire			
	29 Clues	Scott Brady-Richard Basehart			a7/10/48
	Tulsa *T	S. Hayward-R. Preston-P. Armendariz			

Westerns

853	Check Your Guns (W)F	E. Dean-R. Ates-N. Gates	55	1/24/48	b11/22/47
	Gun Fighter	Lash LaRue-Fuzzy St. John-Mary Scott			a12/18/47
856	Hawk of Powder River, The (W)F	E. Dean-R. Ates-J. Holt	54	4/10/48	b3/27/48
857	Prairie Outlaws	E. Dean-R. Ates-J. Holt	57	5/12/48	
858	Tioga Kid, The (W)F	E. Dean-R. Ates-J. Holt	54	6/17/48	b3/20/48
854	Tornado Range (W-S)F	Eddie Dean-Roscoe Ates-J. Holt	56	2/21/48	2/21/48
855	Westward Trail, The (W)F	E. Dean-R. Ates-P. Planchard	56	3/13/48	b3/13/48

FILM CLASSICS

CURRENT

Appointment With Murder	John Calvert-Catherine Craig				a8/28/48
Blonde Ice (D)A	Leslie Brooks-Robert Paige	73	May '48		b5/22/48
Daughter of Ramona *C	P. Reed-M. Vickers-D. Woods				
Devil's Cargo (M)A	J. Calvert-R. Hudson-R. Karns	61	Apr. '48		b3/20/48
Discovery (Doc)F	Admiral Byrd-Members of Expedition	74	Jan. '48		b4/24/48
For You I Die (D)A	C. Downs-P. Langton-M. Auer	76	Jan. '48		b1/3/48
Furia (D)A	Isa Pola-Rosanno Brazzi	89	Jan. '48		b10/25/47
Inner Sanctum	Mary Beth Hughes-Charles Russell				
Miraculous Journey *C (D)F	R. Calhoun-A. Long-V. Grey	76	Sept. '48		b8/14/48
Money Madness	H. Beaumont-F. Rafferty-H. Warde	73	Apr. '48		b4/3/48
Sofia *C	Gene Raymond-Sigrid Gurie	82	Sept. '48		b8/28/48
The Argyle Secrets (My)F	W. Gargan-M. Lord-R. Byrd	63	May '48		b4/24/48
Unknown Island *C	V. Grey-B. MacLane-P. Reed				
Will It Happen Again? (Doc)A	Adolph Hitler-Eva Braun	62	May '48		b5/22/48
Women in the Night (D)A	Tala Birell-William Henry	90	Jan. '48		b1/17/48

METRO-GOLDWYN-MAYER

CURRENT

818	Alias a Gentleman (C-D)A	W. Beery-T. Drake-D. Patrick	76	Mar. '48	b2/7/48
820	B. F.'s Daughter (D)A	B. Stanwyck-Heflin-C. Coburn	108	Apr. '48	b2/21/48
827	Big City (D)M	M. O'Brien-R. Preston-D. Thomas	103	June '48	b3/27/48
819	Bride Goes Wild, The (C)F	V. Johnson-J. Allyson-B. Jenkins	97	Mar. '48	b2/28/48
813	Cass Timberlane (D)A	Spencer Tracy-Lana Turner	119	Jan. '48	b11/8/47
829	Easter Parade *T(M)F	J. Garland-F. Astaire-P. Lawford	103	July '48	b5/29/48
831	Date With Judy, A *T (C)F	W. Beery-J. Powell-E. Taylor	113	July '48	b6/19/48
815	High Wall (D)A	R. Taylor-A. Totter-H. Marshall	99	Feb. '48	b12/20/47
826	Homecoming (D)A	Gable-Turner-Baxter-Hodiak	113	May '48	b4/10/48
814	If Winter Comes (D)A	W. Pidgeon-D. Kerr-A. Lansbury	97	Jan. '48	b12/27/47
901	Luxury Liner *T (M)F	G. Brent-F. Gifford-J. Powell	99	Sept. '48	b8/21/48
825	Pirate, The *T (M)A	J. Garland-G. Kelly-W. Slezak	102	June '48	b4/3/48
830	Search, The (D)F	Montgomery Clift-Aline MacMahon	105	Aug. '48	b3/27/48
902	Southern Yankee, A (C)F	R. Skelton-B. Donlevy-A. Dahl	90	Sept. '48	b8/7/48
824	State of the Union	S. Tracy-K. Hepburn-V. Johnson	124	Apr. '48	b3/27/48
821	Summer Holiday *T (C)A	Rooney-De Haven-Huston-Morgan	92	5/20/48	b3/13/48
816	Tenth Avenue Angel (D)F	M. O'Brien-A. Lansbury-G. Murphy	74	Feb. '48	b1/17/48
817	Three Daring Daughters *T (M)F	J. MacDonald-J. Iturbi-J. Powell	115	Mar. '48	b2/14/48

Title	*Company*

D

Dangerous Years	20th-Fox
Daredevils of the Clouds	Rep.
Dark Past	Col.
Daughter of Darkness	Para.
Daughter of the Jungle	Rep.
Daughter of Ramona	FC
Date With Judy, A	MGM
Date With Murder, A	FC
Dead Don't Dream, The	UA
Dear Murderer	UI
Decision of Christopher Blake	WB
Deep Waters	20th-Fox
Design for Death	RKO
Devil's Cargo	FC
Disaster	Para.
Discovery	FC
Docks of New Orleans	Mono.
Double Life, A	UI
Down to the Sea in Ships	20th-Fox
Dream Girl	Para.
Drums Along the Amazon	Rep.
Dude Goes West, The	Allied
Duel in the Sun	Selznick
Dulcimer Street	U-I
Dynamite	Para

E

Easter Parade	MGM
Embraceable You	WB
Emperor Waltz, The	Para.
Enchanted Valley	EL
Enchantment	RKO
End of the River	UI
Escape	20th-Fox
Every Girl Should Be Married	RKO
Eyes of Texas	Rep.

F

Fallen Idol, The	20th-Fox
False Paradise	UA
Fame Is the Spur	U-I
Family Honeymoon	U-I
Fan, The	20th-Fox
Far Frontier	Rep.
Feudin', Fussin' and A-Fightin'	U-I
Fighter Squadron	WB
Fighting Back	20th-Fox
Fighting Father Dunne	RKO
Fighting Mad	Mono.
Flamingo Road	WB
Flaxy Martin	WB
Follow Me Quietly	RKO
Foreign Affair, A	Para.
For the Love of Mary	U-I
For You I Die	FC
Force of Evil	MGM
Forever Amber	20th-Fox
Fort Apache	RKO
Fountainhead, The	WB
Four Faces West	UA
French Leave	Mono.
Fuller Brush Man	Col.
Furia	FC
Fury at Furnace Creek	20th-Fox

G

Gallant Blade	Col.
Gallant Hombre	UA
Gallant Legion, The	Rep.
Gay Amigo	UA
Gay Intruders	20th-Fox
Gay Ranchero, The	Rep.
Gentleman From Nowhere	Col.
Gentleman's Agreement	20th-Fox
Girl From Jones Beach	WB
Girl From Manhattan, The	UA
Give My Regards to Broadway	20th-Fox
Golden Eye, The	Mono.
Good News	MGM
Good Sam	RKO
Good Time Girl	U-I
Great Gatsby, The	Para.
Green Grass of Wyoming	20th-Fox
Green Promise	Ind.
Guns of Hate	RKO

H

Half-Past Midnight	20th-Fox
Hamlet	U-I
Happy Times	WB
Harpoon	SGP
Hatter's Castle	Para.
Hazard	Para.
Heading for Heaven	EL
Heart of Virginia	Rep.
Heiress, The	Para.
Henry the Fifth	UA
Her Wonderful Lie	Col.
Here Comes Trouble	UA
High Tension	Mono.
High Wall	MGM
Hills of Home	MGM
Holiday Camp	U-I
Hollow Triumph	EL
Homecoming	MGM
Homicide	WB
Homicide for Three	Rep.
House Across the Street	WB
Hungry Hill	U-I
Hunted, The	Allied

I

I Became a Criminal	WB
Idol of Paris	WB
If Winter Comes	MGM
If You Knew Susie	RKO

Title	Company
I, Jane Doe	Rep.
In This Corner	EL
Incident	Mono.
Indian Agent	RKO
Indian Scout	UA
Inner Sanctum	FC
Inside Story, The	Rep.
Interference	RKO
I Remember Mama	RKO
Iron Curtain	20th-Fox
Iron Dukes	Mono.
Isn't It Romantic?	Para.
I Surrender Dear	Col.
It Always Rains on Sunday	EL
I Walk Alone	Para.
I Wouldn't Be in Your Shoes	Mono.
J	
Jiggs and Maggie in Court	Mono.
Jiggs & Maggie in Society	Mono.
Jinx Money	Mono.
Joan of Arc	RKO
Joe Palooka in Winner Take All	Mono.
John Loves Mary	WB
Johnny Belinda	WB
Judge Steps Out, The	RKO
Julia Misbehaves	MGM
June Bride	WB
Jungle Goddess	SGP
Jungle Jim	Col.
Jungle Jim's Adventure	Col.
K	
Key Largo	WB
Kidnapped	Mono.
King of the Gamblers	Rep.
Kings of the Olympics (Pt. 1)	UA
Kiss in the Dark	WB
Kiss the Blood Off My Hands	U-I
Kissing Bandit	MGM
Knock on Any Door	Col.
L	
Ladies of the Chorus	Col.
Lady at Midnight	EL
Lady Surrenders, A	UI
Laff-Time	UA
Larceny	U-I
Last of the Badmen	Allied
Last of the Wild Horses	SGP
Law of the Barbary Coast	Col.
Le Silence est D'Or	RKO
Leather Gloves	Col.
Let's Live a Little	EL
Letter From an Unknown Woman	U-I
Let's Live Again	20th-Fox
Life With Father	WB
Lightnin' in the Forest	Rep.
Linda Be Good	EL
Little Women	MGM
Loaded Pistols	Col.
Lone Wolf & His Lady	Col.
Long Denial, The	RKO
Look for the Silver Lining	WB
Love Happy	UA
Lovers, The	Col.
Loves of Carmen	Col.
Luck of the Irish, The	20th-Fox
Luckiest Girl in the World	MGM
Lucky Stiff	UA
Lulu Belle	Col.
Luxury Liner	MGM
M	
Macbeth	Rep.
Madonna of the Desert	Rep.
Mad Wednesday	UA
Magic Bow	U-I
Man About the House	20th-Fox
Main Street Kid	Rep.
Man-Eaters of Kumaon	U-I
Man of Evil	UA
Man From Colorado, The	Col.
Man From Texas	EL
Manhattan Angel	Col.
Man Wanted	EL
Mark of the Lash	SGP
Mary Lou	Col.
Mask for Lucretia, A	Para.
Mating of Millie	Col.
Meet Me at Dawn	20th-Fox
Melody Time	RKO
Mexican Hayride	U-I
Michael O'Halloran	Mono.
Mickey	EL
Million Dollar Weekend	EL
Mine Own Executioner	20th-Fox
Miracle of the Bells	RKO
Miracle in Harlem	SG
Miraculous Journey	FC
Miss Mink of 1949	20th-Fox
Miss Tatlock's Millions	Para.
Mr. Blandings Builds His Dream House	SRO
Mr. Joseph Young of Africa	RKO
Mr. Peabody and the Mermaid	U-I
Mr. Perrin and Mr. Traill	EL
Mr. Reckless	Para.
Mr. Soft Touch	Col.
Money Madness	FC
Montana	WB
Moonrise	Rep.
Mother Is a Freshman	20th-Fox
Mourning Becomes Electra	RKO
Mozart Story, The	SGP
Music Man	Mono.
My Brother Jonathan	Mono.
My Dear Secretary	UA
My Dream Is Yours	WB
My Own True Love	Para.
Mystery in Mexico	RKO
My Girl Tisa	WB

COMING

	Act of Violence	V. Heflin-R. Ryan-J. Leigh				a8/14/48
	Barkleys of Broadway *T	F. Astaire-G.Rogers-O.Levant-B. Burke				
	Bribe, The	R. Taylor-A. Gardner-C. Laughton				a8/14/48
	Caught	J. Mason-B. Bel-Geddes-R. Ryan				
	Command Decision	Gable-Pidgeon-Johnson-Donlevy				a8/14/48
	Force of Evil	John Garfield-Thomas Gomez		Oct. '48		
	Hills of Home *T	Lassie-E. Gwenn-J. Leigh	97			a11/15/47
903	Julia Misbehaves (C)F	G. Garson-W. Pidgeon-P. Lawford	99	Oct. '48		b8/14/48
	Kissing Bandit, The *T	F. Sinatra-K. Grayson				a8/23/47
	Little Women *T	Allyson-O'Brien-Taylor-Lawford				
	No Minor Vices	D. Andrews-L. Palmer-L. Jourdan				a7/31/48
828	On An Island With You *T (M)F	E. Williams-P. Lawford	107			b5/1/48
	Piccadilly Incident (D)A	Anna Neagle-Michael Wilding	88			b8/31/47
	Secret Land, The (Doc)F	U. S. Navy	70	Oct. '48		b8/28/48
	Sun in the Morning *T	J. MacDonald-C. Jarman, Jr.-Lassie				a8/14/48
	Take Me Out to the Ball Game *T	F. Sinatra-E. Williams-G. Kelly				
	Three Godfathers	J. Wayne-P. Armendariz-H. Carey, Jr.				a8/14/48
	Three Musketeers *T	Turner-Kelly-Heflin-Allyson				a5/22/48
	Words and Music *T	J. Garland-M. Rooney-G. Kelly				a8/14/48

MONOGRAM

CURRENT

4708	Angels' Alley (D)F	L. Gorcey-H. Hall-B. Benedict	67	3/21/48		b1/31/48
4713	Campus Sleuth (My)F	F. Stewart-J. Preisser-B. Sherwood	57	4/18/48		b6/5/48
4712	Docks of New Orleans (My)F	Roland Winters-Victor Sen Young	64	4/4/48		b5/15/48
4709	Fighting Mad (D)F	L. Errol-J. Kirkwood-E. Knox	75	2/7/48		b2/21/48
4714	French Leave (C-D)F	Jackie Cooper-Jackie Coogan	64	4/25/48		b5/8/48
4720	Golden Eye, The	R. Winters-M. Moreland	69	8/29/48		a8/7/48
4716	I Wouldn't Be in Your Shoes (My)A	Don Castle-Elyse Knox	70	5/23/48		b5/8/48
4704	Jiggs & Maggie in Society (C)F	Joe Yule-Renie Riano	67	1/10/48		b2/14/48
4717	Jinx Money (My)F	Gorcey-Hall-Caldwell-McKay	68	6/27/48		b5/22/48
4719	Michael O'Halloran (D)F	Scotty Beckett-Allene Roberts	79	8/8/48		b6/19/48
4707	Perilous Waters (D)A	D. Castle-A. Long	64	2/14/48		a12/13/47
4705	Rocky (D)F	Roddy McDowall-"Rags"-E. Barrier	76	3/7/48		b5/8/48
4710	Rose of the Rio Grande	Movita-John Carroll	60	3/14/48		
4718	Shanghai Chest, The	R. Winter-D. Best-J. Alvin	65	7/11/48		
4801	16 Fathoms Deep (D)F	L. Chaney-A. Lake-T. Chandler	82	7/25/48		b6/12/48
627	Smart Politics (M-C)F	F. Stewart-J. Preisser-F. Darro	68	1/3/48		b3/6/48
4715	Stage Struck (D)A	Audrey Long-Kane Richmond	71	6/13/48		b5/15/48

COMING

	Big Fight, The	J. Kirkwood-L. Errol-D. Bruce				
	Jiggs and Maggie in Court	Joe Yule-Renie Riano				
	Incident	W. Douglas-J. Frazee-J. Compton				
	Iron Dukes	L. Gorcey-H. Hall-G. Dell				a8/21/48
4802	Joe Palooka in Winner Take All (D)F	J. Kirkwood-E. Knox-W. Frawley	64	9/12/48		b8/28/48
4725	Kidnapped	R. McDowell-S. England-D. O'Herlihy		10/3/48		a8/7/48
4721	Music Man (M)F	P. Brito-F. Stewart-J. Dorsey	66	9/5/48		b7/24/48
	My Brother Jonathan (D)A	M. Denison-D. Gray	105	Oct. '48		b3/13/48
	Smugglers' Cove	L. Gorcey-H. Hall-G. Dell				a6/5/48
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	Nov. '48		b3/29/48
	Trouble Makers	Gorcey-Hall-Dell-Parrish				a7/10/48

Westerns

4757	Back Trail	Johnny Mack Brown-Raymond Hatton	54	7/18/48		
4762	Cowboy Cavalier	J. Wakely-C. Taylor		7/4/48		
4755	Crossed Trails	Johnny Mack Brown-Raymond Hatton	53	4/11/48		
4753	Fighting Ranger	Johnny Mack Brown-Raymond Hatton	57	8/15/48		
4756	Frontier Agent	Johnny Mack Brown-Raymond Hatton	56	5/16/48		
	Gallant Texan	Jimmy Wakely-"Cannonball" Taylor				
	Gunning for Justice	J. M. Brown-R. Hatton-E. Finley				
4761	Oklahoma Blues	J. Wakely-C. Taylor-V. Belmont	56	3/28/48		
	Outlaw Brand	J. Wakely-C. Taylor				
4751	Overland Trail	J. Mack Brown-R. Hatton-V. Belmont	58	1/31/48		
4765	Partners in the Sunset	J. Wakely-Cannonball Taylor	53	5/6/48		
4766	Range Renegades	J. Wakely-C. Taylor-C. Larson	54	6/6/48		
	Rangers Ride	Wakely-Taylor-Belmont		9/26/48		
4754	Sheriff from Medicine Bow	J. M. Brown-R. Hatton	55	9/19/48		
4763	Silver Trails	Wakely-Taylor-Larson	53	8/22/48		
4752	Triggerman	Johnny Mack Brown-Raymond Hatton	56	6/20/48		

PARAMOUNT

CURRENT

4709	Albuquerque *C (WD)F	R. Scott-B. Britton-G. Hayes	89	2/20/48		b1/24/48
4726	Beyond Glory (D)F	A. Ladd-D. Reed-G. Macready	82	9/3/48		b6/19/48
4713	Big Clock, The (M-D)A	R. Milland-C. Laughton-M. O'Sullivan	95	4/9/48		b2/21/48
4722	Big Town Scandal (D)F	Philip Reed-Hillary Brooke	61	7/30/48		
4711	Caged Fury (D)F	Richard Denning-Sheila Ryan	61	3/5/48		b2/14/48
4721	Dream Girl (C)F	B. Hutton-M. Carey-P. Knowles	85	7/23/48		b5/8/48
4720	Emperor Waltz, The *T (C)F	Bing Crosby-Joan Fontaine	103	7/2/48		b5/8/48
4724	Foreign Affair, A (C)A	J. Arthur-M. Dietrich-J. Lund	116	8/20/48		b6/19/48
4718	Hatter's Castle (D)A	R. Newton-J. Mason-D. Kerr	105	6/18/48		b4/17/48
4716	Hazard (C)F	P. Goddard-M. Carey-F. Clark	100	5/28/48		b3/20/48
4708	I Walk Alone (D)F	B. Lancaster-L. Scott-K. Douglas	96	1/16/48		b12/20/47
4712	Mr. Reckless (D)F	W. Eythe-B. Britton-W. Catlett	66	3/26/48		b2/28/48
4710	Saigon (D)A	A. Ladd-V. Lake-D. Dick	94	3/12/48		b2/7/48
4714	Sainted Sisters, The (C-D)A	V. Lake-J. Caulfield-B. Fitzgerald	89	4/30/48		b3/13/48
4717	Shaggy *C (D)F	B. Joyce-G. Nokes-R. Shayne	71	6/11/48		b4/17/48
4723	So Evil My Love (D)A	R. Milland-A. Todd-G. Fitzgerald	109	8/6/48		b3/13/48
4715	Speed to Spare (D)F	R. Arlen-J. Rogers-R. Travis	57	5/14/48		b3/13/48
4725	Unconquered *T (D)F	Gary Cooper-Paulette Goddard	146	4/2/48		b9/27/47
4719	Waterfront at Midnight (D)A	W. Gargan-M. B. Hughes-R. Travis	63	6/25/48		b5/8/48

COMING

	Accused, The	L. Young-R. Cummings-W. Corey				a6/19/48
	Connecticut Yankee, A *T (MC)	B. Crosby-R. Fleming				a1/31/48
	Daughter of Darkness (D)A	Anne Crawford-Maxwell Reed	91			b2/28/48
4806	Disaster	R. Denning-T. Marshall-D. O'Flynn	60	12/3/48		a6/19/48
	Dynamite	William Gargan-Leslie Brooks				a6/12/48
	Great Gatsby, The	A. Ladd-B. Field-B. Sullivan				a6/12/49
	Heiress, The	De Havilland-Richardson-Hopkins-Clift				a8/21/48
4802	Isn't It Romantic? (C)F	V. Lake-M. Freeman-B. DeWolfe	87	10/8/48		b8/21/48
	Mask for Lucretia, A	P. Goddard-J. Lund-M. Carey				
4805	Miss Tatlock's Millions	Hendrix-Lund-Fitzgerald-Woolley	101	11/19/48		a6/19/48
	My Own True Love (D)	Phyllis Calvert-M. Douglas				a8/16/47
4803	Night Has a Thousand Eyes, The (D)A	Robinson-Russell-Lund	81	10/22/48		b7/17/48
	Now and Forever	C. Rains-M. Carey-W. Hendrix				a5/15/48
	One Woman	A. Ladd-D. Reed-J. Havoc-B. Kroeger				
4807	Paleface, The *T	Bob Hope-Jane Russell	83	11/2/48		a3/6/48
	Strange Temptation	R. Milland-T. Mitchell-A. Totter				a7/10/48
	Special Agent	W. Eythe-L. Elliott-C. Mathews				a6/26/48
4804	Sealed Verdict (D)	Ray Milland-Florence Marly	83	11/5/48		a3/6/48

	Sorrowful Jones	Bob Hope-Lucille Ball				a7/10/48
4801	Sorry, Wrong Number (My)A	B. Stanwyck-B. Lancaster-A. Richards.	90	9/24/48		b7/31/48
	Streets of Laredo	Holden-Carey-Bendix-Freeman				
	Whispering Smith *T	A. Ladd-R. Preston-B. Marshall				a6/14/47

RKO RADIO

		CURRENT	Trade Shown			
814	Arizona Ranger, The (D)F	T. Holt-J. Holt-N. Leslie	63	May '48		b4/3/48
951	Best Years of Our Lives	F. March-M. Loy-D. Andrews	172	Dec. '47		b11/23/46
815	Berlin Express (D)R	Oberon-Ryan-Korvin-Lukas	86	June '48		b4/10/48
907	Design for Death (Doc)F	Japanese Cast	48	Sept. '48		b2/7/48
816	Fighting Father Dunne (D)F	Pat O'Brien-Darryl Hickman	93	June '48		b5/15/48
870	Fort Apache (D)A	J. Wayne-H. Fonda-S. Temple	127	Mar. '48		b3/13/48
962	Good Sam (C)F	Gary Cooper-Ann Sheridan	114	Sept. '48		b7/31/48
819	Guns of Hate (W)F	Tim Holt-Nan Leslie	61	June '48		b5/22/48
811	If You Knew Susie (C)F	E. Cantor-J. Davis-A. Joslyn	90	Jan. '48		b2/7/48
868	I Remember Mama (C-D)F	I. Dunne-B. Bel Geddes-O. Homolka	134	Mar. '48		b3/13/48
991	Melody Time *T (M)F	R. Rogers-D. Day-Andrews Sisters	75	7/8/48		b5/22/48
869	Miracle of the Bells (D)	F. MacMurray-Valli-F. Sinatra	120	Mar. '48		b3/6/48
904	Mourning Becomes Electra	R. Russell-L. Genn-K. Paxinou	120	9/3/48		
903	Pearl, The (D)A	P. Armendariz-M. E. Marques	78	Sept. '48		b2/14/48
821	Race Street (D)A	G. Raft-W. Bendix-M. Maxwell	79	July '48		b6/26/48
817	Return of the Badmen (W)A	Randolph Scott-Anne Jeffreys	90	July '48		b5/15/48
813	Tarzan and the Mermaids (D)F	Weissmuller-Joyce-Christian	67	May '48		b4/3/48
961	Velvet Touch, The (D)A	Russell-Genn-Trevor-Greenstreet	97	Aug. '48		b7/24/48
812	Western Heritage (W)F	Tim Holt-Nan Leslie	61	Jan. '48		b1/31/48
		COMING				
	Baltimore Escapade	R. Young-S. Temple-J. Agar				a8/21/48
	Blood on the Moon	Mitchum-Bel Geddes-Preston-Brennan				a6/12/48
905	Bodyguard (My)A	L. Tierney-P. Lane-P. Reed	62			b9/4/48
	Boy With Green Hair *T	O'Brien-Ryan-Hale-Stockwell				a6/12/48
	Brothers in the Saddle	T. Holt-R. Martin-R. Powers				
	Enchantment	David Niven-Teresa Wright		Nov. '48		a7/3/48
	Every Girl Should Be Married	C. Grant-F. Tone-D. Lynn				
	Follow Me Quietly	William Lundigan				
	Gun Runners	Tim Holt-Richard Martin-Martha Hyer				
	Indian Agent	T. Holt-R. Martin-N. Leslie				a7/5/47
	Interference	Mature-Ball-Tufts-Scott				
	Joan of Arc *T (D)	I. Bergman-J. Ferrer-J. Emery				a1/3/48
	Judge Steps Out, The (D)	A. Knox-A. Southern-G. Tobias				a7/5/47
864	Le Silence est D'Or (C)A	Maurice Chevalier-M. Derrien	89			b10/25/47
	Long Denial, The	M. O'Hara-M. Douglas-B. Williams				a6/5/48
	Mr. Joseph Young of Africa	Johnson-Armstrong-Toomey-Moore				
822	Mystery in Mexico (My)F	W. Lundigan-J. White-R. Cortez	65			b6/26/48
901	Rachel and the Stranger (D)F	L. Young-W. Holden-R. Mitchum	92	Nov. '48		b8/7/48
	Roughshod (D)	R. Sterling-C. Jarman-G. Grahame				a9/6/47
	Rustlers	Tim Holt-Richard Martin				
	Set-Up, The	Robert Ryan				
	Song Is Born, A *T (C)F	D. Kaye-V. Mayo-B. Goodman	113	Oct. '48		b8/28/48
	Station West (D)A	D. Powell-A. Moorehead-J. Greer	92	Nov. '48		b9/4/48
	Tarzan's Fountain of Youth	L. Barker-B. Joyce-E. Ankers				a8/21/48
820	Twisted Road, The (D)A	C. O'Donnell-F. Granger-H. DaSilva	95	Nov. '48		b6/26/48
902	Variety Time (Vaudeville)F	Kennedy-Errol-Carle	59			b8/7/48
	Weep No More	Cotten-Valli-Paar-Byington				a7/3/48
	Window, The	B. Hale-B. Driscoll-A. Kennedy				a5/15/48

REPUBLIC

		CURRENT				
719	Angel in Exile	Carroll-Mara-Gomez-Bedoya	90	9/3/48		a7/17/48
728	Bill and Coo *U (N)F	George Burton's Birds	61	3/28/48		b12/27/47
703	Campus Honeymoon (MC)F	Wilde Twins-R. Crane-A. Mara	61	2/1/48		b1/31/48
713	Code of Scotland Yard (D)F	O. Homolka-D. Farr-M. Pavlow	60	8/30/48		b9/4/48
716	Daredevils of the Clouds (D)F	Robert Livingston-Mae Clarke	60	8/10/48		b7/31/48
732	Eyes of Texas *U (W)F	R. Rogers-Trigger-L. Roberts	70	7/15/48		b7/24/48
715	Gallant Legion, The (W)F	W. Elliott-J. Schildkraut-A. Booth	88	7/25/48		b5/29/48
644	Gay Ranchero *U (W)F	R. Rogers-T. Guizar-J. Frazee	72	1/10/48		b1/31/48
707	Heart of Virginia (D)F	Janet Martin-Robert Lowery	60	4/25/48		b5/8/48
710	I, Jane Doe (D)F	R. Hussey-J. Carroll-V. Ralston	85	5/25/48		b5/15/48
705	Inside Story, The (C-D)F	M. Hunt-W. Lundigan-C. Winninger	87	3/14/48		b3/27/48
709	King of the Gamblers (D A	Janet Martin-William Wright	60	5/10/48		b6/5/48
706	Lightin' in the Forest (D)F	L. Roberts-D. Barry-W. Douglas	58	3/25/48		b4/24/48
704	Madonna of the Desert (D)F	L. Roberts-D. Castle-D. Barry	60	2/23/48		b3/13/48
701	Main Street Kid, The (C)F	A. Pearce-J. Martin-A. Mowbray	64	1/1/48		b1/17/48
733	Nighttime in Nevada *U	R. Rogers-A. Mara-A. Devine	67	8/29/48		a7/10/48
708	Old Los Angeles (W)	W. Elliott-J. Carroll-C. McLeod	88	4/25/48		a1/17/48
717	Out of the Storm (D)F	Jimmy Lydon-Lois Collier	61	8/25/48		b9/4/48
711	Secret Service Investigator (D)F	Lynn Roberts-Lloyd Bridges	60	5/31/48		b6/5/48
702	Slippy McGee (D)A	D. Barry-D. Evans-T. Brown	65	1/15/48		b1/24/48
718	Sons of Adventure	Russel Hayden-Lynne Roberts	60	8/28/48		
712	Train to Alcatraz (D)A	D. Barry-J. Martin-W. Phipps	60	6/28/48		b7/17/48
731	Under California Stars *U (W)F	R. Rogers-J. Frazee-A. Devine	70	5/1/48		b5/15/48
		COMING				
	Daughter of the Jungle	L. Hall-J. Cardwell-S. Leonard				
	Drums Along the Amazon	Brent-Ralston-Aherne-Bennett				a8/28/48
	Far Frontier	R. Rogers-F. Willing-G. Davis				
	Homicide for Three	W. Douglas-A. Young-F. Withers				a7/17/48
	Macbeth (D)	O. Welles-J. Nolan-R. McDowell				a8/23/48
714	Moonrise	D. Clark-G. Russell-E. Barrymore	90	10/1/48		a5/8/48
	Plunderers, The *U	R. Cameron-I. Massey				a7/24/48
	Red Pony, The *T (D)	M. Loy-R. Mitchum-L. Calhern				a10/25/47
	Rose of the Yukon	S. Brodie-M. Dell-W. Wright				
	Wake of the Red Witch	John Wayne-Gail Russell				
		Westerns				
754	Bold Frontiersman, The (W)F	Allan Lane-Black Jack	60	4/15/48		b5/8/48
654	California Firebrand *U (W)F	Monte Hale-Adrian Booth	63	4/1/48		b5/8/48
755	Carson City Raiders (W)F	A. Lane-E. Waller-B. Jons	60	5/13/48		b5/29/48
	Denver Kid, The	A. Lane-E. Waller-C. Gallagher				
757	Desperadoes of Dodge City	A. Lane-E. Waller-M. Coles		9/15/48		
	Grand Canyon Trail *U	R. Rogers-A. Devine-F. Willing				
756	Marshall of Amarillo	Allan "Rocky" Lane-Eddy Waller	60	7/25/48		
	Missourians, The *T	W. Elliott-A. Booth-A. Devine				
	Son of God's Country	Monte Hale		9/15/48		
	Sundown in Santa Fe	A. Lane-E. Waller				
656	Timber Trail *U (W)F	M. Hale-L. Roberts-J. Burke	67	6/15/48		b7/10/48
652	Under Colorado Skies *U	Monte Hale-Adrian Booth	65	12/15/47		b12/27/47

SCREEN GUILD PRODUCTIONS

	Dead Man's Gold	L. LaRue-F. St. John-P. Stewart	60	9/10/48		
	Frontier Phantom	Lash LaRue-Fuzzy St. John				
4804	Harpoon	J. Bromfield-A. Louis	81	9/24/48		
4802	Jungle Goddess	G. Reeves-W. McKay-Armida	61	8/13/48		a7/31/48
	Last of the Wild Horses	J. Ellison-J. Frazee-M. B Hughes	82	10/15		
	Mark of the Lash	L. LaRue-A. St. John-P. Stewart		10/29/48		
X-3	Miracle in Harlem (D)A	S. Guyse-S. Fetchit-H. Offley	70	10/29/48		b8/21/48

Title	Company
N	
Naked City	U-I
Nicholas Nickelby	U-I
Night Beat	WB
Night Has a Thousand Eyes	Para.
Night Unto Night	WB
Night Wind	20th-Fox
Nighttime in Nevada	Rep.
No Minor Vices	MGM
Noose Hangs High	EL
Northwest Stampede	EL
Now and Forever	Para.
O	
October, Man, The	EL
O'Flynn, The	U-I
Oh Say Can You Sing	Univ.
Old Los Angeles	Rep.
Oliver Twist	EL
Olympic Cavalcade	UA
On an Island With You	MGM
On Our Merry Way	UA
One Last Fling	WB
One Night With You	UI
One Sunday Afternoon	WB
One Touch of Venus	U-I
Open Secret	EL
One Woman	Para.
Out of the Storm	Rep.
Outpost in Morocco	UA
P	
Paleface	Para.
Panhandle	Allied
Paradine Case	Selznick
Parole	E-L
Pearl, The	RKO
Perilous Waters	Mono.
Philo Vance's Peril	EL
Piccadilly Incident	MGM
Pirate, The	MGM
Pitfall	UA
Plunderers, The	Rep.
Port Said	Col.
Portrait of Jennie	SRO
Prairie, The	SG
Prejudice	Ind.
R	
Race Street	RKO
Rachel and the Stranger	RKO
Racing Luck	Col.
Raw Deal	EL
Red Canyon	U-I
Red Pony, The	Rep.
Red River	UA
Red Shoes, The	EL
Red Stallion in the Rockies	EL
Reign of Terror	EL
Relentless	Col.
Return of the Badmen	RKO
Return of October	Col.
Return of Wildfire	SGP
Ridin' the Old Pine Trail	Col.
River Lady	U-I
Road House	20th-Fox
Rocky	Mono.
Rogues' Regiment	U-I
Romance on the High Seas	WB
Rope	WB
Rose of Cimarron	20th-Fox
Rose of the Rio Grande	Mono.
Rose of the Yukon	Rep.
Rough Sketch	Col.
Roughshod	RKO
Rustlers	RKO
Rusty Leads the Way	Col.
Rusty Saves a Life	Col.
Ruthless	EL
S	
S. O. S. Submarine	SGP
Saigon	Para.
Sainted Sisters	Para.
Sand	20th-Fox
Saxon Charm, The	U-I
Scudda Hoo, Scudda Hay	20th-Fox
Sealed Verdict	Para.
Search, The	MGM
Secret Beyond the Door, The	U-I
Secret Land, The	MGM
Secret Service Investigator	Rep.
Senator Was Indiscreet	U-I
Set-Up, The	RKO
Shaggy	Para.
Shanghai Chest, The	Mono.
Shed No Tears	EL
Shep Comes Home	SGP
Silent Conflict	UA
Silver River	WB
Singin' Spurs	Col.
Sinister Journey	UA
Sitting Pretty	20th-Fox
Sixteen Fathoms Deep	Mono.
Sleep, My Love	UA
Slightly French	Col.
Slippy McGee	Rep.
Smart Girls Don't Talk	WB
Smart Politics	Mono.
Smart Woman	Allied
Smugglers, The	EL
Smugglers Cove	Mono.

Title	Company
Snake Pit, The	20th-Fox
Snowbound	U-I
So Evil My Love	Para.
Sofia	FC
Somewhere in the City	WB
Song Is Born, A	RKO
Song of India	Col.
Song of My Heart	Allied
Sons of Adventure	Rep.
Sorry, Wrong Number	Para.
Sorrowful Jones	Para.
So This Is New York	UA
South of St. Louis	WB
Southern Yankee, A	MGM
Special Agent	Para.
Speed to Spare	Para.
Spiritualist, The	EL
Stage Struck	Mono.
State of the Union	MGM
Station West	RKO
Strange Gamble	UA
Strawberry Roan	Col.
Strange Mrs. Crane, The	EL
Strange Temptation	Para.
Street With No Name	20th-Fox
Streets of Laredo	Para.
Strike It Rich	AA
Summer Holiday	MGM
Sword of the Avenger	EL
Swordsman	Col.
T	
Take Me Out to the Ball Game	MGM
Take My Life	EL
Tap Roots	U-I
Tarzan and the Mermaids	RKO
Tarzan's Fountain of Youth	RKO
Temptation Harbour	Mono.
Tenth Avenue Angel	MGM
Texas, Brooklyn & Heaven	UA
That Lady in Ermine	20th-Fox
That Wonderful Urge	20th-Fox
The Argyle Secrets	FC
Thirteen Lead Soldiers	20th-Fox
This Was a Woman	20th-Fox
Three Daring Daughters, The	MGM
Three Godfathers	MGM
Three Musketeers	MGM
Three Wives	20th-Fox
Thunder in the Pines	SGP
Time of Your Life	UA
T-Men	EL
To the Ends of the Earth	Col.
To the Victor	WB
Too Late for Tears	UA
Trail of the Mounties	SG
Train to Alcatraz	Rep.
Treasure of Sierra Madre	WB
Triple Threat	Col.
Trouble Makers	Mono.
Trouble Preferred	20th-Fox
29 Clues	EL
Tucson	20th-Fox
Tulsa	EL
Twisted Road, The	RKO
Two Guys and a Gal	WB
Two Guys from Texas	WB
U	
Unconquered	Para.
Under California Stars	Rep.
Under Capricorn	WB
Undercover Man	Col.
Unfaithfully Yours	20th-Fox
Unknown Island	FC
Untamed Breed, The	Col.
Up in Central Park	U-I
Urubu	
V	
Variety Time	RKO
Velvet Touch, The	RKO
Vendetta	UA
Vicious Circle, The	UA
Voice of the Turtle	WB
W	
Wake of the Red Witch	Rep.
Walking Hills	Col.
Wallflower	WB
Walls of Jericho	20th-Fox
Walk a Crooked Mile	Col.
Waterfront at Midnight	Para.
Weep No More	RKO
West of Tomorrow	20th-Fox
Western Heritage	RKO
When My Baby Smiles at Me	20th-Fox
When a Man's a Man	Allied
Where the North Begins	SG
While I Live	20th-Fox
Whiplash	WB
Whispering Smith	Para.
Who Killed 'Doc' Robbin?	UA
Will It Happen Again?	FC
Window, The	RKO
Wings Westward	Col.
Winner's Circle, The	20th-Fox
Winter Meeting	WB
Woman from Tangiers	Col.
Woman in White	WB
Women in the Night	FC
Woman's Vengeance	UI
Words and Music	MGM
Wreck of the Hesperus	Col.
Y	
Years Between	U-I
Yellow Sky	20th-Fox
You Gotta Stay Happy	U-I
You Were Meant for Me	20th-Fox
Younger Brothers, The	WB

4805	Mozart Story, The	H. Holt-W. Markus	99	10/8/48		
	Outlaw Country	Lash LaRue-Fuzzy St. John-P. Stewart				
4705	Prairie, The (D)	L. Aubert-A. Baxter	76	8/6/48		a12/27/47
4801	Return of Wildfire, The (W)F	R. Arlen-P. Morison-M. B. Hughes	81	8/13/48		b8/21/48
	S. O. S. Submarine	Italian Navy		10/17/48		a7/24/48
	Shep Comes Home	Robert Lowery-Lanny Rees	62	12/3/48		
	Thunder in the Pines	George Reeves-Ralph Byrd	62	11/5/48		
4708	Trail of the Mounties	R. Hayden-Jennifer Holt	42	2/21/48		

SELZNICK RELEASING ORGANIZATION

	Mr. Blandings Builds His Dream House (C)F	C. Grant-M. Loy-M. Douglas	94			b3/17/48
	Paradine Case, The (D)A	G. Peck-A. Todd-C. Laughton-Valli	132	Jan. '48		b1/3/48
	Portrait of Jennie (D)	J. Jones-J. Cotten-E. Barrymore				a11/1/47

20TH-FOX — CURRENT 1947-'48

809	An Ideal Husband *T (C-D)A	P. Goddard-M. Wilding-D. Wynyard	96	Mar. '48		b11/29/47
820	Anna Karenina (D)A	V. Leigh-R. Richardson-K. Moore	110	May '48		b2/28/48
817	Arthur Takes Over (C)F	Lois Collier-Richard Crane	63	May '48		b4/10/48
805	Call Northside 777 (D)A	J. Stewart-R. Conte-L. J. Cobb	111	Feb. '48		b1/24/48
801	Captain from Castile (D)F *T	T. Power-J. Peters-C. Romero	140	Jan. '48		b11/29/47
807	Challenge, The (D)F	T. Conway-J. Vincent-R. Stapley	68	Mar. '48		b2/28/48
825	Checkered Coat, The (D)A	T. Conway-N. Nash-H. Hatfield	62	July '48		b8/14/48
819	Counterfeiters, The (My)A	John Sutton-Doris Merrick	74	June '48		b6/5/48
839	Creeper, The (My)A	E. Cianelli-O. Stevens-J. Vincent	68	Sept. '48		b9/4/48
804	Dangerous Years (D)F	William Halop-Ann E. Todd	61	Feb. '48		b12/20/47
821	Deep Waters (D)F	D. Andrews-J. Peters-C. Romero	85	July '48		b7/3/48
822	Escape (D)A	Rex Harrison-Peggy Cummins	78	Sept. '48		b5/29/48
828	Fighting Back (D)F	P. Langton-J. Rogers-G. Gray	68	Aug. '48		b8/7/48
838	Forever Amber *T (D)A	Linda Darnell-Cornel Wilde	139	Sept. '48		b10/16/47
815	Fury at Furnace Creek (W)	V. Mature-C. Gray	88	May '48		b4/10/48
840	Gay Intruders, The (C)A	John Emery-Tamara Geva	68	Sept. '48		b6/19/48
806	Gentleman's Agreement (D)F	G. Peck-D. McGuire-J. Garfield	118	Mar. '48		b11/15/47
827	Give My Regards to Broadway *T (C)F	D. Dailey-C. Winninger-N. Guild	89	June '48		b5/22/48
818	Green Grass of Wyoming *T (D)F	P. Cummins-C. Coburn-R. Arthur	89	June '48		b4/24/48
808	Half Past Midnight (D)F	K. Taylor-P. Knudsen-J. Sawyer	69	Mar. '48		b3/6/48
816	Iron Curtain, The (D)A	D. Andrews-G. Tierney-J. Havoc	87	May '48		b5/8/48
813	Let's Live Again (D)F	J. Emery-J. Millican-T. Holmes	68	Apr. '48		b3/6/48
837	Luck of the Irish, The (C)F	T. Power-A. Baxter-C. Kellaway	99	Sept. '48		b9/4/48
812	Meet Me at Dawn (C)A	W. Eythe-S. Holloway-B. Campbell	89	Apr. '48		b3/20/48
824	Mine Own Executioner (D)A	B. Meredith-K. Moore-D. Gray	102	July '48		b12/6/47
823	Street With No Name, The (Doc)A	M. Stevens-R. Widmark-L. Nolan	91	July '48		b6/26/48
811	Scudda Hoo, Scudda Hay *T (D)F	J. Haver-L. McCallister-W. Brennan	95	Apr. '48		b3/6/48
810	Sitting Pretty (C)A	R. Young-M. O'Hara-C. Webb	84	Apr. '48		b2/28/48
836	That Lady in Ermine *T (M)A	B. Grable-D. Fairbanks, Jr.	89	Aug. '48		b7/17/48
814	Thirteen Lead Soldiers (My)F	Tom Conway-Maria Palmer	66	Apr. '48		b6/5/48
802	You Were Meant for Me (MC-D)F	J. Crain-D. Dailey-O. Levant	91	Feb. '48		b1/24/48
826	Walls of Jericho, The (D)A	Wilde-Darnell-Baxter-Douglas	111	Aug. '48		b7/10/48
829	Winner's Circle, The (Doc)F	Johnny Longden-Morgan Farley	75	Aug. '48		b6/19/48
	COMING					
842	Apartment for Peggy *T	J. Crain-W. Holden-E. Gwenn	99			
	Bungalow 13	Tom Conway-Margaret Hamilton				
	Canadian Pacific *C	R. Scott-N. Olson-V. Jory				
	Chicken Every Sunday	D. Dailey-A. Young-C. Holm				a7/17/48
841	Cry of the City	Victor Mature-Richard Conte	95			a5/8/48
	Down to the Sea in Ships	R. Widmark-C. Kellaway-D. Stockwell				
	Fallen Idol, The (D)A	M. Morgan-R. Richardson-B. Henrey	92			b8/28/48
	Fan, The	Crain-Sanders-Carroll-Greene				a7/24/48
	Man About the House, A	M. Johnson-D. Gray-K. Moore	94			b6/28/47
	Miss Mink of 1949	Jimmy Lydon-Lois Collier-Richard Lane				
	Mother Is a Freshman *T	L. Young-V. Johnson-B. Lawrence				
843	Night Wind	C. Russell-V. Christine-G. Gray	68			a6/5/48
	Road House	Lupino-Wilde-Holm-Widmark				a6/5/48
	Rose of Cimarron	G. Montgomery-R. Cameron-R. Roman				a8/28/48
	Sand *T	M. Stevens-C. Gray-C. Grapewin				a7/17/48
	Snake Pit, The (D)	O. deHavilland-L. Genn-M. Stevens				a10/11/47
	That Wonderful Urge	T. Power-G. Tierney-R. Gardiner				a6/19/48
	This Was a Woman (D)A	Sonia Dresdel-Barbara White				a1/24/48
	Three Wives	Darnell-Crane-Lynn-Sothern				a7/17/48
	Trouble Preferred	C. Russell-P. Knudsen-L. Roberts				a6/19/48
	Tucson	J. Lydon-P. Edwards-C. Russell				a7/17/48
	Unfaithfully Yours	R. Harrison-L. Darnell-R. Vallee	108			a5/29/48
	West of Tomorrow	C. Miller-A. Franz-R. Jaeckel				
	When My Baby Smiles at Me *T	Grable-Dailey-Oakie-Havoc				a5/29/48
	While I Live (D)A	T. Walls-C. Evans-C. Raye	85			b10/18/47
	Yellow Sky *T	G. Peck-A. Baxter-R. Widmark				a7/17/48

UNITED ARTISTS — CURRENT

	Arch of Triumph (D)A Sp	I. Bergman-C. Boyer-C. Laughton	120	Mar. '48		b2/21/48
	Four Faces West (D)F	J. McCrea-F. Dee-C. Bickford	90	5/15/48		b5/15/48
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134			b4/27/46
	Here Comes Trouble *C (C)F	B. Tracey-J. Sawyer-E. Parnell	50	4/9/48		b4/17/48
	Laff-Time	W. Tracy-P. Morgan-E. Janssen	110	4/9/48		
	Kings of the Olympics (Pt. 1) (Doc.) F	Bill Slater—Narrator	65	Apr. '48		b1/24/48
	Man of Evil (D)A	J. Mason-P. Calvert-A. Stephens	90	Jan. '48		b2/7/48
	Olympic Cavalcade	Olympic Stars		July '48		
	On Our Merry Way	B. Meredith-P. Goddard-F. MacMurry	107	Feb. '48		b2/7/48
	Pitfall (D)A	D. Powell-L. Scott-J. Wyatt	80	8/19/48		b8/7/48
	Red River (D)F	J. Wayne-M. Clift-W. Brennan	125	8/26/48		b7/17/48
	Silent Conflict (W)F	W. Boyd-A. Clyde-R. Brooks	61	Apr. '48		b4/17/48
	Sleep, My Love (D)A	C. Colbert-D. Ameche-R. Cummings	97	Jan. '48		b1/17/48
	So This Is New York (C)F	H. Morgan-R. Vallee-H. Herbert	80	May '48		b5/15/48
	Texas, Brooklyn, and Heaven (C)A	G. Madison-D. Lynn-J. Dunn	76	8/11/48		b7/17/48
	Time of Your Life (D)A	J. Cagney-Wm. Bendix-J. Cagney	109	5/27/48		b5/29/48
	Urubu (D)F	Native Cast	66	8/16/48		b8/21/48
	Vicious Circle (D)A	Conrad Nagel	77	7/24/48		b5/29/48
	Who Killed 'Doc' Robbin? *C (C)F	V. Grey-D. Castle-G. Zucco	51	Apr. '48		b5/8/48
	COMING					
	Angry God, The	Alicia Parla-Casimiro Ortega				
	An Innocent Affair (C)F	F. MacMurray-M. Carroll-C. Rogers	90			b9/4/48
	Atlantis, The Lost Continent	Maria Montez-Jean Pierre-Aumont				
	Borrowed Trouble	William Boyd-Andy Clyde				
	Cover-Up	W. Bendix-D. O'Keefe-B. Britton				a8/21/48
	Dead Don't Dream, The (W)	W. Boyd-A. Clyde				
	False Paradise	Wm. Boyd-Andy Clyde				
	Gallant Hombre	Duncan Renaldo-Leo Carillo				
	Gay Amigo, The	D. Renaldo-L. Carrillo-Armida				a8/28/48
	Girl from Manhattan, The	Montgomery-Lamour-Laughton				
	Indian Scout	George Montgomery-Ellen Drew				a8/21/48
	Love Happy	Marx Bros.-Massey-Vera Ellen-Hutton				

	Lucky Stiff (D)F	D. Lamour-B. Donlevy-C. Trevor			
	Mad Wednesday (D)F	H. Lloyd-R. Washburn-J. Conlin	89		b2/22/47
	My Dear Secretary	L. Day-K. Douglas-K. Wynn			a8/21/48
	Outpost in Morocco	George Raft-Akim Tamiroff			
	Sinister Journey	Wm. Boyd-Andy Clyde			
	Strange Gamble (W)	W. Boyd-A. Clyde-R. Brooks			a12/13/47
	Too Late for Tears	Scott-DeFore-Miller-Corey			
	Vendetta (D)	Hillary Brooke-Faith Domergue			a5/10/47

UNIVERSAL-INTERNATIONAL

CURRENT

664	Abbott & Costello Meet Frankenstein (C)F	Abbott-Costello-Chaney-Lugosi	83	July '48	b7/3/48
657	All My Sons (D)A	Edward G. Robinson-Burt Lancaster	94	May '48	b2/21/48
673	An Act of Murder (D)A	F. March-E. O'Brien-F. Eldridge	91	Sept. '48	b8/28/48
656	Are You With It? (M)F	D. O'Connor-O. San Juan-M. Stewart	90	May '48	b3/13/48
663	Bad Sister	M. Lockwood-I. Hunter	91	July '48	b12/6/47
653	Black Bart *T (W-D)A	Y. DeCarlo-D. Duryea-J. Lynn	80	Apr. '48	b1/31/48
652	Captain Boycott (D)F	Stewart Granger-Kathleen Ryan	93	Jan. '48	b9/6/47
655	Casbah (D)A	Y. DeCarlo-T. Martin-P. Lorre	94	Apr. '48	b3/6/48
658	Dear Murderer (D)A	E. Portman-G. Gynt-D. Price	94	May '48	b6/7/48
650	Double Life, A (D)A	R. Colman-S. Hasso-E. O'Brien	104	Mar. '48	b1/3/48
	End of the River, The (D)A	Sabu-Bibi Ferreira	80	June '48	b11/29/47
665	Feudin', Fussin' and A-Fightin'	D. O'Connor-M. Main-P. Kilbride	78	July '48	
672	For the Love of Mary (C)F	Durbin-O'Brien-Taylor-Lynn	90½	Sept. '48	b8/28/48
679	Holiday Camp	M. Lockwood-P. Roc-D. Price	96	Mar. '48	b8/23/47
669	Larceny (D)A	J. Payne-J. Caulfield-D. Duryea	89	Aug. '48	b8/7/48
659	Letter from an Unknown Woman (D)A	Joan Fontaine-Louis Jourdan	90	June '48	b4/10/48
666	Man-Eater of Kumaon (D)F	Sabu-W. Corey-J. Page	80	July '48	b6/19/48
667	Mr. Peabody and the Mermaid (C)A	W. Powell-A. Blyth-I. Hervey	89	Aug. '48	b7/10/48
651	Naked City, The (D)A	B. Fitzgerald-H. Duff-D. Hart	96	Mar. '48	b1/24/48
670	One Touch of Venus (C)A	R. Walker-A. Gardner-D. Haymes	81	Aug. '48	b8/21/48
661	River Lady *T (D)A	Y. DeCarlo-D. Duryea	78	June '48	b5/8/48
671	Saxon Charm, The (D)A	R. Montgomery-S. Hayward-J. Payne	88	Sept. '48	b9/4/48
627	Secret Beyond the Door (D)A	J. Bennett-M. Redgrave-A. Revere	98½	Feb. '48	b1/10/48
633	Senator Was Indiscreet, The (C)A	W. Powell-E. Raines	83	Jan. '48	b12/13/47
668	Tap Roots *T (D)F	V. Heflin-S. Hayward-B. Karloff	109	Aug. '48	b6/26/48
662	Up in Central Park (C)F	D. Durbin-D. Haymes-V. Price	87	June '48	b5/29/48
634	Woman's Vengeance, A (D)A	Charles Boyer-Ann Blyth	96	Feb. '48	b12/20/47

COMING

677	Brothers, The (D)A	Patricia Roc-Will Fyffe	98		b5/24/47
635	Bush Christmas (D)F	C. Rafferty-J. Fernside	76	Dec. '48	b11/29/47
	Corridor of Mirrors (D)A	E. Portman-E. Romney	105		b3/27/48
	Countess of Monte Cristo	S. Henie-O. San Juan-F. Trenkler			a6/19/48
	Criss-Cross	B. Lancaster-Y. DeCarlo-D. Duryea			
	Dulcimer Street (D)A	R. Attenborough-A. Sim-F. Compton	112		b8/7/48
	Fame Is the Spur (D)A	M. Redgrave-R. Johns	112		b10/4/47
	Family Honeymoon	C. Colbert-F. MacMurray			a8/14/48
	Good Time Girl (D)A	Jean Kent-Dennis Price	92		b5/28/48
	Hamlet (D)F	Laurence Olivier-Jean Simmons	150		b5/15/48
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109		b1/18/47
	Kiss the Blood Off My Hands	J. Fontaine-B. Lancaster-R. Newton			a6/19/48
	Lady Surrenders, A (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/48
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/48
	Mexican Hayride	Abbott & Costello			7/17/47
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105		b3/22/47
	O'Flynn, The	D. Fairbanks, Jr.-H. Carter-R. Greene			a8/21/48
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	One Night With You (C)F	Nino Martini-Patricia Roc	92		b5/1/48
	Red Canyon	A. Blyth-H. Duff-G. Brent			a8/14/48
	Rogues' Regiment	D. Powell-M. Toren-V. Price			a6/26/48
	Snowbound	R. Newton-D. Price	86		
	Years Between, The (D)A	M. Redgrave-V. Hobson-F. Robson	87		b9/13/47
	You Gotta Stay Happy	J. Fontaine-J. Stewart-E. Albert			a8/7/48

WARNER BROS.

CURRENT

713	Always Together (C)F	R. Hutton-J. Reynolds	78	1/10/48	b12/20/47
719	April Showers (C)F	J. Carson-A. Sothern-R. Alda	95	3/27/48	b3/13/48
727	Big Punch, The (D)A	W. Morris-L. Maxwell-G. MacRae	80	6/26/48	b5/29/48
732	Embraceable You (D)A	D. Clark-G. Brooks-S. Z. Sakall	88	8/21/48	b7/31/48
717	I Became a Criminal (D)A	Sally Gray-Trevor Howard	78	3/6/48	b7/12/47
731	Key Largo (D)A	H. Bogart-E. G. Robinson-L. Bacall	101	7/31/48	b7/10/48
702	Life With Father (C)F	W. Powell-I Dunne-E Taylor	118	8/14/48	b8/16/47
715	My Girl Tisa (C-D)F	L. Palmer-S. Wanamaker-A. Tamiron	95	2/7/48	b1/24/48
728	Romance on the High Seas *T (M)F	J. Carson-J. Paige-D. DeFore	99	7/3/48	b6/12/48
725	Silver River (W)A	Errol Flynn-Ann Sheridan	107	5/29/48	b5/8/48
720	To the Victor (D)A	D. Morgan-V. Lindfors-V. Francen	101	4/10/48	b4/3/48
714	Treasure of Sierra Madre (D)A	H. Bogart-W. Huston-T. Holt	127	1/24/48	b1/10/48
801	Two Guys From Texas *T (C)F	J. Carson-D. Morgan-D. Malone	86	9/4/48	b8/7/48
716	Voice of the Turtle (C)A	R. Reagan-E. Parker-E. Arden	103	2/21/48	b12/27/47
726	Wallflower (C)F	J. Reynolds-R. Hutton-J. Paige	77	6/12/48	b5/22/48
721	Winter Meeting (D)A	B. Davis-J. Davis-J. Paige	100	4/24/48	b4/10/48
724	Woman in White, The (My)A	A. Smith-E. Parker-S. Greenstreet	109	5/15/48	b4/24/48

COMING

	Adventures of Don Juan *T (H-R)	Errol Flynn-Viveca Lindfors			a2/7/48
	Cleopatra Arms	David Niven-Jane Wyman			a6/26/48
	Decision of Christopher Blake, The (D)	A. Smith-R. Douglas			a10/11/47
	Fighter Squadron *T	Edmond O'Brien-Robert Stack			a7/24/48
	Flamingo Road	J. Crawford-G. George-G. Michael			
	Flaxy Martin	Z. Scott-V. Mayo-D. Kennedy			a7/3/48
	Fountainhead, The	G. Cooper-P. Neal-R. Massey			a8/28/48
	Girl from Jones Beach, The	V. Mayo-R. Reagan-E. Bracken			a7/24/48
	Happy Times *T	Kaye-Bates-Slezak-Cobb			
	Homicide	R. Douglas-H. Westcott-R. Alda			
	House Across the Street	J. Paige-B. Bennett-J. Holden			
	Idol of Paris (D)A	Michael Rennie-Beryl Baxter	105		b2/28/48
	John Loves Mary	Reagan-Carson-Neal-Morris			a5/1/48
	Johnny Belinda (D)	L. Ayres-J. Wyman-C. Bickford			a2/28/48
	June Bride	B. Davis-R. Montgomery-B. Lyon			a7/10/48
	Kiss in the Dark	Jane Wyman-David Niven			
	Look for the Silver Lining *T	J. Haver-R. Bolger-G. MacRae			a7/3/48
	Montana *T	Errol Flynn-Alexis Smith			
	My Dream Is Yours *T	Carson-Day-Bowman-Arden			a6/26/48
	Night Beat	W. Douglas-A. Hale-R. Alda			a8/28/48
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors			a5/10/47
	One Last Fling	A. Smith-Z. Scott-J. Backus			a5/22/48
	One Sunday Afternoon *T	Dennis Morgan-Janis Paige			a5/22/48
802	Rope *T (D)A	J. Stewart-J. Dall-F. Granger	83	9/25/48	b8/28/48
803	Smart Girls Don't Talk	V. Mayo-B. Bennett-R. Hutton	81	10/9/48	a5/15/48
	Somewhere in the City	V. Lindfors-E. O'Brien-V. Mayo			
	South of St. Louis *T	J. McCrea-A. Smith-Z. Scott			a7/24/48
	Two Guys and a Gal *T	D Morgan-J. Carson-D. Day			
	Under Capricorn *T	Ingrid Bergman-J. Cotten-M. Wilding			
	Whiplash (D)	D. Clarke-A. Smith-S. Z. Sakall			a11/1/47
	Younger Brothers, The *T	W. Morris-J. Paige-B. Bennett			a7/24/48

MISCELLANEOUS FEATURES

Listing of features of foreign and U. S. origin not distributed by major outlets. Titles are followed, in parentheses, by name of country of origin and U. S. national distributor; names of stars, running time, and date of issue in which review appeared, in that order.

A FRIEND WILL COME TONIGHT (Lopert) Michel Simon, Madeleine Sononge. 92. b7/17/48.

ALL'S WELL (U. S.-Independent) D. Lamour-C. Laughton

BLIND DESIRE (France-Discina Int'l) Jean-Louis Barbault-Edwige Feuillere. 88. b6/12/48.

CRIME AND PUNISHMENT (Sweden-Film Rights Int'l.) H. Faustman-G. Wallgren. 107. b3/20/48

DAMNED, THE (France-Discina) H. Vidal-F. Marley. 105. b5/1/48

DAY OF WRATH (Denmark-Schaefer). L. Movin-T. Roose. 100 b5/1/48

DIE FLEDERMAUS (Germany-Artkino) M. Harrell-J. Heesters. 98 b3/30/48

FANNY (France-Siritsky) Raimu-P Fresnay. 124. b2/21/48

FARREBIQUE (France - Siritsky) Non-pro. cast. 90. b3/6/48

FIGHT NEVER ENDS, THE (U. S.-W. Alexander) Joe Louis-Mills Bros. 70. b2/28/48

FIRST OPERA FILM FESTIVAL (Italy-Classic). T. Gobbi-P. Malcarini. 95. b5/29/48

FRANCOIS VILLON (France-Creative) S. Reggiani-R. Faure. 81. b8/28/48

FRIC-FRAC (France-Oxford). Fernandel-Arletty. 90. b6/5/48

GREEN PROMISE (U. S.-Independent). W. Brennan-M. Chapman.

IDIOT, THE (France-European Copyrights) G. Phillippe-E. Feuillere. 92. b2/14/48

ILLEGALS, THE (U. S.-Mayer-Burstyn) T. Torres-Y. Mikalowitch. 75. b7/10/48

JANS MONSON IN AMERICA (Sweden-Scandia). E. Persson-S. Olin. 103. b4/17/48

JENNY LAMOUR (France-Vog Films) L. Jourdan-S. Renant. 102. b2/14/48

LAUGH, PAGLIACCI (Italy-Continental) A. Valli-B. Gigli. 83. b3/13/48

LOST HAPPINESS (Italy-Saturnia) L. Cortese-D. Sassoli. 75. b3/6/48

MARIUS (France-Siritizky Int'l). Raimu-P. Fresnay. 128. b5/15/48

MURDERERS AMONG US (Germany-Artkino) H. Knef-E. Borchert. 84. b8/28/48

NAIS (France-Siritizky-Int'l). Fernandel-J. Pagnol. 105. b6/19/48

PAISAN (Italy-Mayer-Bur.) C. Sazio-R. Von Loon. 118. b2/28/48

PASSIONNELLE (France-Distinguished) O. Joyeaux-Alerme. 82. b2/21/48

PORTRAIT OF INNOCENCE (France-Siritzky-Int'l) Louis Carletti-Gilbert Gil. 90. b6/12/48.

PREJUDICE (U. S. - Independent) D. Bruce-M. Marshall.

QUIET WEEKEND (England-Distinguished) D. Farr-F. Cellier. 83. b8/28/48

ROOM UPSTAIRS, THE (France-Lopert). M. Dietrich-J. Gabin. 90. b6/5/48

ROSSINI (Italy-Best) N. Besozzi-P. Barbara. 95. b2/14/48

SHOWTIME (England-English Films). A. Todd-R. Greene. 91. b6/5/48

SPIRIT AND THE FLESH, THE (Italy-Variety) G. Cervi-D. Sassoli. 98. b8/28/48

STORY OF LIFE, THE (U. S.-Crusades) J. Crehan-W. McKay. 67. b7/10/48

STRANGE VICTORY (U. S.-Target) V. Richardson-C. McGregor. 73. b7/24/48

THEY ARE NOT ANGELS (France-Siritzky-Int'l). P. Blanchard-R. Bussieres. 130. b5/29/48

VOYAGE SURPRISE (France-Duke Inter'l) J. Henri-Duval. 80. b3/13/48

WHERE WORDS FAIL (Spain-Lopert) E. Muino-I. Bertini. 90. b8/28/48

BRIGHTON ROCK (England). R. Attenborough-H. Baddeley. 92. b1/3/48

EASY MONEY (England). G. Gynt-D. Price. 94. b3/6/48

GHOSTS OF BERKELEY SQUARE (England). R. Morley-F. Aylmer. 90. b11/1/47

LOVES OF JOANNA GODDEN, THE (England). G. Withers-J. Macallum. 85. b6/21/47

MARK OF CAIN, THE (England). E. Portman-S. Gray. 88. b1/17/48

MRS. FITZHERBERT (England). P. Graves-J. Howard. 99. b2/14/48

NEWSREEL SYNOPSES

(*Released Wednesday, Sept.* 8)

MOVIETONE (Vol. 31, No. 71)—Queen Wilhelmina feted at end of 50-year reign; Chief Communists in U. S. identified by former Reds (except Philadelphia, Pittsburgh, Chicago and St. Louis); Greek troops advance on Red guerrillas in Gramos Mountains; U. S. plane crashes in fog carrying coal to Berlin; Giant Navy flying boat ends non-stop flight from Hawaii; 500 Americans make pilgrimage to Shrine of Lourdes; Governor Green hails national Youth Month (only Chicago and St. Louis); Sports: Navy's football stalwarts in training — General Eisenhower on fishing vacation in Colorado.

NEWS OF THE DAY (Vol. 20, No. 201)—Ex-Commies put finger on "mystery" Red spy chief; Greek Rebels routed in Mt. Gramos battle (except Boston and Chicago); Dutch acclaim Wilhelmina, 50 years their queen; Navy's Hawaii - Chicago flight sets record; Sports: Title tennis at Chestnut Hills, Mass.—Notre Dame football players report at South Bend—Navy footballers practice at Annapolis (Except Pittsburgh and Philadelphia) — Army's football players on the march (Except Pittsburgh and Philadelphia); U. S. pilgrimage to famous Lourdes shrine; "Pennsylvania Week"; "Youth Month."

PARAMOUNT (No. 4) — Celebrities sail aboard the Queen Mary; Wilhelmina ends 50-year reign; Football: Collegians get ready—Irish eye third straight national crown — Army rated tops in east—Navy faces tough schedule.

UNIVERSAL (Vol. 21, No. 175)—Late films from Berlin; U. S. sizes top Red spy; Dutch hail Queen's jubilee; Town cries' championship; Governor Green hails youth (Chicago only); It's Pennsylvania Week (Pittsburgh and Philadelphia only); Army, Navy and Notre Dame gridders out.

WARNER PATHE (Vol. 20, No. 6)—Wilhelmina's golden jubilee; Latest films from Berlin; Chambers identifies alleged Red spy boss; Talbert and Mulloy win double crown; Coats in the news: Three-way furs—Float coat.

TELENEWS (Vol. 2, No. 36)—Wallace invades the south; Trucking strike hits New York; Colorado drive-in church; Life begins—at 84; People in the news; Brilliant jubilee ends Wilhelmina's 50-year reign; Red army demobilizes; Refueling in flight in Britain; Jews and Arabs in Palestine confer on No Man's Land; Norway scraps the Germans battleship Von Tirpitz; German women turn to industrial and professional careers; Acapulco shows off its bathing beauties; Russian circus shows miracle bears; Mechanized soccer.

ALL AMERICAN (Vol. 6, No. 307)—Boys camp provides fun and fresh air for city boys; Young radio engineer sets fast pace in experimenting with television; Heat wave sends thousands to parks and beaches; Elks hold golden jubilee convention in Cincinnati; West wins baseball's East-West game.

(*Released Saturday, September* 11)

MOVIETONE (Vol. 31, No. 72)—Victor Kravchenko, who chose freedom from the Soviets, tells about teacher case; World's smallest republic run by boys and girls; Automatic garage designed to solve parking problems; New Chinese money issued to combat wild inflation; National A.A.U. long-distance swim meets.

NEWS OF THE DAY (Vol. 20, No. 202)—Inflation in China; Israel builds as truce quiets Palestine; Good news for car owners; Latest sport—football-plus; Something new in headgear.

PARAMOUNT (No. 5)—U.N. moves to France—Paris ready for delegates of 58 nations; School daze—twirlers learn tricks with the sticks; Aid for Greece—U. S. builds bridges to speed recovery; The novel in fashions; China fights inflation with money reforms.

UNIVERSAL (Vol. 21, No. 176)—Shanghai fights inflation; Canadian national exposition; "Ike" dedicates hospital in Denver; Gala Belgian festival; Babies have day in sun; Woodsmen! Spare that toe!; Tiny swimmer.

WARNER PATHE (Vol. 20, No. 7)—China battles worst inflation; French crisis; Mountbatten in Canada; Volcano erupts in Belgian Congo; Railroad news, junior grade; Fall evening gowns; Vienna grunts and groans.

RE-ISSUES (Nationally Released)

			Time Mins.	Rel. Date	Orig Rel. Date
ASTOR PICTURES					
	Aces Wild	Harry Carey	63	4/30/48	1937
	Frontiers of '49	"Wild Bill" Elliott			1939
	In Early Arizona	"Wild Bill" Elliott			1938
	Law Comes to Texas, The	"Wild Bill" Elliott	58	10/1/48	1939
	Lone Star Pioneers	"Wild Bill" Elliott			1939
	Man From Tumbleweeds, The	"Wild Bill" Elliott			1940
	Pecos Kid	Fred Kohler, Jr.	59	4/25/48	1935
	Pioneers of the Frontier	"Wild Bill" Elliott			1940
	Return of Daniel Boone, The	"Wild Bill" Elliott			1941
	Toll of the Desert	F. Kohler, Jr.-B. Mack	55	6/1/48	1937
	Wagon Trail	Harry Carey	58	5/30/48	1935
FILM CLASSICS					
	Border Wolves	Bob Baker	56	8/15/48	1938
	Challenge, The	J. Gardner-M. Clare	78	5/20/48	1939
	Deep in the Heart of Texas	J. M. Brown-Ritter	61	7/15/48	1942
	Drums *T	Sabu-R. Massey		7/20/48	1938
	Eagle Squadron	R. Stack-D. Barrymore	109	6/11/48	1942
	Four Feathers *T	J. Duprez-R. Richardson		7/20/48	1939
	Gun Justice	Ken Maynard	61	9/15/48	1934
	Gung-Ho	R. Scott-R. Mitchum	87	6/11/48	1943
	Honor of the Range	Ken Maynard	63	4/15/48	
	Last Stand	Bob Baker	57	9/15/48	1938
	Man Who Reclaimed Head	C. Rains-J. Bennett		7/1/48	1935
	Pony Post	Johnny M. Brown	60	8/15/48	1940
	Singing Outlaw	Bob Baker	57	4/15/48	
	Tower of London	B. Karloff-B. Rathbone		7/1/48	1939
	Wheels of Destiny	Ken Maynard	65	7/15/48	1934
METRO-GOLDWYN-MAYER					
823	Tarzan's New Adventure	J. Weismuller-M. O'Sullivan	70	Apr. '48	1942
822	Tarzan's Secret Treasure	J. Weismuller-M. O'Sullivan	81	Apr. '48	1941
MONOGRAM					
4711	Sign of the Wolf	M. Whalen-G. Bradley	69	5/2/48	1941
PARAMOUNT					
R7-3508	Crusades, The	L. Young-H. Wilcoxon	126	June '48	1935
REALART PICTURES					
1290	Captive Wild Woman	J. Carradine-Aquanetta	60	Apr. '48	1942
1250	Corvette K-225	R. Scott-B. Fitzgerald	98	May '48	1943
1210	Drums of the Congo	S. Erwin-O. Munson	61	Apr. '48	1941
796	Magnificent Brute	J. McLaglen-B. Barnes	78	Apr. '48	1936
361	Sea Spoilers	J. Wayne-N. Grey	63	Apr. '48	1936
871	Wings Over Honolulu	R. Milland-W. Barrie	78	May '48	1937
RKO RADIO					
892	Bambi *T	Disney Feature Cartoon	70		1942
882	Border G-Man (W)	G. O'Brien-L. Day	60		1938
818	Bring 'Em Back Alive	Frank Buck			1932
881	Gun Law (W)	G. O'Brien-R. Oehman	60		1933
884	Lawless Valley (W)	G. O'Brien			1938
883	Painted Desert (W)	G. O'Brien-L. Day	60		1938
886	Timber Stampede (W)	G. O'Brien-M. Reynolds			1939
885	Trouble in Sundown (W)	G. O'Brien-W. Bond			1939
SCREEN GUILD PRODUCTIONS					
S-7	Duke of West Point	L. Hayward-J. Fontaine	108	10/1/48	1938
S-5	Flirting With Fate	J. E. Brown-B. Roberts	72	9/3/48	1938
HC23	Hidden Gold	W. Boyd-R. Hayden	62	8/27/48	1940
S-4	King of the Turf	A. Menjou-D. Costello	89	8/20/48	1939
HC20	Law of the Pampas	W. Boyd-R. Hayden	79	6/3/48	1939
S-8	Miss Annie Rooney	A. Temple-W. Gargan	88	10/1/48	1942
HC19	Range War	W. Boyd-R. Hayden	69	5/7/48	1939
HC18	Renegade Trail (W)	W. Boyd-G. Hayes	60	4/10/48	1939
S-3	Runaway Daughter	B. Stanwyck-R. Young	71	8/20/48	
HC21	Santa Fe Marshal	W. Boyd-R. Hayden	70	6/25/48	1940
HC22	Showdown, The	W. Boyd-R. Hayden	66	7/30/48	1940
HC24	Stagecoach War	W. Boyd-R. Hayden	64	10/22/48	1940
S-6	That's My Boy	J. Durante-R. Tauber	81	9/3/48	
20TH CENTURY-FOX					
830	Belle Starr	R. Scott-G. Tierney	87	June '48	1941
834	Blood and Sand	T. Power-L. Darnell	125	Aug. '48	1941
831	Frontier Marshal	R. Scott-N. Kelly	71	June '48	1939
835	I Wake Up Screaming	B. Grable-V. Mature	82	Aug. '48	1941
832	Rose of Washington Square	T. Power-A. Faye	86	July '48	1939
833	Slave Ship	W. Baxter-W. Beery	92	July '48	1937
WARNER BROS.					
730	Flowing Gold	J. Garfield-P. O'Brien	82	7/17/48	1940
729	God's Country and the Woman	G. Brent-B. Roberts	71	7/17/48	1936
723	The Fighting 69th	J. Cagney-P. O'Brien	78	5/8/48	1938
727	Valley of the Giants	W. Morris-C. Trevor	79	5/8/48	1940

1947-48 SHORT SUBJECT BOOKING GUIDE

Releases (grouped in series of which they are a part) listed under name of distributor. Reading from left to right are: distributor's release number; title of subject; running time in minutes; release date; date of issue of SHOWMEN'S TRADE REVIEW in which data concerning the subject appeared.

ASTOR PICTURES

Rel. No.	Title	Rel. Date	Data
	Jimmy Fidler's Personality Parade (20)	12/20	.....
	Boss Comes to Dinner (10)	4/1	.....
	Makers of Destiny #1(17½)	5/1	6/5

COLUMBIA

SPECIAL MUSICAL FEATURETTE (1)

9451	A Voice Is Born (20½)	1/15	.....

THREE STOOGES COMEDIES (8)

9401	Brideless Groom (16½)	9/11	.....
9402	Sing a Song of Six Pants (17)	10/30	12/20
9403	All Gummed Up (18)	12/11	12/20
9404	Shivering Sherlocks (17)	1/8	6/5
9405	Pardon My Clutch (15)	2/26	6/19
9406	Squareheads of the Round Table (18)	3/4	6/5
9407	Fiddlers Three (17)	5/6	6/5
9408	The Hot Scots (17)	7/8	7/31

ASSORTED & ALL-STAR COMEDIES (17)

9431	Rolling Down to Reno (16½)	9/4	.....
9432	Hectic Honeymoon (17)	9/18	.....
9421	Wedding Belle (17)	10/9	1/17
9422	Should Husbands Marry? (17)	11/13	12/20
9423	Silly Billy (18)	1/29	6/19
9424	Two Nuts in a Rut (18)	2/19	6/12
9425	Tall, Dark and Gruesome (16)	4/15	6/5
9426	Crabbin' in the Cabin (18)	5/13	6/19
9427	Pardon My Lamb Chop ( )	6/10	7/10
9433	Wife to Spare (16)	11/20	12/20
9434	Wedlock Deadlock (16)	12/18	2/14
9435	Radio Romeo (17½)	12/25	.....
9436	Man or Mouse (18)	1/15	6/19
9437	Eight Ball Andy (17½)	3/11	6/19
9438	Jitter Bughouse (17)	4/29	6/12
9439	The Sheepish Wolf (17½)	5/27	6/19
9440	Flat Feat (17½)	6/24	7/31

COLOR RHAPSODIES (3)

9501	Swiss Tease (6)	9/11	.....
9502	Boston Beany (6)	12/4	12/20
9503	Flora (7)	3/18	6/19

COLOR PHANTASIES (3)

9701	Kitty Caddy (6)	11/6	12/20
9702	Topsy Turkey (6½)	2/5	.....
9703	Short Snorts on Sports (6½)	6/3	7/10

COLOR FAVORITES (Re-Issues) (8)

9601	Dreams on Ice (6½)	10/30	.....
9602	Novelty Shop (6½)	11/20	.....
9603	Dr. Bluebird (8)	12/18	.....
9604	In My Gondola (7½)	1/22	.....
9605	Animal Cracker Circus (7)	2/19	.....
9606	Bon Bon Parade (8½)	4/8	.....
9607	House That Jack Built (7)	5/6	.....
9608	The Untrained Seal (7½)	7/15	.....

THRILLS OF MUSIC (8)

9951	Boyd Raeburn & Orch. (11)	9/18	.....
9952	Claude Thornhill & Orch. (11)	10/30	.....
9953	Lecuona Cuban Boys (10½)	11/13	12/20
9954	Skitch Henderson Orch. (10)	12/11	2/14
9955	Charlie Barnet & Orch. (10½)	1/15	6/5
9956	Ted Weems & Orchestra (10½)	3/25	6/5
9957	Gene Krupa Orch. (10)	6/10	7/10
9958	Tony Pastor Orch. (10)	7/22	8/28

SCREEN SNAPSHOTS (10)

9851	Hollywood Cowboys (9½)	9/4	.....
9852	Laguna, U. S. A. (9½)	10/9	12/20
9853	Out of This World Series (9)	11/27	12/20
9854	Off the Air (10)	12/18	12/20
9855	Hawaii in Hollywood (10)	1/22	6/5
9856	Photoplay's Gold Medal Awards (9½)	3/18	.....
9857	Smiles and Styles (10)	4/1	6/5
9858	Hollywood Honors Hersholt (8)	5/6	6/12
9859	Hollywood Party (9)	6/10	7/10
9860	Hollywood Friars Honor George Jessel (9½)	7/8	7/31

WORLD OF SPORTS (9)

9801	Cinderella Cagers (9½)	9/25	.....
9802	Ski Demons (9)	10/23	12/20
9803	Bowling Kings (10)	11/13	12/20
9804	Navy Crew Champions (10)	12/25	2/14
9805	Rodeo Thrills and Spills (9½)	1/29	6/5
9806	Net Marvels (9)	3/11	6/19
9807	Champions in the Making (8½)	5/23	6/19
9808	No Holds Barred (9)	6/17	7/10
9809	Aqua Zanies (9)	7/15	7/31

FILM NOVELTIES (8)

9901	Aren't We All? (10½)	11/27	.....

COMMUNITY SINGS (9)

9651	No. 1—Linda (10)	9/4	.....
9652	No. 2—April Showers (9)	10/2	.....
9653	No. 3—Peg O' My Heart (9)	11/6	12/20
9654	No. 4—When You Were Sweet 16 (9½)	12/4	12/20
9655	Feudin' and A-Fightin' (10½)	1/8	6/19
9656	Civilization ( )	2/12	6/5
9657	I'm Looking Over a Four-Leaf Clover (9½)	4/29	6/5
9658	Manana (9)	6/3	6/19
9659	California Here I Come (9)	8/12	8/28

SERIALS (15 Chapters) (4)

9120	The Sea Hound	9/4	.....
9140	Brick Bradford	12/18	1/17
9160	Tex Granger	4/1	.....
9180	Superman (Sp.)	7/15	.....

METRO-GOLDWYN-MAYER

MGM TECHNICOLOR CARTOONS (11)

W-931	Slap Happy Lion (7)	9/20	.....
W-932	The Invisible Mouse (7)	9/27	11/22
W-933	King Size Canary ( )	12/6	2/14
W-934	The Bear and the Bean (7)	1/31	4/3
W-935	What Price Fleadom? (6)	3/20	.....
W-936	Make Mine Freedom (10)	4/24	6/12
W-937	Kitty Foiled (8)	5/1	6/12
W-938	Little 'Tinker (8)	5/15	7/24
W-939	The Bear and the Hare (7)	6/26	7/24
W-940	The Truce Hurts (7)	7/17	9/4
W-941	Half-Pint Pygmy (7)	8/7	.....

TRAVELTALKS (4)

T-911	Visiting Virginia (9)	11/29	11/22
T-912	Cradle of a Nation (9)	12/13	3/6
T-913	Cape Breton Island (9)	5/8	7/24
T-914	Chicago, the Beautiful (10)	7/31	8/21

THE PASSING PARADE (5)

K-971	Miracle in a Corn Field (8)	12/20	3/6
K-972	It Can't Be Done (10)	1/10	4/3
K-973	Goodbye Miss Turlock (10)	1/24	4/3
K-974	My Old Town (9)	2/7	4/3
K-975	Souvenirs of Death (10)	6/19	7/24

GOLD MEDAL CARTOONS (Reissues) (6)

W-921	Goldilocks and the Three Bears (11)	11/22	.....
W-922	The Fishing Bear (8)	12/20	.....
W-923	The Milky Way (8)	2/14	.....
W-924	The Midnight Snack (9)	3/27	.....
W-925	Puss 'N' Toots (7)	4/24	.....
W-926	The Bowling Alley Cat (8)	6/12	.....

PETE SMITH SPECIALTIES (10)

S-951	Football Thrills No. 10 (8)	9/6	.....
S-952	Surfboard Rhythm (8)	10/18	11/22
S-953	What D'Ya Know? (9)	11/18	11/22
S-954	Have You Ever Wondered? (9)	.....	.....
S-955	Bowling Tricks (10)	1/10	4/3
S-956	I Love My Mother-in-Law But (8)	2/7	5/1
S-957	Now You See It (Tech.) (9)	3/30	.....
S-958	You Can't Win (9)	5/29	6/12
S-959	Just Suppose (9)	7/17	9/4
S-960	Football Thrills No. 11 (9)	8/21	8/21

MUSICAL MERRY-GO-ROUND (6)

M-981	Freddy Martin, Keenan Wynn (10)	2/14	6/5
M-982	Tex Beneke (10)	2/13	6/5
M-983	Ray Noble, Buddy Clark (11)	6/26	7/24
M-984	Martin Block's Musical Merry-Go-Round (10)	7/17	8/28

TWO REEL SPECIALS (2)

A-901	Drunk Driving (21)	3/27	.....
A-902	Going to Blazes (21)	4/24	6/12

PARAMOUNT

PACEMAKERS (6)

K7-1	It Could Happen to You (11)	10/3	.....
K7-2	Babies, They're Wonderful (11)	11/14	11/22
K7-3	Bundle From Brazil (11)	1/2	1/17
K7-4	Musical Miracle (11)	3/12	.....
K7-5	A Model Is Born (7)	5/28	6/26
K7-6	Neighbor to the North (13)	7/22	7/24

POPULAR SCIENCE (6)

J7-1	Radar Fisherman (10)	10/17	11/22
J7-2	Desert Destroyers (11)	12/16	12/20
J7-3	Streamlined Luxury (10)	2/20	3/6
J7-4	Fog Fighters (10)	4/2	6/5
J7-5	The Big Eye (10)	5/21	6/12
J7-6	Flying Wing (10)	8/6	.....

SPORTLIGHTS (10)

R7-1	Riding the Waves (10)	10/3	11/22
R7-2	Running the Hounds (11)	10/31	11/22
R7-3	Five Fathoms of Fun (10)	11/28	1/17
R7-4	Stop, Look and Guess 'Em (10)	12/5	1/17
R7-5	All American Swing Stars (10)	1/16	4/3
R7-6	Double Barrelled Sport (10)	2/20	4/3
R7-7	Big Game Angling (10)	3/26	6/5
R7-8	Riding Habits (10)	4/30	6/5
R7-9	Big League Glory (10)	6/11	7/10
R7-10	Her Favorite Pools (10)	7/30	8/7

UNUSUAL OCCUPATIONS (6)

L7-1	Hula Magic (11)	11/7	11/22
L7-2	Bagpipe Lassies (11)	1/2	3/6
L7-3	Modern Pioneers (11)	2/13	6/5
L7-4	Nimrod Artist (10)	4/16	6/5
L7-5	Feather Finery (10)	5/14	6/26
L7-6	Aerial Hot Rods (10)	8/13	.....

SPEAKING OF ANIMALS (6)

Y7-1	Dog Crazy (11)	10/3	.....
Y7-2	Ain't Nature Grand (10)	11/14	11/22
Y7-3	Monkey Shines (9)	12/12	/1/17
Y7-4	Home Sweet Home (10)	2/6	3/6
Y7-5	'Tain't So and 'Tain't True (10)	4/16	6/5
Y7-6	As Headliners (10)	6/18	7/3

NOVELTOONS (8)

Technicolor

P7-1	Santa's Surprise (9)	12/5	1/17
P7-2	Cat O'Nine Ails (8)	1/9	1/17
P7-3	Flip Flap (8)	2/23	6/5
P7-4	We're in the Money (8)	3/19	6/5
P7-5	The Bored Cuckoo (8)	4/9	6/5
P7-6	There's Good Boo's Tonite (9)	4/23	6/5
P7-7	Land of the Lost (7)	5/7	6/12
P7-8	Butterscotch and Soda (7)	6/4	6/26

POPEYE (8)

E7-1	All's Fair at the Fair (8)	12/19	12/20
E7-2	Olive Oyl for President (7)	1/30	1/17
E7-3	Wigwam Whoopee (8)	2/27	6/5
E7-4	Pre-Hysterical Man (9)	3/26	6/5
E7-5	Popeye Meets Hercules (7)	6/18	.....
E7-6	A Wolf in Sheik's Clothing (8)	7/30	8/7
E7-7	Spinach Vs. Hamburgers (8)	8/27	.....
E7-8	Snow Place Like Home	9/3	.....

SCREEN SONG (8)

X7-1	The Circus Comes to Clown (7)	12/26	1/17
X7-2	Base Brawl (7)	1/23	4/3
X7-3	Little Brown Jug (8)	2/20	4/3
X7-4	The Golden State (8)	3/12	6/5
X7-5	Winter Draws On (7)	3/19	6/5
X7-6	Sing or Swim (7)	6/4	6/26
X7-7	Camptown Races (8)	7/16	8/7
X7-8	The Lone Star State (9)	8/20	.....

MUSICAL PARADES (5)

FF7-1	Samba-Mania (18)	2/27	4/3
FF7-2	Footlight Rhythm (19)	4/9	6/5
FF7-3	Gypsy Holiday (19)	6/25	7/3
FF7-4	Tropical Masquerade (10)	8/6	.....
FF7-5	Big Sister Blues ( )	10/1	.....

RKO RADIO

FLICKER FLASHBACKS (7)

84201	No. 1 (10)	10/24	12/20
84202	No. 2 (9)	12/5	1/17
84203	No. 3 (9)	1/16	4/3
84204	No. 4 (9)	2/27	6/5
84205	No. 5 (8)	4/9	6/5
84206	No. 6 (9)	5/21	6/26
84207	No. 7 (9)	7/2	9/4

THIS IS AMERICA (13)

83101	Border Without Bayonets (16)	11/14	12/20
83102	Switzerland Today (18)	12/12	1/17
83103	Children's Village (19)	1/9	3/6
83104	Operation White Tower (18)	2/6	3/6
83105	Photo Frenzy (16)	3/5	5/1
83106	Funny Business (18)	4/2	6/5
83107	Democracy's Diary (16)	4/30	6/19
83108	Crime Lab (17)	5/28	6/26
83109	Letter to a Rebel (16)	6/25	7/3
83110	Sports Golden Age (17)	7/23	8/28

SPORTSCOPES (13)

84301	Ski Holiday (8)	9/19	.....
84302	Golf Doctor (8)	10/17	.....
84303	Quail Pointers (8)	11/14	12/20
84304	Pin Games (8)	12/12	1/17
84305	Racing Day (8)	1/9	3/6
84306	Sports Coverage (8)	2/6	3/6
84307	Teen Age Tars (9)	3/5	5/1
84308	Doggone Clever (8)	4/2	6/19
84309	Big Mouth Bass (8)	4/30	6/19
84310	Muscles and the Lady (9)	5/28	6/26
84311	Ladies in Wading (8)	6/25	7/31
84312	Athletic Varieties (8)	7/23	8/28
84313	Strikes to Spare (8)	8/20	.....

MUSICAL JAMBOREES (Revivals) (7)

84401	Enric Madriguera & Orch. (8)	9/5	.....
84402	Tommy Tucker Time (8)	10/3	.....
84403	Johnny Long & Orch. (8)	10/31	.....
84404	Duke Ellington (9)	11/28	.....
84405	Jerry Wald &Orch. (9)	12/26	.....
84406	Ray McKinley & Orch. (8)	1/23	.....
84407	Dick Stabile & Orch. (8)	2/20	.....

LEON ERROL (4)

83701	Bet Your Life (14)	1/16	4/3
83702	Don't Fool Your Wife (18)	3/5	6/5
83703	Secretary Trouble (17)	4/9	6/5

EDGAR KENNEDY (6)

83401	Mind Over Mouse (17)	11/21	1/17
83402	Brother Knows Best (17)	1/2	4/3
83403	No More Relatives (18)	2/6	5/1
83404	How to Clean House (18)	5/14	6/26
83405	Dig That Gold (17)	6/25	7/31
83406	Home Canning (16)	8/6	8/28

RAY WHITLEY REVIVALS (4)

83501	Molly Cures a Cowboy (19)	9/5	.....
83502	Musical Bandit (16)	10/10	.....
83503	Corralling a School Marm (14)	11/14	.....
83504	Prairie Spooners (13)	12/19	.....

SPECIAL (3)

83601	20 Years of Academy Awards (19)	4/2	6/5
83801	Basketball Headliners of 1948 (18)	4/23	6/19
842	Louis-Walcott Fight Picture (19)	6/26	.....
83901	Football Highlights of 1947 (20)	12/12	.....

WALT DISNEY CARTOONS (6)

Reissues

84701	Hawaiian Holiday (8)	10/17	.....
84702	Clock Cleaners (8)	12/12	2/14
84703	Little Hiawatha (9)	2/20	.....
84704	Alpine Climbers (10)	4/2	.....
84705	Woodland Cafe (7)	5/14	6/19
84706	Three Little Pigs ( )		.....

REPUBLIC

SERIALS (4)

791	G-Men Never Forget (12 Chapters)	1/31	.....
792	Dangers of the Canadian Mounted (12 Chapters)	4/24	.....
793	Dick Tracy Returns (15 Chapters)	7/17	.....

CARTOONS (1)

Trucolor

761	It's A Grand Old Nag (8)	12/20	12/20

20th CENTURY-FOX

MOVIETONE ADVENTURES

8201	Horizons of Tomorrow (8)	9/12	12/20
8202	The 3 R's Go Modern (9)	11/7	.....
8203	Sky Thrills (9)	3/	5/1
8204	Majesty of Yellowstone (9)	7/	6/19
8251	Holiday in South Africa (8)	8/22	.....
8252	Home of the Danes (8)	10/17	.....
8253	Jungle Closeups (8)	12/12	5/1
8254	Copenhagen Pageantry (T) (8)	1/	5/1
8255	Scenic Sweden (T) (8)	6/	6/19
8256	Riddle of Rhodesia (T) (8)	7/	9/4
8257	Bermuda (T) (8)	8/	9/4
8258	Desert Lights (T) (8)	8/	8/28

SPORTS REVIEW

8301	Gridiron Greatness (9)	8/1	.....
8302	Olympic Class (10)	2/	5/1
8303	Everglades Adventure (9)		5/1
8304	Football Finesse (10)	9/	8/21
8351	Vacation Magic (8)	9/26	.....
8352	Aqua Capers (T) (8)	1/	5/1
8353	Playtime in Scandinavia (T) (8)	4/	6/5

TERRYTOONS

Technicolor

8501	One Note Tony (7)	2/	.....
8502	Talking Magpies in Flying South (7)	8/15	.....
8503	Mighty Mouse in a Date for Dinner (7)	8/29	.....
8504	Talking Magpies in Fishing by the Sea (7)	9/19	1/17
8505	Mighty Mouse in the First Snow (7)	10/10	1/17
8506	Talking Magpies in the Super Salesman (7)	10/24	1/17
8507	Mighty Mouse in a Fight to the Finish (7)	11/14	1/17
8508	The Wolf's Pardon (7)	12/5	1/17
8509	Mighty Mouse in Swiss Cheese Family Robinson (7)	12/19	5/1
8510	Talking Magpies in Hitch Hikers (7)	12/12	6/5
8511	Mighty Mouse in Lazy Little Beavers (7)	12/26	6/5
8512	Felix the Fox (7)	1/	6/5
8513	The Talking Magpies in Taming the Cat (7)	1/	6/5
8514	Mighty Mouse and the Magician (7)	3/	6/19
8515	Chipper Chipmunk, The (7)	3/	8/21
8516	Hounding the Hares (7)	4/	6/19
8517	Mighty Mouse in the Feudin' Hillbillies (7)	4/	6/19
8518	Mystery in the Moonlight (7)	5/	6/19
8519	Seeing Ghosts (7)	6/	6/19
8520	A Sleepless Night (7)	6/	8/21

el. No.	Title	Rel. Date	Data
8521	The Witch's Cat (7).....	7/	9/4
8522	Magpie Madness (7).....	7/	8/28
8523	Mighty Mouse in Love's Labor Won (7).....	8/	.....

TERRYTOONS

Technicolor-Reissues

8531	The Butcher of Seville (7)..	5/	.....
8532	Mighty Mouse in the Green Line (7)	5/	.....

DRIBBLE PUSS PARADE

8901	Album of Animals (8)....11/21		.....
8902	Dying to Live (9).....	5/	6/19

FEMININE WORLD

8601	Something Old—Something New (8)	2/	5/1
8602	Fashioned for Action (8)..	4/	6/5

MARCH OF TIME

1	Is Everybody Listening? (19)	9/5	9/6
2	T-Men in Action (18)....10/3		10/4
3	End of an Empire (18)....10/31		11/1
4	Public Relations . . . This Means You! 11/28		12/20
5	The Presidential Year ( ).12/26		12/20
6	The Cold War ( ).....	1/	.....
7	Marriage and Divorce ( ).	2/20	3/6
8	Crisis in Italy ( ).....	3/	.....
9	Life With Junior ( ).....	4/	.....
10	Battle for Greece (17)....	5/	.....
11	The Fight Game (19).....	5/	6/26
12	The Case of Mrs. Conrad (18)	7/	.....
13	White-Collar Girls (18)...	8/6	8/7

UNITED ARTISTS

LANTZ CARTUNES (7)

The Bandmaster (7).....12/		1/17
The Mad Hatter (7).....	2/	/6/19
Pixie Picnic (7).....		6/5
Banquet Busters (7).....		6/19
Kiddie Koncert (7).....		6/5
Wacky Bye Baby (7).....	7/16	.....
Wet Blanket Policy (7)....	8/27	.....

UNIVERSAL-INTERNATIONAL

NAME BAND MUSICALS (13)

3301	Alvino Rey and Orch. (15).10/22		2/14
3302	Drummer Man (15).....12/3		2/14
3303	Carlos Molina & His Orch. (15) 12/13		2/14
3304	Tex Beneke & His Orch. (15)	3/3	6/19
3305	Woody Herman & His Orch. (15)	3/31	.....
3306	Reg Ingle & His National Seven (15)	6/16	6/19
3307	Tex Williams and His Orch. in Western Whoopee (15)	6/23	7/31
3308	Jimmy Dorsey & Orch. ( ).	8/18	.....

TECHNICOLOR CARTUNES (5)

Reissues

3321	Knock Knock (7).....	3/	.....
3322	Syncopated Sioux (7).....	5/	.....
3323	Woody Woodpecker (7)....	7/	.....

THE ANSWER MAN (8)

3391	Wind, Curves and Trapped Doors (10) 12/22		2/14
3392	Hall of Fame (10).....	1/19	.....
3393	Men, Women & Motion (10)	3/15	6/19
3394	Flood Water (10).....	4/26	7/31
3395	Mighty Timber (10).....	6/21	7/31
3396	Rockets of the Future (10)	7/5	.....
3397	Water Battlers ( ).....	8/16	.....
3398	Home of the Iceberg ( )...	8/23	.....

Rel. No.	Title	Rel. Date	Data

VARIETY VIEWS (8)

3341	Tropical Harmony (9).....	9/29	11/22
3342	Chimp Aviator (9).....11/17		11/22
3343	Brooklyn Makes Capital (27)	2/9	6/19
3344	Whatta Built (10).....	6/7	6/19
3345	Copa Carnival (9).....	6/28	7/31
3346	Paris on the Plata ( ).....	7/12	.....
3347	Gaucho Fiesta ( ).....	8/16	.....

SING AND BE HAPPY SERIES (8)

3381	Spotlight Serenade (10)...	3/29	.....
3382	Singing the Blues (10)...	5/	7/31
3383	River Melodies (8).....	7/5	7/31

MUSICAL WESTERNS (3)

3351	Hidden Valley Days (27)..	2/5	6/19
3352	Powder River Gunfire (24).	2/26	.....
3353	Echo Ranch (25).....	4/1	6/19

SPECIALS (2)

3201	Snow Capers (19).....	2/18	6/19

WARNER BROS.

TECHNICOLOR SPECIALS (8)

4001	Celebration Days (20)....	1/31	2/14
4002	Soap Box Derby (20).....10/18		.....
4003	Teddy, the Roughrider (20).	2/21	.....
4004	King of the Carnival (20).	4/3	.....
4005	Calgary Stampede (20)....	5/29	.....
4006	A Day at the Fair (20)...	7/3	7/24
4007	The Man From New Orleans (19)	9/4	.....
4008	My Own United States (19).10/16		.....

MEMORIES FROM MELODY LANE (6)

4201	A Song of the West (10)..	9/27	.....
4202	An Old Time Song (10)..12/27		.....
4203	A Song About the Moonlight (10)	1/24	3/6
4204	Grandfather's Favorites ...	3/13	6/5
4205	A Stephen Foster Song (10)	5/8	6/19
4206	A Song From the Movies (10)	7/17	.....

BLUE RIBBON HIT PARADE (13)

(Revivals) Technicolor

4301	Dangerous Dan McFoo (7).12/20		.....
4302	Hobo Gadget Band (7)....	1/17	.....
4303	Little Pancho Vanilla (7).	3/20	.....
4304	Don't Look Now (7).....	4/10	.....
4305	Curious Puppy (7).....	4/24	.....
4306	Circus Today (7).....	5/22	.....
4307	Little Blabber Mouse (7)..	6/12	.....
4308	The Squawkin' Hawk (7)..	7/10	.....
4309	A Tale of Two Kitties (7).	7/31	.....
4310	Pigs in a Polka (7).....	8/14	.....
4311	Greetings Bait (7).....	8/28	.....
4312	Hiss and Make Up (7)....	9/18	.....
4313	Hollywood Steps Out (7)..10/2		.....

JOE McDOAKES COMEDIES (6)

4401	So You Want to Be a Salesman (10)	9/13	.....
4402	So You Want to Hold Your Wife (10) 11/22		12/20
4403	So You Want An Apartment (10)	1/3	3/6
4404	So You Want to Be a Gambler (10)	2/4	.....
4405	So You Want to Build a House (10)	5/15	.....
4406	So You Want to Be a Detective (10)	6/26	.....

SPORTS PARADE (13)

Technicolor

4501	Las Vegas Frontier Town (10) 11/1		.....
4502	Action in Sports (10)....12/13		.....
4503	A Nation on Skis (10)....	7/31	.....
4504	Sun Valley Fun (10).....	2/14	.....
4505	Trip to Sportland (10)...	3/6	6/5
4506	Ride, Ranchero, Ride (10).	3/20	6/5
4507	Holiday for Sports (10)..	4/17	6/19
4508	Built for Speed (10).....	6/5	.....
4509	Fighting Athletes (10)....	5/1	6/19
4510	The Race Rider (10).....	6/19	7/24
4511	Playtime in Rio (10).....	8/14	.....
4512	Sports Down Under (10)..	9/18	.....
4513	Gauchos of the Pampas (10) 10/9		.....

MELODY MASTERS BANDS (8)

4601	Freddy Martin & His Orch. (10)	9/13	.....
4602	Swing Styles (10).....10/25		.....
4603	Borrah Minevitch & Har. Sch. (10) 12/6		.....
4604	Rubinoff and His Violin (10)	1/10	.....
4605	Artie Shaw & His Orch. (10)	2/7	.....
4606	Henry Busse & His Orch. (10)	5/15	.....
4607	The Saturday Night Swing Club (10)	6/19	.....
4608	Joe Reichman & His Orch. (10)	7/17	.....

MERRIE MELODIES (18)

Cinecolor

4702	Bone Sweet Bone (7).....	5/22	7/24
4704	Up-Standing Sitter (7)....	7/3	.....
4707	Dough Ray Me-Ow (7).....	8/14	.....
4709	Odor of the Day (7).....10/2		.....
4712	Daffy Dilly (7).....10/30		.....

MERRIE MELODIES

Technicolor

4701	Nothing But the Tooth (7).	5/1	.....
4703	The Shell-Shocked Egg (7).	7/10	.....
4704	The Rattled Rooster (7)...	6/26	.....
4706	You Were Never Duckier (7)	8/7	.....
4708	The Pest That Came to Dinner (7)	9/11	.....
4710	The Foghorn Leghorn (7).10/9		.....
4711	A Lad in His Lamp (7)...10/23		.....

L. T. TECH. CARTOON

4713	Kit for Cat (7).....11/6		.....
4714	Stupor Salesman (7).....11/20		.....

M.M. BUGS BUNNY SPECIAL

4715	Riff Raffy Daffy (7).....11/27		.....
4719	Hot Cross Bunny (7).....	8/21	.....
4720	Hare Splitter (7).....	9/25	.....

ADVENTURE SPECIALS (6)

Technicolor

4801	Land of Romance (10).....	9/6	.....
4802	Beautiful Bali (10).....11/15		12/20
4803	Dad Minds the Baby (10).12/20		.....
4804	What's Hatchin'? (10).....	2/28	.....
4805	Rhythm of a Big City (10).	3/27	6/5
4806	Living With Lions (10)...	6/5	7/24

1948-49

COLUMBIA

THREE STOOGES COMEDIES

1401	Heavenly Daze (16½).....	9/2	.....

ASSORTED & ALL-STAR COMEDIES

1421	Billie Gets Her Man (17)..	9/9	.....

COMEDY FAVORITES

Reissues

1441	Pest from the West (18½)	9/30	.....

Rel. No.	Title	Rel. Date	Data

COLOR RHAPSODIES

1501	Pickled Puss (6½).....	9/2	.....

COLOR FAVORITES

Reissues

1601	The Stork Takes a Holiday (8)	9/9	.....

WORLD OF SPORTS

1801	Diving Champions ( ).....	9/23	.....

THRILLS OF MUSIC

1951	Elliot Lawrence & Orch. ( )	9/23	.....

SCREEN SNAPSHOTS

1851	Hollywood Holiday ( ).....	9/2	.....

COMMUNITY SINGS

1651	Baby Face (9).....	9/16	.....

PARAMOUNT

NOVELTOON

P8-1	The Mite Makes Right ( )..10/15		.....
P8-2	Hector's Hectic Life ( )...11/19		.....
P8-3	Old Shell Game ( ).....	12/17	.....

SCREEN SONG

X8-1	Readin' 'Ritin' and Rhythmetic ( ) 10/22		.....

SPEAKING OF ANIMALS

Y8-1	The Gnu Look ( ).....	10/29	.....

G. RICE SPORTLIGHT

R8-1	Hot Rod Speedsters ( ).....	11/5	.....
R8-2	Acrobatic Illini ( ).....	12/10	.....

POPEYE

E8-1	Robin Hood-Winked ( )....11/12		.....
E8-2	Symphony in Spinach ( )...12/31		.....

UNUSUAL OCCUPATIONS

L8-1	The Glass Orchestra ( )....11/26		.....

POPULAR SCIENCE

J8-1	Solar Secrets ( ).....	12/24	.....

RKO RADIO

WALT DISNEY CARTOONS

Reissues

94101	Pluto's Purchase (7).....	7/9	.....
94102	Trial of Donald Duck (7)..	7/30	.....
94103	Catnap Pluto (6).....	8/13	.....

UNITED ARTISTS

LANTZ CARTUNES

Playful Pelican (7).....	10/8	.....	
Dog Tax Dodgers (7).....	11/19	.....	
Wild & Woody (7).....	12/31	.....	
Scrappy Birthday (7).....	2/11	.....	
Drooler's Delight (7).....	3/25	.....	

WARNER BROS.

TECHNICOLOR SPECIALS

Reissues

5001	Sons of Liberty (20).....11/20		.....

JOE McDOAKES COMEDIES

5401	So You Want to Be in Politics (10) 10/23		.....
5402	So You Want to Be on the Radio (10 .....11/6		.....

SPORTS PARADE

5501	Jungle Man Killers (10)..11/6		.....

ADVENTURE SPECIALS

5801	Mysterious Ceylon (10)...	9/25	.....

FEATURETTES

5101	Football Magic (20).....	9/11	.....
5102	Grandfather's Follies (20).11/13		.....

SPORTS NEWS REVIEWS

5601	Roaring Wheels (10).....10/2		.....

BLUE RIBBON CARTOONS

Reissues

5301	An Itch in Time (7).....10/30		.....

Why Theatremen Prefer Showmen's Trade Review

. . . tops for film-booking data . . . only paper giving every week complete listing of films by title and distributor company, new pictures started, title changes.

VIEWS ON NEW SHORT SUBJECTS

GLAMOUR STREET (RKO—83,111) This Is America No. 11. 16 mins. Fifth Avenue, New York is everything from small town Main Street to Picadilly and the Champs Elysee. This shows some of the reasons why. Even its police are chosen for intelligence and appearance. A presentation of some of its famous parades—especially Easter Sunday and St. Patrick's day.

THE FLYING WING (Paramount Short J 7-6). 10 min. Popular Science Reel: 1. The most powerful, long-ranged jet airplane in the world, the Northrup "Flying Wing" is put through its paces. 2. Mass production has come to the entire home dinner, put out by professional chefs for private homes. 3. A demonstration of the "mechanical brain" which solves complex problems. Release date, Aug. 6/48.

SPINACH vs. HAMBURGERS—Popeye Series (Paramount E7-7). 8 mins. Popeye's four kids prefer hamburgers to spinach. Pop tells them what spinach did for him and they try it. They become so strong they are able to put Popeye and Olive Oyl in chains and rush out to Hamburger Haven. Release date, Aug. 27/48.

TROPICAL MASQUERADE (A Paramount Musical Parade Featurette in Technicolor). 16 min. Romance, color and music as Tito Guizar goes to a Mexican fiesta. Songs include "Morena," "Tonight Will Live" and "Rosa." Release date, Aug. 6/48.

LOVE'S LABOR WON (20th-Fox—8523) Terrytoon in Technicolor. 7 mins. Mighty Mouse rescues a maiden from the clutches of the dastardly villain in this cartoon travesty on westerns.

AERIAL HOT RODS (Paramount Unusual Occupations Series L-7-8). 10 mins. Aircraft engineers and pilots build and race midget racing planes on their day off. Graham Dale's hobby is the portrayal of famous personalities on eggs. O. W. Cuffman constructs midget trains for amusement parks. Dillard utilizes pipe cleaners to create ladies' millinery. Release date, Aug. 13/48.

THE LONE STAR STATE (Screen Song Series—Paramount X 7-8). 9 min. With the help of the bouncing ball and Cal Tinney's narration, illustrated by animated cartoon, the audience gets into the mood for "Deep in the Heart of Texas" as a community sing. Release date, Aug. 20/48.

HEN HOUSE HENERY (WB) Merrie Melody. 7 min. The efforts of Henery Hawk to capture a big rooster who has Senator Claghorn's characteristics. Slapstick fun with one outwitting the other.

CAT NAP PLUTO (RKO Radio—94103. Tenth Series). 6 min. Amusing rivalry between sleepy Pluto and frisky Figaro, the playful kitten.


Simplex
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SEP 22 1948

SHOWMEN'S TRADE REVIEW

The Service Paper of The Motion Picture Industry

COURT DENIES ASCAP CLAIM AGAINST MINN. EXHIBITORS

33 TICKET-MAKERS WARNED ON PRICE-FIXING BY FTC

GOV'T DIVORCE STAND SEEN AS DOOM OF CONSENT DECREE

IN THIS ISSUE

PICTURES REVIEWED:

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher

REGULAR FEATURES:

Advance Data
National Newsreel
Regional Newsreel
Hollywood Newsreel
Selling the Picture
Theatre Management
Shorts Booking Guide
Feature Booking Guide

Entered as second class matter February 20, 1940, at the Post Office at New York, N. Y., under the act of March 3, 1879. Published weekly by Showmen's Trade Review, Inc., 1501 Broadway, New York 18, N. Y., U.S.A. 10 cents a copy, $2 a year.

SEPTEMBER 18, 1948
Vol. 49 No. 12

EVERY DAY IT'S TRUER AND TRUER:

M-G-M TOPS THEM ALL!

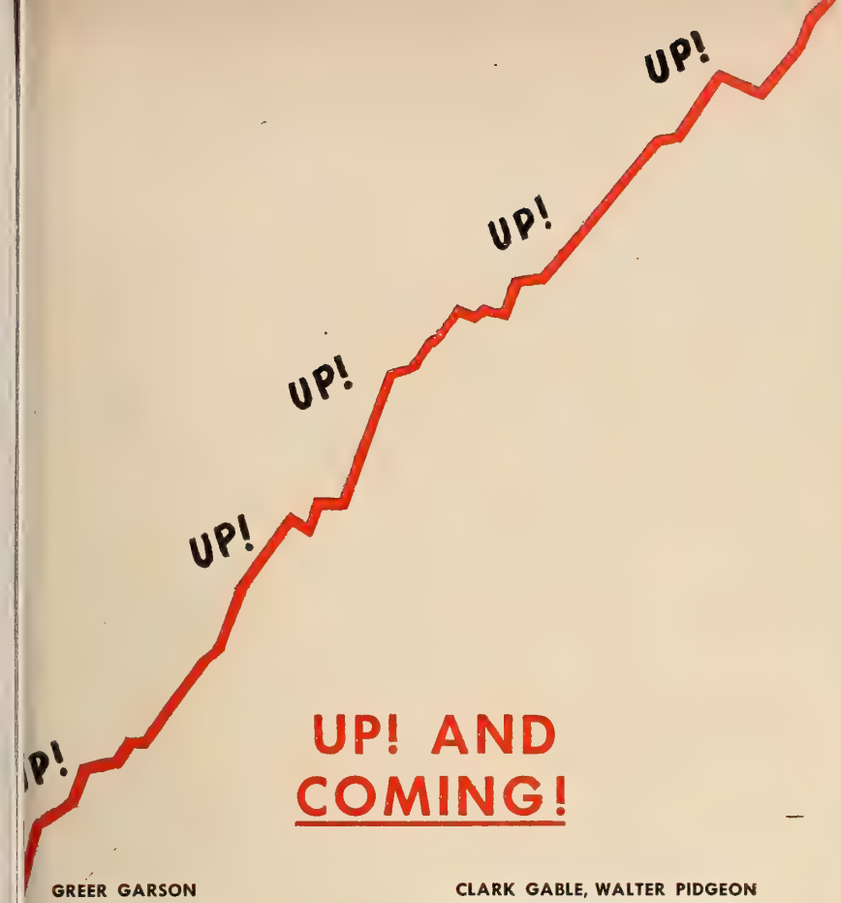
What a Summer! "Homecoming," Irving Berlin's "Easter Parade" (*Technicolor*), Frank Capra's "State of the Union," "Date With Judy" (*Technicolor*), "On An Island With You" (*Technicolor*), "Luxury Liner" (*Technicolor*), "A Southern Yankee"! And more! Who else but M-G-M has such a record! Who else but M-G-M has such a line-up of Fall and Winter Big Ones as you see on the next page!



BEFORE VITAMIN M-G-M!



AFTER VITAMIN M-G-M!



UP! AND COMING!

GREER GARSON
WALTER PIDGEON in
"JULIA MISBEHAVES"
PETER LAWFORD, ELIZABETH TAYLOR
CESAR ROMERO, Lucile Watson, Nigel Bruce, Mary Boland, Reginald Owen

★ ★ ★

The Enterprise Studios present
DANA ANDREWS, LILLI PALMER
and LOUIS JOURDAN in
"NO MINOR VICES"
with Jane Wyatt

★ ★ ★

"THE SECRET LAND" (*Technicolor*)
Starring
MEN AND SHIPS
Of The U. S. NAVY
Narration By
Comdr. ROBERT MONTGOMERY, U.S.N.R.
Lt. ROBERT TAYLOR, U.S.N.R.
Lt. VAN HEFLIN, A.A.F. (Ret.)

★ ★ ★

"HILLS OF HOME" (*Technicolor*)
Starring
EDMUND GWENN
DONALD CRISP, TOM DRAKE
JANET LEIGH and LASSIE

★ ★ ★

Alexandre Dumas'
"THE THREE MUSKETEERS" (*Technicolor*)
Starring
LANA TURNER, GENE KELLY
JUNE ALLYSON, VAN HEFLIN
ANGELA LANSBURY
Frank Morgan, Vincent Price, Keenan Wynn, John Sutton, Gig Young

★ ★ ★

"ACT OF VIOLENCE"
Starring
VAN HEFLIN, ROBERT RYAN
with Janet Leigh, Mary Astor
Phyllis Thaxter

★ ★ ★

FRANK SINATRA, KATHRYN GRAYSON
in "THE KISSING BANDIT (*Technicolor*)
J. Carrol Naish, Mildred Natwick
Mikhail Rasumny, Billy Gilbert
Sono Osato with Dance Specialties By
Ricardo Montalban, Ann Miller, Cyd Charisse

★ ★ ★

John Ford's
"3 GODFATHERS" (*Technicolor*)
Presented by John Ford & Merian C. Cooper
Starring
JOHN WAYNE, PEDRO ARMENDARIZ
And Introducing HARRY CAREY, Jr.
with Ward Bond, Mae Marsh
Jane Darwell, Ben Johnson

CLARK GABLE, WALTER PIDGEON
VAN JOHNSON, BRIAN DONLEVY
Charles Bickford, John Hodiak
Edward Arnold in
"COMMAND DECISION"

★ ★ ★

"LITTLE WOMEN" (*Technicolor*)
Starring
JUNE ALLYSON, PETER LAWFORD
MARGARET O'BRIEN, ELIZABETH TAYLOR
JANET LEIGH, ROSSANO BRAZZI
MARY ASTOR
with Lucile Watson, C. Aubrey Smith

★ ★ ★

ROBERT TAYLOR
AVA GARDNER
CHARLES LAUGHTON
VINCENT PRICE
JOHN HODIAK in
"THE BRIBE"

★ ★ ★

"SUN IN THE MORNING"
(*Technicolor*) Starring
JEANETTE MacDONALD
LLOYD NOLAN, CLAUDE JARMAN, Jr.
and LASSIE
with Lewis Stone, Percy Kilbride

★ ★ ★

"WORDS AND MUSIC" (*Technicolor*)
Starring
MICKEY ROONEY, JUDY GARLAND
GENE KELLY, JUNE ALLYSON
PERRY COMO, ANN SOTHERN
with Tom Drake, Cyd Charisse, Betty Garrett, Lena Horne, Janet Leigh, Marshall Thompson, Mel Torme, Vera-Ellen

★ ★ ★

SPENCER TRACY, DEBORAH KERR
in "EDWARD, MY SON" with Ian Hunter

★ ★ ★

JOHN GARFIELD in
The Roberts Production
"FORCE OF EVIL"
An Enterprise Picture
with Thomas Gomez and Marie Windsor
And Introducing BEATRICE PEARSON

★ ★ ★

FRED ASTAIRE, GINGER ROGERS in
"THE BARKLEYS OF BROADWAY"
(*Technicolor*)
with Oscar Levant, Billie Burke
Gail Robbins, Jacques Francois

★ ★ ★

FRANK SINATRA
ESTHER WILLIAMS, GENE KELLY in
"TAKE ME OUT TO THE BALL GAME"
(*Technicolor*)
with Betty Garrett
Jules Munshin, Edward Arnold

EVERY NEW PREVIEW A NEW M-G-M HIT!

"Leo Rings The Bell Again!"



Last week we reported the wonderful Preview of "Command Decision." And now another great Coast Preview! Read all about "ACT OF VIOLENCE" in the telegram below:

"'ACT OF VIOLENCE' simply terrific. Here is one that packs a dynamite wallop. Van Heflin, Robert Ryan, Janet Leigh, Mary Astor, Phyllis Thaxter match picture's realistic drama with great performances. William Wright's production and Fred Zinnemann's direction tops in gripping suspense. Oh, that Vitamin M-G-M!"

(Help Promote YOUTH MONTH—Saluting Young America!)

Leo McCarey, Producer of "The L

St. Mary's" Brings Another Great Pic

RADIO CITY MUSIC HALL!

RAINBOW PRODUCTIONS, INC. presents

GARY COOPER

ANN SHER



with RAY COLLINS · EDMUND LO

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IDAN

IN LEO McCAREY'S

GOOD SAM

OK JOAN LORRING · CLINTON SUNDBERG · PRODUCED AND DIRECTED BY LEO McCAREY · Screenplay by KEN ENGLUND

RELEASED BY
RKO RADIO PICTURES



To that memorable list of superb romantic comedies in every exhibitor's recollection of long runs, record-smashing grosses and huge profits,

Now Add...

JAMES NASSER'S
presentation of

FRED MacMURRAY · MADELEINE CARROLL

a peach of a pair in that delightful, justrightful, "not-so-innocent"

"An Innocent Affair"

with

CHARLES 'BUDDY' ROGERS · RITA JOHNSON
LOUISE ALLBRITTON · ALLAN MOWBRAY

Original Screenplay by Lou Breslow and Joseph Hoffman
Directed by Lloyd Bacon · A James Nasser Production



right now, just right thru **UA**

THE EDITORIAL PAGE

Those Youngsters

Last week we discussed one of the younger distribution companies of our industry.

This week we would like to talk about another—although in years it might not be called exactly a youngster. Rather, it's a veteran company with young blood and plenty of what it takes to build up successful production and distribution.

We refer to Monogram and Allied Artists and their aggressive president, Steve Broidy.

Steve took over the reins of this outfit not too many years ago and has injected into it policies which not only have resulted in a far better brand of product but, of equal importance, a far better acceptance of that product by the theatremen.

It is Steve's and his company's policy that a picture with merit is worth shouting about. And that policy Monogram and Allied Artists are putting into practice with well-paced and attractive advertising. There are mighty few weeks going by without the appearance of some smart advertising to let the industry in general, and the exhibitors in particular, know about the pictures which these companies have to offer.

No great research is needed to emphasize that the periods of dynamic progress of individual producer-distributor outfits were marked by policies of liberal use of advertising in the industry itself. Indeed, the files revealing advertising volume tell an eloquent story of the ups and downs in the course of events for many and many a company. Look it up, and you'll find the coincidence of aggressive selling in the trade and spurt in the fortunes of several companies has occurred too often to be mere happenstance.

But, getting back to Steve Broidy and the Monogram and AA companies he heads. They haven't missed a trick. Every time they had a picture they wanted to be talked about, they advertised it, but good.

It is extremely difficult for any trade journal to discuss these things without being accused of simply trying to get more advertising. Whether you believe it or not, these discussions are based solely upon strong conviction that it will do the companies and the industry far more good.

So, if our viewpoint is correct it will mean a more successful industry over all and since the trade press is an important and integral part of the industry it can only succeed when the industry as a whole succeeds.

Thus, all branches of the business can build up a long period of prosperity. If that is so, then we, too, will enjoy a comparable period of good business and we're not in business for our health. We like to eat, too. It's a habit that's hard to break.

▲ ▲ ▲

ASCAP Again Loses

Following closely on the heels of the recent adverse decision in the New York case, ASCAP received another set-back in Minneapolis where another Federal Court Judge decided against it.

With two important bridges burned to the ground, it begins to look as though ASCAP may find the repair and rebuilding job too difficult and too expensive to be worth the effort and the cost.

▲ ▲ ▲

An Industry Highlight

This Saturday night in the nation's capital the tops in official Washington and the motion picture industry will gather at the Statler Hotel to present to the Secretary of State, the Honorable George C. Marshall, the Variety Clubs International Humanitarian Award for the year of 1947.

This event will again direct attention towards our industry in a most favorable light. In past years outstanding functions of this kind have been held in Washington to pay similar honor to the Honorable Cordell Hull and Sir Alexander Fleming.

The list of acceptances from the diplomatic corps, the top-flight men of our government and the chief executives of our industry, reads like a who's who from all of these groups.

It is truly an occasion that our industry may well be proud of as it should be of all of our Variety Clubs from coast to coast and in Canada and Mexico. It is these industry people who are doing so much to help the underprivileged children in the communities in which they operate.

Their program of expansion under the direction of Bob O'Donnell, International Chief Barker, and John H. Harris, the Founder and Big Boss, indicates that before another year goes by all remaining exchange areas will have active Tents along with several important capitals of foreign countries.

The Heart Of Showbusiness appears to be limitless in size as is also the amount of good the clubs are accomplishing—not the least being the great public relations job that is so much a part of their fine work and good deeds.

—CHICK LEWIS

WHAT'S NEWS

In the Film Industry This Week

Litigation

Ascap officials seemed silent this week. Herman Greenberg, who often says a word or so in behalf of the Society could not be reached by Showmen's. Mr. Greenberg was out to lunch. Mr. Greenberg had not come back from lunch. Mr. Greenberg was not in the office. Mr. Greenberg was not in today, according to his office which failed to mention one possibility—that Mr. Greenberg was in the dentist's chair.

Other official Ascap sources were also unavailable and Ascap lawyers were out of town. So the question of what the Society intended to do now that a federal court in Minneapolis had refused its members the right to collect royalties plus damages from exhibitors who had refused to pay Ascap while using its music on films they played, remained open. The fact is that probably even Ascap doesn't know. Struck a telling blow in the past by a federal court in New York which found it a monopoly, it is faced with an identical ruling in Minneapolis, excepting that there a more serious problem is posed since its members as such are unable to recoup damages which before the ruling seemed like a sure thing. Ascap undoubtedly will appeal. (P. 9)

In Washington meanwhile the hope that a consent decree might save time and trouble in the Government anti-trust suit against the eight majors seemed doomed as a Justice Department spokesman said the Department would discuss a consent decree but that it had not changed its views about theatre divorcement. Since the theatre-owning majors want to keep their houses, it looks like a fight. Washington also expected the St. Louis Amusement Company to appeal to the U. S. Supreme Court over an adverse decision by which the American Arbitration Association tribunals had been held legal.

Exhibition

The Federal Trade Commission this week ordered 33 ticket manufacturers and six trade associations to desist in an alleged price-fixing agreement. The Skouras Brothers—Charles and George—bought the Ambassador Building Corporation and the Missouri Theatre Building, retiring all bonds with the aid of a life insurance company loan guaranteed by first mortgage bonds. Amount involved? About $6 million. St. Louis Amusement Company will continue to operate the houses with Edward B. Arthur now heading the corporation and Harry C. Arthur as vice-president.

The Independent Theatre Owners of Ohio went on record as favoring a flat state tax against the present city taxes, to see whether National Screen was a monopoly, and elected Henry Greenberg vice-president, as its only new officer.

Theatre Owners of America meets for its annual convention in Chicago next Friday and Saturday with an Ascap headache of its own, plus a decision on whether to continue an expensive public relations program (p. 9). Trueman Rembusch and William A. Carroll of the Associated Theatre Owners of Indiana will handle national Allied's Caravan when it moves westward to Indianapolis. Trustees of the Pacific Coast Conference of Independent Theatre Owners have decided to inform members not to continue Ascap negotiations. St. Louis exhibitors hoped for a repeal of the city admission tax as Alderman Herman Novack promised to move for it if the city earnings tax were upheld.

The Paris, New York's first post-war new theatre, opened under a foreign film policy this week. "Joan of Arc" is scheduled for its world premiere in the same city on Nov. 11

Distribution

Twentieth Century-Fox during 1948-49 will have 32 features, 54 shorts, 104 Movietone News and will make known availabilities 12 months ahead of time, it was announced at the company's sales convention in Los Angeles. Monogram will release 33 features and 18 westerns during the coming season while Allied Artists will raise its releases to 10, the company announced.

General

High cost of food is one of the greatest threats to the box-office, Producer Samuel Goldwyn declared on a Salt Lake City stopover. The Screen Publicists Guild whose home office contract expires Sept. 26 and the Screen Office and Professional Employes Guild, whose home office contract expires Sept. 27, both were reported mulling strikes this week though official sources were conservative in their statements and indicated work with the companies might go on even if a contract were not signed. The companies, excepting Eagle Lion, which has signed, are refusing to negotiate with both CIO unions because their officers have not signed a Taft-Hartley non-Communist affidavit. In Hungary the Motion Picture Export Association appeared to be on its way out after months of unsatisfactory negotiations with the Soviet-dominated Government.

Detroit citizens have voted against daylight saving time in a referendum, which ought to please exhibitors. New Jersey Allied decided this week to try out the Smithberger plan of mediation on 20th-Fox complaints.

The Blum-Byrnes revised pact was signed Thursday, and Paramount Ad Manager Stanley Shuford was elected chairman of the ad and publicity directors committee of the Motion Picture Association of America.

Television

The New York Roxy has FCC permission to pick up telecasts with a mobile transmitter to relay to the theatre. Indiana Allied President Trueman Rembusch told Ohio Allied that Paramount's television system is too expensive for the average theatre.

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Skouras Buys St. Louis Houses

Charles P. and George P. Skouras Wednesday bought all stock and retired the bonds of the Ambassador Building Corporation and the Missouri Theatre Building Corporation which contain the Ambassador, Missouri and Grand Central theatres in St. Louis, Mo.

The purchase of the stock and retirement of the bonds involved approximately $6 million, $4,250,000 of which was procured from the Equitable Life Assurance Society under guarantee of an issue of 20-year 4¼ per cent bonds supported by first mortgages.

New Officers

In addition the St. Louis Amusement Company was given a 25-year lease on the theatres. New officers of the amusement company are Edward B. Arthur, president, succeeding Thomas L. Farrington; Harry C. Arthur, vice-president, succeeding William T. Nordin, and secretary-treasurer, James H. Arthur, succeeding Fred M. Joseph.

Officers of the Ambassador-Missouri Corporation—the Skouras owning company—are: President George P. Skouras, Vice-President J. W. White, Secretary-Treasurer Clarence M. Turley.

ITO Would Return To State Tax

Delegates to the convention of the Independent Theatre Owners of Ohio at Columbus Tuesday went on record as favoring the return of the state's three per cent admission tax against the present system which allows municipal taxing and may seek to be included in a lower two per cent gross receipts tax which the state is said to be contemplating.

The ITO reelected Martin Smith and all other officers excepting the vice-president where a new-comer, Henry Greenberger, was selected, and took the following action:

Decided to seek legal counsel to determine whether National Screen Service was a monopoly; favored a cryptic ticket numbering system now opposed by the Treasury.

Too Expensive

The convention heard Indiana Allied President Trueman Reumbusch declare that Paramount's on-film television system was too expensive for the average budget. National Allied President William Ainsworth pointed to the expansion of the organization. General Counsel Abram F. Myers, commenting on the American Society of Composers, Authors and Publishers Minneapolis decision asked exhibitors to "get on their toes" to achieve unity, declaring that stability in the industry can only be founded on law.

Caravan Move Westward Confirmed by Allied

National Allied will definitely move its Caravan operation to Indianapolis, Philadelphia sources confirmed this week after a meeting of the Caravan Committee.

Under the new set-up, intended to move the Caravan to a geographical point closer to the center of the United States, Trueman T. Rembusch, president, and William A. Carroll, executive secretary of Allied's Associated Theatre Owners of Indiana, will probably take over.

They Got to Eat

Food costs are the greatest cause for the slump in the entertainment world Producer Sam Goldwyn declared in Salt Lake City this week on his way to Sun Valley, Idaho. Goldwyn further said on possible television competition that "People are going to make sure it's a good picture before they spend their money to see it."

FTC Finds Price Fixing in Tickets

Orders 33 Manufacturers, 6 Associations to Stop

The Federal Trade Commission from Washington this week ordered 33 ticket manufacturers and six trade associations to stop "an unlawful combination to fix prices and eliminate competition" in the manufacture of tickets.

The FCC found that the companies had agreed upon "identical and uniform prices, discounts, surcharges and extra charges" and had adopted methods to check up on one another to prevent price cutting. Another FCC charge was that manufacturers had held meetings to discuss means of eliminating competition within the field.

No estimate was available as to what savings, if any, might result for exhibitors, though the FCC order should mean changes in prices.

Ascap Silent in Second Defeat; Federal Court Rejects Claim

Refuses Damage, Royalty Pleas; Denies Injunction Sought Against Exhibitors

Officials of the American Society of Composers, Authors and Publishers were unavailable for comment this week following their second court defeat—a defeat which, if upheld on appeal, may prove extremely costly and sound the death knell of that organization.

The Ascap upset came in Minneapolis last Saturday when Federal Judge Gunnar H. Nordbye ruled in the so-called "Berger" suit. Judge Nordbye upset all legal precedent by refusing to grant the petition of suing Ascap members for royalties and damages from exhibitors who had allegedly used Ascap music with films in their theatres after refusing to pay public performance fees. He also denied the suing Ascap members injunctive relief against future infringements. The suits were directed by Witmark, Santly-Joy, Harms and Mills against Benjamin Berger of Minneapolis, his various companies and Mrs. Jessie L. Jensen, who operates the White Bear Theatre at Avalon, Wisc.

Parallels Earlier Rule

In many respects Judge Nordbye's ruling paralleled that of Federal Judge Vincent Leibell of New York, who handed Ascap its first defeat when he found it a monopoly in the suit brought against the Society by members of the Independent Theatre Owners of America. Judge Nordbye's case completes the picture, for in his suit, Ascap members were suing exhibitors, while in Judge Leibell's case exhibitors were suing Ascap. Judge Nordbye, however, differed from Judge Leibell who had refused the ITOA members damages or refund of their fees on the ground that they had received value for their money.

Judge Assumes

Judge Nordbye also seemed to base some of his thinking on the assumption that Ascap negotiates both synchronization rights with producers and public performance rights with exhibitors, whereas usually Ascap negotiates only the public performance rights while the synchronization rights are negotiated by the individual copyright holder.

(The immediate result of the Minneapolis ruling was that Berger, who is also president of North Central Allied, was planning a suit to recover fees which exhibitors up to now had paid Ascap. In New York, ITOA Attorney Milton Weisman confirmed the report that he would appeal Judge Leibell's decision which allowed the ITOA members no damages and Weisman no attorney's fees. His appeal would ask for triple damages amounting to $3 million plus $50,000 attorney's fees.)

Judge Nordbye's decision was based on his opinion that Ascap is a monopoly which 1) could secure advantages far greater than the individual copyright holder could, 2) that it

(*Continued on Page* 11)

Ascap Problem Heads Discussions To Be Held at TOA Convention

By BILL SPECHT (News Editor)

Problems arising from the present confused status of the American Society of Composers, Authors and Publishers will hold an important place in the discussions of the Theatre Owners of America's convention Sept. 24-25 at the Hotel Drake in Chicago.

This was learned Thursday as reliable sources declared that the Ascap matter and what course should be pursued with regard to the composers' organization would receive full discussion. Up to now, TOA, which pioneered a compromise agreement with Ascap over rate increases, has tended to live up to this agreement, but federal court decisions in New York and Minneapolis finding Ascap a monopoly, have raised some doubts as to the legality of such agreements.

Questions

Among the Ascap questions to be discussed will be: 1) What happens in view of the court rulings to the present portfolio of Ascap music? 2) Can an exhibitor use it as part of the films he presents without paying a public performance royalty? 3) Can the individual composer or publisher assert rights and collect for them?

What concerns TOA reportedly is that both decisions finding Ascap a monopoly are subject to appeal. If the lower courts should be reversed, exhibitors may be faced with other problems.

Deal With Composers

Further, TOA is said to wonder whether producers will undertake to negotiate with individual composers at present to clear public performance rights on pictures which are now in circulation thereby removing the uncertainty which is still felt in some exhibitor circles.

Usually well-informed sources declared that TOA, following a policy of cooperating with

(*Continued on Page* 11)

Consent Decree Appears Doomed; Gov't Maintains Divorce Stand

Hope that settlement of the U.S. anti-trust suit against the eight major distributors would be achieved by a consent decree seemed doomed this week as a Department of Justice spokesman reaffirmed a stand previously taken and declared that a decree which did not embody complete theatre divorcement would not be acceptable to the Government.

The spokesman's statement came after the Society of Independent Motion Picture Producers had telegraphed Attorney General Tom Clark its protest against a consent decree settlement.

Willing to Talk

"We have always been willing to talk a consent decree," the Department spokesman said. "The rub is that we insist that any decree will have to be on terms we find acceptable—and it has long been the position of the Department that nothing short of divorcement is acceptable."

(Later, however, when a reporter for SHOWMEN'S TRADE REVIEW reached Attorney General Clark and asked him if the Department had changed its view and would not settle under any conditions excepting those achieving divorce, the Attorney General did not comment.)

Reportedly the theatre-owning defendants—Paramount, 20th-Fox, RKO, Warner Bros.—would seek a consent decree if they could keep their theatres.

In its protest to such a settlement, SIMMP wired Clark:

"We are informed that negotiations are in progress whereby the major motion picture defendants in the anti-trust case . . . who have been found guilty by the federal court and the U.S. Supreme court of long-continued violations of the law are now attempting to avoid the full effect of the decision of the Supreme Court by procuring the government's agreement to a so-called 'consent decree.' The members of the Society of Independent Motion Picture Producers unanimously protest any such agreement."

Evil Beats Racket

The force of evil beat the numbers racket this week, Enterprise announced from Hollywood, conceding that it had thrown in the towel in its battle with the Production Code Administration of the Motion Picture Association of America, over the title of one of its features, "The Numbers Racket." The Johnston office blushed at the word "racket," refusing its approval, so Enterprise retitled the film "Force of Evil."

20th-Fox Offers 32 Features, 54 Shorts, For 1948-49

Smith Sets Release Dates For 12 Months Ahead At Los Angeles Meeting

Twentieth Century-Fox will offer a release schedule of 32 features, 54 shorts and 104 issues of Movietone News during the next 12 months it was announced at that company's domestic national sales conference in Los Angeles Wednesday.

The schedule, which calls for the release of two or more features a month, is unique, according to General Sales Manager Andy W. Smith, jr., in that it will offer exhibitors definite availability dates for product 12 months in advance. Advertising and publicity material, Smith said, would be made available by Ad and Publicity Director Charles Schlaifer together with information for each picture "in advance to provide every exhibitor with the fullest opportunity to accurately plan presentation of our films."

Availability

The new availability plan will start in November, Smith declared, adding that his company was able to set up such a system "through the extraordinary administration and production skill of Joseph M. Schenck, Darryl F. Zanuck, and their associates at our studio."

In addition to the 32 releases, Smith continued, 20th-Fox will put "The Snake Pit" out as a special in the Spring followed by some release dates. Zanuck's production "The Snows of Kilimanjaro," "Lydia Bailey" and "Unseen Harbor" will also be scheduled for 1949 release.

The 20th-Fox release schedule follows:

September—"Luck of the Irish," "Escape." **October**—"Cry of the City," "Apartment for Peggy" (in Technicolor). **November**—"Road House," "When My Baby Smiles at Me" and Edward Alperson's independent production, (Technicolor), "Belle Starr's Daughter." **December**—"Yellow Sky," "Unfaithfully Yours."

January—"Mr. Belvedere Goes to College," "Canadian Pacific." **February**—"The Fan," "That Wonderful Urge." **March**—"Sand" (Technicolor), "Down to the Sea in Ships," "Come to the Stable."

April—"Affairs of Adelaide," "Chicken Every Sunday," "I'll Never Go There Anymore." **May**—"Letter to Three Wives," "Mother Is a Freshman" (Technicolor), "Inside Scotland Yard." **June**—"Prince of Foxes," "I Was a Male War Bride," "You're My Everything" (Technicolor).

July—"Beyond Five Fathoms," "Canadian Royal Mounted Police." **August**—"Beautiful Blonde from Bashful Bend" (Technicolor), "Cloak of Innocence," "Eire." **September**—"Waltz Into Darkness," "Call Me Mister."

Stars

Smith said that in the line-up would be such stars as Cary Grant, Ann Sheridan, Loretta Young, Lionel Barrymore, Van Johnson, Ida Lupino, Gregory Peck, Ann Sothern, George Sanders, Jessica Tandy, Rudy Vallee, Orson Welles, plus the 20th-Fox contract stars.

Schlaifer declared that over-all campaigns on all productions through February 1949, had been completed and that there would be special promotion folders on 10 features offered in the "Spyros P. Skouras 35th Anniversary Celebration"—a 13-week drive running from Sept. 26-Dec. 25 culminating in the 20th Fox Anniversary week, when an effort will be made to get the company's trademark on the screen of every theatre in the country.

Schlaifer Speedup

Schlaifer's new set-up is geared to keep his department's material abreast with Smith's announced availability plan.

There will be a total of 104 issues of Movietone News and 54 shorts, Short Subject Sales Manager Peter Levathes told the convention. These will consist of 15 Movietones, six of which will be in Technicolor; 20 Terrytoon cartoons plus two reissues, and 13 March of Times.

For the most part the convention was conducted under a new format, consisting of conferences which discussed topics upon which questionnaires had been sent out to those attending before the meeting convened. Open forum discussions were also held. On Friday Smith, Assistant General Sales Manager William Gehring and Schlaifer held special conferences with their staffs.

Hollywood Defender

Dick Pitts, the Charlotte (N. C.) Observer's dramatic critic, has written a series of articles that will soon appear in his daily column defending Hollywood. Pitts studied Hollywood to find out for himself, and as a result of his "findings" he has pepared the articles in rebuttal to the unfavorable criticisms of Hollywood. Pitts is answering in particular the stories of "What's Wrong With Hollywood," and his daily column in the series will be headed "What's Right With Hollywood."

No 'Twist' Kicks At Toronto Opening?

No public protests apparently were made as Toronto's new showcase Odeon-Toronto opened with the "western hemisphere premiere" of "Oliver Twist." Toronto newspapers referred to the objections raised against the film in the United States, but seemed to take the line that to soften the character of Fagin would require that the entire picture to be remade.

Calendar

SEPTEMBER

20-23, national convention and sales meeting, Realart Pictures, Warwick Hotel, New York City.

24, annual golf tournament, Variety Club of Philadelphia, Whitemarsh Valley Country Club.

24-25, convention, Theatre Owners of America. Drake Hotel, Chicago.

27, fall midwest meeting, Theatre Owners of America, Jefferson Hotel, St. Louis.

27, annual convention, Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois, Hotel Jefferson. St. Louis.

28-30, joint convention, Theatre Equipment Dealers Protective Ass'n and Theatre Equipment Supply Manufacturers Ass'n, Hotel Jefferson. St. Louis

30, first Ampa meeting of the season, with Gen. Robert A. McClure as guest speaker.

OCTOBER

13-15, annual convention, Independent Theatre Owners of Wisconsin and Upper Michigan, Hotel Schroeder, Milwaukee.

14, testimonial dinner by Kansas City film industry to N. Y. Radio City Music Hall Manager Gus Eyssell, Muehlbach Hotel, Kansas City, Mo.

17, ninth annual dinner dance, Motion Picture Bookers Club, Hotel Commodore, New York.

27-28, annual convention, Kentucky Association of Theatre Owners, Seelbach Hotel, Louisville.

NOVEMBER

1-2, convention, Allied Theatre Owners of Texas, Dallas.

27-28, fall board meeting of National Allied, New Orleans.

29-Dec. 1, annual convention, National Allied, New Orleans.

Without Music

Musical westerns have lost some of their popularity and the regular "he-man" type of western without dulcet strains or singing at the moon are in the ascendancy now, Monogram President Steve Broidy declared in Hollywood this week.

Broidy Increases 1948-49 Releases

Allied Artists to Have 10; Monogram 33, 18 Westerns

Both Allied Artists and Monogram will step up their 1948-49 releasing schedules to record-breaking peaks, President Steve Broidy declared in Hollywood Monday as he announced an overall program of 10 features for Allied Artists and 33 features and 18 westerns for Monogram.

The AA releases last year were six; Monogram's over-all was 42. The westerns on the 1948-49 Monogram schedule will consist of three series of six Johnny Mack Browns, six Jimmy Wakelys with "Cannonball" Taylor and a new group of six with Whip Wilson and Andy Clyde.

The AA releases will consist of "The Babe Ruth Story," "The Dude Goes West," "16 Fathoms Deep," "Last of the Badmen," "Strike It Rich," "My Brother Jonathan"—all completed and some in pre-release—as well as "Red Light" partly completed and the following to be produced—"Gun Crazy," "Stampede," "Bad Boy," "When a Man's a Man," and some untitled features.

Broidy declared that the Allied Artists increase was due to the success of "The Babe Ruth Story" and others as well as the fact that other producers were said to be cutting schedule. The Monogram increase is to meet the demand of exhibitors for "second pictures," he added.

Realart Holds Sales Meet In Gotham Sept. 20-23

Realart Pictures will celebrate its first anniversary as a firm of reissue distributors with a national sales convention at the Hotel Warwick, New York, Sept. 20-23, President Paul Broder announced Wednesday. Vice-President and General Sales Manager Budd Rogers will preside at the meeting.

Elect Shuford

Paramount Advertising Manager Stanley Shuford has been unanimously elected chairman of the Motion Picture Association of America's advertising and publicity directors' committee, succeeding Maurice Bergman, Universal-International ad and publicity director.

16-mm. Study Prices

Representation of the 16-mm. division of Astor Pictures, Post Pictures, Commonwealth and Pictorial met at the Hotel Astor in New York Tuesday to discuss the validity of present minimum rentals which are part of their licensing agreement with libraries and the possibility of strict enforcement.

The 16-mm. men, who consider minimum renta'ls a necessity and decided to hold monthly meetings on the subject. United World did not participate for fear the meeting might be considered in restraint of trade.



WHAT EVERY WOMAN WANTS TO SEE



Arnold Moss
plays the Colonel





In the tradition

WHAT



Luther Adler
plays Dancaire

Rita HAYWOR



Victor Jory
plays Garcia

The Loves



Ron Randell
plays Andres

WITH

RON RANDELL · VICTOR JORY · LUTHER ADLER

Screenplay by Helen Deutsch · Based upon the

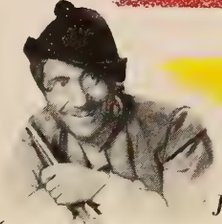
Directed and Produced by



Margaret Wycherly
plays the Old Crone



Bernard Nedell
plays Pablo



Joseph Buloff

NOT THE

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of the greatest pictures...Columbia Pictures presents

EVERY WOMAN WANTS TO SEE...

Glenn TH ★ FORD

of Carmen

Arnold Moss · Joseph Buloff · Margaret Wycherly

story of "Carmen" by Prosper Merimee

CHARLES VIDOR

COLOR BY

TECHNICOLOR

OPERA

OF THE STORY OF CARMEN



Everybody loves The Loves of Carmen!

THE COLUMNISTS

"Hayworth is Toreadorable." —**WALTER WINCHELL**

"Rita has never given such a performance." —**LOUELLA PARSONS**

"Rita is wildcat, gypsy, dancer and beauty all rolled into one feminine package. Best 'Carmen' ever on screen." —**HEDDA HOPPER**

"Hayworth is greatest Carmen of them all. Wow!" —**ERSKINE JOHNSON**

"Male members of audience wound up in completely dazed condition." —**SHEILA GRAHAM**

"Projects what makes wolves howl." —**LOUIS SOBOL**

THE TRADE PAPERS

"Reunited for first time since GILDA, Hayworth and Ford emerge again a pair of lovers whose impact at box-office should be foregone conclusion." —**M. P. DAILY**

"Bold, lusty. Hayworth's best. Profits should hit upper brackets." —**VARIETY**

"Hayworth's portrayal is easily most inflammable of lot. Action abounds in passionate embraces, violent fights, offhanded murders." —**M. P. HERALD**

"Has names and angles to get the dough." —**THE EXHIBITOR**

"Looks like a potential box-office record smasher." —**SHOWMEN'S T. R.**

"Picture is assured long and prosperous exhibition career." —**BOXOFFICE**

THE NEWSPAPERS

"Rita bewitching! Best performance she has ever given." —**N. Y. DAILY NEWS**

"Stormy movie, full of banditry, chases, fights and exceedingly ardent love-making." —**N. Y. WORLD-TELEGRAM**

"Rita is terrific . . . irresistible. Glenn Ford is excellent . . . It will smash records." —**N. Y. DAILY MIRROR**

"Spectacular . . . Columbia has not stinted with its production." —**N. Y. HERALD TRIBUNE**

"Hayworth's best to date. Lusty, colorful entertainment, full of ridin', fightin' and shootin'." —**N. Y. JOURNAL-AMERICAN**

"Certainly going to pour plenty of cash into box-offices." —**N. Y. POST**

Everybody loves The Loves of Carmen!

TOA to Discuss Ascap Problems

(Continued from Page 9)

Ascap within legal limits, might seek to get the composers' organization to declare some moratorium on any possible punitive action its composers might be able to take against exhibitors, pending the clarification of the legal issues involved.

The second most important subject for discussion is regarded by TOA, according to informed circles, as television. Whether theatres have taken the aggressive stand they should to have a foothold in this field is expected to be one phase discussed. Another is the impact television may be anticipated to have on the motion-picture-going habits of the public. Also what type of motion picture product will be available to video and the old question of whether producers who produce for theatres should also produce for television, will probably arise. (On the question of producers and whether they should produce for both mediums, one prominent TOA member has remarked that while exhibitors may raise a well-taken point here, the producers can be counted on doing what they want to do if there is a profit in television production.)

Public Relations

Public relations will also hold an important spot. One question to be determined by the convention will be whether TOA should continue some of its public relations services it has maintained during the past year. During this period it is estimated that TOA paid out between $60,000 and $80,000 on its public relations program, which embraced a wide front of diversified activities, including payment for a short on the "Youth Month" campaign.

This subject will probably be considered in connection with the report of the Budget and Finance Committee. At present TOA has been financing its activities with a single assessment. This assessment was a tax of 10-cents a seat on each theatre seat controlled by its members and was based on the arbitrary figure of 4,000,000 seats. At the time this collection was made it was hoped it would last for a two-year operating period, but indications at the moment are that it may not. That is why the public relations program may be considered in connection with budget as well as its overall results.

Other subjects reported on the discussion program are:

Sixteen millimeter—TOA headquarters regards this situation as improving but acknowledges that this optimistic viewpoint is based largely on lack of complaints filed by its members and not on concrete evidence.

Taxation—A resolution against the 20 per cent federal tax is expected to be passed. Discussion on the state tax situation is also scheduled.

Drive-Ins

Drive-ins—A discussion on this subject, especially on the question of whether a regular theatre owner should enter the drive-in field for protection, is also scheduled.

Distributor-Exhibitor Relations—A committee possibly will be appointed which would attempt to work up a system with distributors for a joint committee, probably a precursor to the much-discussed forum. Problem of exhibitor and distributor collaboration on any plan of arbitration which might come up is also expected to be discussed.

Campaigns—TOA will discuss its to-date-unsuccessful plan of establishing one theatre collection a year for all charities.

Public Service Films—TOA will probably follow its policy to date on such subjects, which is to review and recommend such films.

While some tempest in a teapot is expected over the question of army posts playing pictures ahead of the theatres in the nearby towns, little hope of eliminating this is expected by the TOA chiefs. The point is that with the draft on again both the Army and the Navy have a good argument and to oppose it might be bad public relations.

Behavior Pledges

A new method of encouraging good behavior on the part of student patrons is being tried out by Chet Miller, Fox Intermountain Theatres manager at Sterling, Colo., according to a Denver report. Miller requires all purchasers of student tickets to sign a "good behavior pledge" and these pledges are posted, together with a heading, "Remember Your Pledge," in the lobby in a spot where everyone entering the theatre may see it.

Ladies' Program Laid Out for TOA Meet

Entertainment programs for the ladies attending the Theatre Owners of America convention in Chicago Sept. 24-25 will include a fashion-luncheon at Marshall Field's on Sept. 24 and a sightseeing tour of Chicago with a luncheon at the Edgewater Beach on Sept. 24, it was announced this week. Open house will also be maintained at the Variety Club during the convention.

The Women's Entertainment Committee consists of Mrs. John Balaban, chairman, Mrs. James E. Coston, Mrs. George Kerasotes, Mrs. Morris G. Leonard and Mrs. Edward Zorn.

Will Seek Repeal Of St. Louis Tax

St. Louis exhibitors gained some measure of hope in theatre admission tax matters as Alderman Herman Novack, Republican, announced that he would introduce bills to repeal the five per cent admission tax. Novack said, however, he would not move until the newly-enacted earnings tax was upheld by the courts.

Six Majors File Percentage Suits

Paramount, 20th Century-Fox, Warner Bros., RKO, United Artists and Universal Monday filed separate suits alleging percentage frauds in the federal court at Asheville, N. C., against C. V. Davis, W. I. Davis, Elsie B. House and the Marion Amusement Company. Theatres involved are the Mimosa and Alva at Morgantown, N. C.; the Marion and Oasis in Marion.

Don't Pay, PCCITO Advises Members

Trustees of the Pacific Coast Conference of Independent Theatre Owners, with the ratification of their units, this week adopted a recommendation made by Counsel Robert Graham to inform members to cease Ascap negotiations.

The recommendation, made at the current trustee meeting in Hollywood, indicated that the PCCITO would fight if Ascap went to court.

Ascap Handed Second Defeat

(Continued from Page 9)

was in effect a monopoly which existed to extend its monopoly beyond the rights granted copyright holders under the law.

The Judge emphasized the monopoly power inherent in Ascap, declaring at one point that the organization had "obtained a potential economical advantage which far exceeds that enjoyed by one copyright owner" and that Ascap "by a refusal to license or by imposition of an exorbitant license fee, can sound the death knell of every motion picture theatre in America. . . " He made a comparison between the Ascap system and block-booking, which had previously been noted by Judge Leibell and, again, as noted by Judge Leibell, pointed to the clause in producers' licensing agreement with exhibitors requiring them to procure an Ascap license.

Judge Rules

Judge Nordbye said in part as he decided:

"In other words, plaintiffs and their associates, have, through Ascap, the combined and potential power to deny any theatre owner the right to carry on his business because, without the right to exhibit films containing Ascap music, no theatre owner would be able to stay in business.

"It is therefore defendants' contention that all these facts and circumstances undeniably establish that plaintiffs have extended their copyrights by their methods of doing business and that such practices give to them through Ascap an economic advantage and economic control beyond that granted to each of them by the copyright law. . . ."

"At the outset," the Judge continued, "It may be assumed that a copyright owner of music may have the right to license the recording of his composition on a film and also the exclusive right to license the performance of the synchronized composition publicly for profit. It would seem that these rights are separate and independent rights under the copyright law. . . .

"And because of the claimed right to split the licensing of the recording rights and performance rights, plaintiffs urge that the asserted extension of their copyright is merely the copyright monopoly which has inured to them because of the advancement in the motion picture industry which has inaugurated sound films and. . . .

"It is pointed out that any individual copyright owner of music necessarily obtains a potential control over motion picture films if a producer decides to use his music in a sound film; that is, no motion picture exhibitor can exhibit any films containing copyrighted music unless he pays tribute by way of a license fee to every copyright owner of music. Thus it is argued that the potential power of the copyright owner over the copyrighted films . . . is the result of the monopoly granted by the copyright law and is thrust upon the copyright owner by reason of the mechanical arts and technique employed in the production of sound pictures.

"But if it be assumed that the act of an individual copyright owner in granting an individual recording license of his copyrighted music to the motion picture producer and by the granting of performance rights to the motion picture exhibitors does not unlawfully extend his copyright monopoly, that situation is not that which the record presents.

"Here the plaintiffs and their associates have wittingly or unwittingly adopted a method and plan of licensing the recording for public performance of their copyrighted music the motion picture field which has bestowed upon them a monopoly of some 80 per cent of all the music recorded in motion picture films.

"By placing the control of performance rights for motion pictures in a Society maintained by them they have obtained a potential economical advantage which far exceeds that enjoyed by one copyright owner. The power, although it may be argued it has been benevolently exercised in the past, nevertheless fully exists. Through Ascap these plaintiffs and their associates, by a refusal to license or by the imposition of an exorbitant license fee, can sound the death knell of every motion picture theatre in America. . . .

"Free competition among the members of Ascap to license individually their music is effectively curbed, if not completely obliterated, by the scheme of operation which the members of Ascap have adopted. . . .

"Equitable relief," the Judge concluded in refusing injunctive relief, "is prayed for to restrain the defendants from future threatened violation of plaintiffs' copyrights, as well as damage for infringement. Public interest transcends the plaintiffs' right under their copyrights and where the granting of relief sought would serve to continue the unlawful practices here condemned, it should be withheld. One who unlawfully exceeds his copyright monopoly and violates the anti-trust laws is not outside the pale of the law, but when the court's aid is requested, as noted herein, the granting there would tend to serve the plaintiffs in their plan and scheme with other members of Ascap to extend their copyright in a monopolistic control beyond their proper scope, it should be denied."

Variety Clubs Hold Mid-Year Meet; Will Honor Marshall

Members and leaders of the Variety Clubs International had gathered in Washington, D. C., this Thursday for a series of organization events which will be climaxed Saturday night with the Humanitarian Award banquet at the Hotel Statler.

The events got off Thursday with a meeting on the Father Flanagan memorial and the mid-year conference of the Variety Clubs, Carter Barron and Nate Golden, committee chairman of the Washington Tent, announced. Other events scheduled were a dinner tendered International Chief Barker R. J. O'Donnell by Richard C. Fowler Thursday and a discussion of the problems facing the Will Rogers Memorial Hospital at Saranac Lake, which was scheduled for Friday.

Toppers There

Among the industry top figures scheduled to attend the meeting and the banquet were:

Barney Balaban, Spyros Skouras, George Skouras, William White, Leonard Goldenson, Charles Reagan, William Rodgers, Abe Montague, Bob Mochrie, Ben Kalmenson, Ned Depinet, Nate Blumberg, Abel Green, Jack Alicoate, George F. Dembow, Herman Robbins, Si Fabian, Tom Connors, Jay Emanuel, George Schaefer, William Heineman, James Grainger, Max Cohen, Barret McCormick, J. Robert Rubin, Joe Bernhard, Sam Shain, Ned Shugrue, Dan Michalove, Andy Smith, Eric Johnston, Martin Quigley, Bob Gillham, Arthur Mayer, Dave Palfreyman, Fred Schwartz, Gael Sullivan, Earle Sweigert and Max Youngstein.

Variety Club delegates and tent representatives are as follows: Pittsburgh, R. Clifton Daniel; Cincinnati, Allan Moritz; Detroit, Arthur Robinson; Buffalo, Dewey Michaels; Albany, Neil Hellman and Harry Lamont; Indianapolis, Sam Switow; Washington, Nate Golden; Minneapolis, William Elson; Philadelphia, Alfred Davis; Omaha, M. G. Rogers; Dallas, William O'Donnell; Dayton, Roy E. Wells; Memphis, Herbert Kohn; Atlanta, Bill Jenkins; Boston, Murray Weiss; Charlotte, J. H. Dillon; Los Angeles, W. H. Lollier; Chicago, Jack Rose; Grand Rapids, Herbert Boshoven; Toronto, J. J. Fitzgibbons; Mexico City, Luis Montes; Toledo, Jack E. Lykes; New Haven, Barney Pitkin; San Francisco, Jimmie O'Neal; Miami, George Hoover; Houston, J. P. Goodwin.

International Officers will include: R. J. O'Donnell, John H. Harris, Marc Wolf, Jack Beresin, Chick Lewis, Jimmie Balmer, Col. William McCraw and A. K. Rowswell, who is chairman of the Humanitarian Award Committee. Other members of the International Board will include Irving Mack, Chicago; H. H. Everett, Charlotte; and Dave Bershon, Los Angeles.

tion by the committeemen include a complete western rodeo at Pleasanton Camp Grounds and a surprise spectacle event to be held in San Francisco's famous Opera House.

Working with Harvey on the executive committee are Abe Blumenfeld, chief barker and circuit owner; H. I. Tegtmeier, B. F. Shearer Co. executive; J. D. Marpole, National Screen's local head, and Roy Cooper, film buyer, Golden State Circuit.

Special details will be handled through the following committees:

Registration—Ben Levin, General Theatrical Co.; Transportation—Ted Galanter, MGM publicist; Radio—Les Malloy and Wm. Baldwin, local station representatives; Arrangements—Guy Cherney, entertainer; Publicity—Charles Shutt, manager, Telenews; Greeters—Ralph Ryan, Theatrical Electrical, and Nate Blumenfeld, circuitowner; Trouble Shooter—Walter Chenoweth, manager, Alexandria; Heart Fund Exhibits—Neal East, branch manager, Paramount; Feature Nite—Jay Golden, RKO executive, and Ellis Levey, owner, Telenews; Scrap Book—Gale Santocomo, theatrical decorator; Ladies—Sylvia Levin, General Theatrical Co.; Journal—Irving M. Levin, divisional director, S.F. Theatres, Inc.; Decorating—R. A. Ekles and William David, Vogue Decorating Studios; VIP's—Abe Blumenfeld, circuit owner, and James O'Neal, theatre concessions; Hotels—Clifton Reynolds, local hotel representative; Entertainment—Kenneth Dailey and John Dahlinger; '49 Camp Rodeo—J. Harvey and R. W. Harvey, Harvey Amusement Co.; Printing—Matty Mateo, printer; Games—Sam Sobel, Film Classics head, and Joe Blumenfeld, circuit owner; Finance—Roy Cooper; Gifts—Leslie Jacobs, theatre broker, and Information—Dorothy Haley, president, Film Girls Colony.

'49-er Theme to Greet Variety '49 Convention

California's traditional '49-niner will be the theme-character welcoming Variety members to San Francisco next May when delegates gather for the annual International Variety Club Convention, according to Rotus Harvey, general chairman of sponsoring Tent 32's executive committee.

Plans were launched last week at a gathering of more than 100 northern California Variety members when committee heads were selected and program schedules decided for the convention. Use of the '49er prospector as symbol for the show business conclave was announced.

Vast entertainment schedules under preparation by the committeemen include a complete western rodeo at Pleasanton Camp Grounds and a surprise spectacle event to be held in San Francisco's famous Opera House.

Fireworks!

St. Louis drive-ins "Battles for the Babies" entered a new phase Labor Day when the Manchester Road Drive-in near that city came out with a special fireworks display for the occasion. Prior to that Ronnie's Drive-in and the 66-Park drive-in had been offering free pony rides for the kids.

Mich.-Wis. Allied to Meet Oct. 13-15 in Milwaukee

Theatre divorcement and the current situation involving the American Society of Composers, Authors and Publishers, were scheduled to be the principal topics before the annual convention of the Independent Theatre Owners of Wisconsin and Upper Michigan (Allied) when they meet at the Hotel Schroeder in Milwaukee, Oct. 13-15, Convention Chairman Arnold Brumm said this week.

Brumm also announced the following committee and committee chairmen appointees:

Wiliam L. Ainsworth, ITO of Wisconsin and Upper Michigan, president, who also functions as National Allied president, is Ex-officio member of all committees; Arnold Brumm, North Milwaukee, is convention chairman; Harold Pearson, Schofield, Wis., and Harry Perlewitz, Milwaukee, co-chairmen; Ervin Clumb, chairman, publicity committee, with publicity committeemen, Harold Pearson, George Panka and James Ganagan.

Functioning on various convention committees are: Entertainment—Charles Trampe, chairman, Wm. L. Ainsworth, C. W. Kramer; Program—Sig Goldberg, chairman, William L. Ainsworth, Harry Perlewitz, John P. Adler, F. J. McWilliams; Decoration—Oliver Trampe, chairman, Ray Trampe, Larry Kelly; Reservations—Harry Perlewitz, chairman, Harold Pearson; Convention Book and Displays—C. W. Kraemer, chairman, A. Provinzano; Registration—Edw. Johnson, chairman, Wm. Pierce; Sergeants-At-Arms—L. V. Bergtold, Floyd Albert; Reception—F. J. McWilliams, chairman, Eric Brown, Mark Morgan, Arnold Brumm, Charles Trampe, William L. Ainsworth, C. W. Kraemer, Sig Goldberg, John P. Adler, George Panka, Helen Hanke; Ticket—Harold Pearson, chairman, Charles W. Trampe, F. J. McWilliams, George Panka, Mark Morgan, Russ Leddy, Howard Greason, Edward Johnson, William Pierce, L. Husten, Harry Perlewitz, Helen Hanke, Fred Krueger, L. Kelly; Ladies' Committee—Helen Hanke, chairman, Abbie Silliman, Evelyn Gutenberg, Henrietta Eckhardt, Donna Borchert, Lucile Fowler, Mrs. John P. Adler, Florence Brumm, Ellen Kramer, Rita Goldberg, Ruth Brown, Ann Morgan, Dolla Langheinrich, Mrs. George Panka.

Golden Buys Book on Russia

Edward Golden has bought screen rights to "As We See Russia," a compendium of articles on the U.S.S.R. by 25 foreign correspondents who served "behind the iron curtain." Golden, in a brief address, said the picture would be produced this year.

Lower Rentals Tax

The 11 per cent Vancouver, B. C., tax rate on rentals has been lowered to nine per cent, the former rate having met with vigorous opposition. Cutting the rate to nine per cent will mean a big saving to the two major circuits, Famous Players Canadian and Odeon Theatres of Canada, which operate 33 theatres in Vancouver City.

Companies Firm On Red Affidavits

Both the Screen Office and Professional Employes Guild and the Screen Publicists Guild were running against a wall of firm opposition on the part of major film exchanges this week over renewing any home office contracts until the local units, members of the CIO, comply with the Taft-Hartley Act provisions requiring filing of affidavits declaring that their officers are not Communists.

Contract for the publicists which cover all home offices, expires Sept. 26. Contract for the Screen Office Employes, which covers all home offices but Universal and Warner Bros., expires Sept. 27.

Both unions have refused to comply with the non-Communist affidavit and the Screen Office Employes advised the majors:

". . . we regard your letters as an interference in our American and democratic right to decide our own affairs in our own organization. SOPEG membership democratically voted over three to one against complying with the voluntary provisions of the Taft-Hartley Act."

The majors have taken the position that they are complying with the law, so advising their employes, who in one or two instances, have called upon executives in a body during working hours.

Strike?

Street talk that both unions would resort to a strike after their contracts have expired or would consider that the companies would lock them out, was scoffed at in at least one official source, where a Publicists' spokesman said that there was no reason why work should not continue. He pointed out that the publicists had not taken a strike vote and that until the membership so acted, a strike was unlikely. He also declared that if SOPEG took such action, it would undoubtedly advise the Publicists and pointed out that the latter body had worked without contracts before during 1941 while negotiating the first contract which was signed in 1942.

AFM, Independents Reach Studio Music Pact

The Society of Independent Motion Picture Producers, the Independent Motion Picture Producers Association and Eagle Lion this week reached an agreement with the American Federation of Musicians for one year, calling for unchanged scales and minimum number of men. It is for one year retroactive to Sept. 1, 1948.

Profitable but Messy

Theatres of Vancouver, B. C., are finding their new line of chocolate-covered ice cream bars profitable, but messy from a cleanliness point of view. Floors and seats, especially, are littered and stained, while many patrons have complained of ruined clothes.

Selling the Picture

News and Ideas Concerning Profitable Advertising, Publicity and Exploitation

I.M.P.S. Member Report

'Do Something For Every Show' Exploitation Code

I.M.P.S. Memember A. M. Sullivan, Jr., Lucas Theatre, Savannah, Ga., practices that golden rule of showmanship: Do Something Different If Possible, But Do Something for Every Picture.

Sullivan, whose ambition is to be an exploitation manager, apparently has developed all avenues of approach to potent exploitation by cultivation of the cooperative spirit on the part of merchants and newspapers in Savannah. This is a conclusion based on examples of campaigns recently used with a wide variety of feature subjects. It appears to be a very important factor in the way he injected variety into his recent campaigns.

Some of the activities connected with Sullivan's campaigns follow:

For "Mr. Blandings Builds His Dream House," there was a double truck in the Savannah Evening Press. Twelve local concerns paid for the space on the left-hand page which gave top display billing to the title in a layout featuring the design of a house above which were closeups of Cary Grant and Myrna Loy. The right-hand page carried the playdates and names of the Lucas and Victory Theatres, with four one-quarter page spaces, one of which was paid for by the theatres. A window display of G.E. electrical appliances with blue prints of the "Blandings House" and billing for the picture combined with a lobby display of G.E. refrigerator, stove, and deep freeze box to further the interests of both the picture and the cooperating merchant. (The dealer is said to have booked 25 orders for electric boxes as a result of the tieup.)

In selling "Sitting Pretty" to Savannah, Sullivan used ballyhoo and merchant cooperation

(*Continued on Page* 14)

I.M.P.S. Member Report

Puts Didy Twist on Paper Napkins for Novelty Idea

G. G. WALLER, manager of the Prairie Theatre, in Sun Prairie, Wisconsin, thought up a novel throwaway for exploiting "Sitting Pretty." Deciding to play up the timely angle of the difficulty of getting baby-sitters, he promoted 1,000 paper napkins and safety pins from the local Dime Store. These his own theatre employes folded in the shape of a diaper, with a small safety pin holding each one. Cooperative copy advertised the store on the back and his blurb inside read: "Are you Having Trouble getting Baby-Sitters? For a solution to your problem and for a wonderful time, see 'Sitting Pretty' at the Prairie Theatre."

For only the price of printing he was able to distribute these all over town—and especially in the cars parked outside of schools for commencement exercises.

Because the throw-away was a gag in the tone of the picture, it was remembered, chuckles were anticipated and the box-office got the benefit of a lot of good-humored word-of-mouth advertising to boot.

Maybe You Can Help Him Out

Manager Sam W. Lawrie who operates the Gem Theatre at Fairview, Alberta, Canada, writes that he has a problem in keeping fast-thinking patrons from making for the exits as soon as they guess the end of a feature film. This exodus naturally annoys the others who want to sit through the clinch.

Mr. Lawrie wonders whether other I.M.P.S. members are having this problem and how they are meeting it.

I.M.P.S. Clinic

Outlines for 'New Season' Drives

(*Adding to the roundup of I.M.P.S. experience in staging campaigns to build attendance during the fall and winter, is the following comment on general outlines of exploitation practiced at theatres in various classifications and areas around the country. This concludes general discussion of the subject of Fall Campaigns in the I.M.P.S. Clinic.*)

REED WHATLEY, Showboat and Ora, Freeport, Texas: "Back to School and Hit Parade Week" forms the theme of our new season opening campaign. A local shop presents a style show on one night during the week, and from one to four merchants sponsor a free kiddie show on Saturday morning with free souvenirs for the youngsters attending. Newspaper advertising is increased 100 per cent and slogan is featured in all such ads, as well as in programs. Screen trailers are used, but since our weekly newspapers aren't too active in affairs of this sort there is little publicity from that direction. We feature our service as an institutional angle.

WALTER L. MORRIS, Pike and Lee Theatres, Knoxville, Tenn.: "Greater Movie Season" or "Harvest of Hits" campaigns are used with the theatres themselves carrying the bulk of the ballyhoo for the event. Local papers are tight on publicity and our merchant cooperation annually concentrates on the Christmas and New Year's campaigns for goodwill greetings. Special trailers, slogan in newspaper ads—space is not increased—and efforts to interest students (university is nearby) in special class films are main elements developed in the campaign.

GUY B. AMIS, Princess, Lexington, Tenn.: "Fall Festival of Hits" campaign is regularly used. For this there is a 50 per cent increase in newspaper space, special trailers and heralds, and sometimes I use a personalized trailer billing the titles of special pictures booked for future showing. We get a newspaper publicity break; the editor and publisher of the paper is my friend. The campaign is directed at all classes.

W. BYRON JONES, JR., Cameo, Bristol, Va.: Schools and colleges (we have two girl colleges and one co-ed) are the main objective of new season campaigns here. We have a "coming" attraction board on which we list about 10 forthcoming features. The local department store and the schools go along on the special kiddie shows featuring pictures from the Children's Film Library.

HOWARD FEIGLEY, Rivoli, Toledo, Ohio: "Greater Movie Season" is exploited for appeal to the general public rather than any group or class. It is a theatre effort with special trailers and Filmack trailerettes used as the main item of selling. No extra newspaper budget is set up.

RAY SCHMIDT, Community Theatre, Tuckerton, N. J.: We put on an annual "Fall Roundup" campaign, using trailers, increased newspaper space—in which the slogan is used—and making the approach mainly to high school students; for they are the near-future adult patrons. Safety is stressed as an institutional factor.

Next Week!

SECOND ROLL CALL I.M.P.S. MEMBERS

Listing names and addresses of theatremen whose applications have been filed between the period July 29 and September 15. (First Roll Call, published July 31, listed members as of July 28.)

I.M.P.S. Members are Showmen of Distinction

I.M.P.S. Member Report

Merchant Give-Aways Spur Kiddie Attendance

SAM HEBSCHER, Savoy Theatre, Ontario, has found children's matinees a well-paying effort, particularly if the shows can be tied up with merchants for giveaways. One of his recent matinees brought a big turnout for the 1,000 "scribblers" supplied by a local book store at no cost to the Savoy. At a later date a tieup resulted in distribution of 500 sundaes, free, to that many youthful patrons.

There's an interesting and shrewd angle to Hebscher's handling of this distribution of the confection supplied by an ice cream and a flavor manufacturer. "In order not to interfere with our candy sales," he reports, "and to make sure the first 500 to come actually received the sundaes (for that was the promise) we distributed the sundaes as the children left the theatre. How did we know who the first 500 were? Well, the sundae is made up of a tin of topping (flavor) and an ice cream cup. The first 500 entering the theatre received the tin of topping and the cups of ice cream were handed only to those possessing the tins as the children filed out."

2-Day Campaign Effort Sends 'Urubu' Business Soaring at 4 L. A. Theatres

The success of "Urubu" in its first showings at the four Music Halls in Los Angeles was no fluke. Despite the fact that the jungle film was booked into the theatres on only two days' notice, public response was only slightly less than terrific. Backed by an all-out exploitation campaign which utilized all the natural fearsome phenomena predominant in the film, the United Artists offering did so well that a second week was necessary at all four theatres.

The importance to exhibitors of this exploitation campaign cannot be minimized. It proves conclusively that, given the right merchandise, any showman worthy of the name can augment his grosses. It proves, too, that no time-consuming publicity and exploitation campaign is absolutely necessary to attain saturation penetration in any particular area.

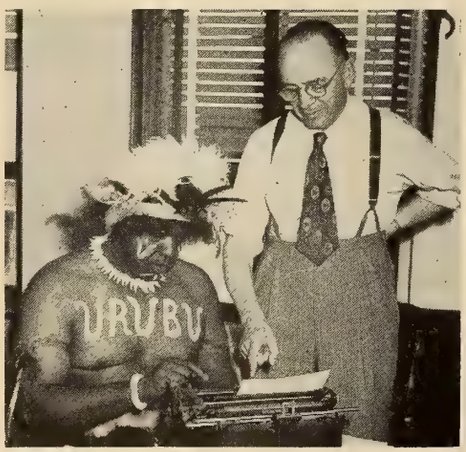
When George Breakston and Yorke Coplen who, with Philip Krasne, co-produced the film, were notified that their picture was to go into the Music Halls on only two days' notice, they rolled up their sleeves and went to work. Together with the theatres' manager, Cliff Giessman, the two enterprising entrepreneurs who directed, photographed and starred in the film as well as produced it, emblazoned the entire marquee and theatre lobby with scenes of heroic proportions from the film. Next, a 6 foot 5 inch 310 lb. native was hired to get the "Urubu" message across to the public. Dressed in the traditional garb of the Matto Grosso Indian, this man mountain proved an entire exploitation campaign in himself. Visiting newspaper, radio and magazine editors he grabbed off more valuable space than any two publicity agents could dare dream was possible. The total result, if measured in newspaper linage and radio breaks would have done justice to any "A" production from a major company.

The resultant payoff in box-office receipts was and is the best answer for greater exploitation efforts.









NATIVE IS EXPLOITATION CAMPAIGN IN HIMSELF. Working with Cliff Giessman, manager of the four Music Halls in Los Angeles, George Breakston and Yorke Coplen who, with Philip Krasne, co-produced "Urubu," hired a six-foot five, 310-pound native to get across the Urubu message in the campaign for the first showings of the film at the four theatres. The ballyhoo man was an exploitation campaign in himself as he (top photo) entertained local children in his tour of the city, visited the famous Brown Derby (second photo from top) where he was surrounded by citizens, took over the typewriter from Los Angeles Times Drama Editor Edwin Schallert (bottom, right), and as he stood in front of the theatres to add realism to the already atmospheric facade displays (bottom, left).

I.M.P.S. Member Report

'Do Something For Every Show' Exploitation Code

(*Continued from Page* 13)

effectively for a store window display of radios and electric fans. The street stunt ballyhooed "Sitting Pretty" as "The Funniest Picture of the Year," with that message conveyed by a sandwich sign across the shoulders of a young man pushing a baby carriage in which another young fellow, clad in night gown and baby cap reclined. The ballyhoo for "Mother Wore Tights" depended upon similar novelty. A girl wearing a diaphanous raincoat over swim togs carried a sign with the billing for the Betty Grable picture.

Special events Sullivan used included a "Spring Festival of Hits," and midnight "horror show" for Halloween. Last year a character wearing a Karloff "monster" makeup, carried a sign about town to acquaint people with the time, place and date well in advance of the event.

Here at Last!

Theatremen bowed from the waist and murmured a prayer or two of thanks this week for Charles Schlaifer and his 20th Century-Fox advertising and publicity department as they received their first copies of an easier-to-handle, easier-to-work-from pressbook. Introduced in connection with "Luck of the Irish," the new selling manual is of legal folder size for convenience in handling and filing. Art treatment is simplified, stories are individualized and separated by guide lines for easy scissoring, exploitation suggestions are cross-indexed and set up as a card file, scene cuts are grouped on a single page, and the ad section is a separate unit in itself. Unlike the former 24-sheet-size pressbooks, this new style can be handled by one person, with no need for assistant handlers.

I.M.P.S. Member Report

Title Keys Campaign For 'A Date With Judy'

ROBERT A. HYNES, manager, Missouri, St. Joseph, Mo., found enough action in the word "date" in "A Date With Judy" to develop a ten-point campaign around that one item. There were three of these points, however, that really did the trick in arousing St. Joseph citizens to action in patronizing the box-office for the engagement of the MGM picture.

The highlights were: safety posters displayed on 400 street and traffic light poles—despite a city ordinance prohibiting any such posting. The rule against posting did not stop Bob Hynes. He made his stunt make authorities like the idea of permitting the posting. This was by the simple device of hooking up the title of the picture with a safety warning. His copy read: "Make a Date With Judy, But Don't Make a Date With Death—Drive Carefully, Walk Safely."

Another stunt that ran the posters a close second was the small card, reading "Dial 4-1225 (the theatre phone number, of course) for 'A Date With Judy'." These were attached to public phones in stores and business places. The third showmanship item was a business booster used on opening day. It consisted of distribution by usherettes at busy street intersections of small envelopes containing a real date—the fruit, you know—and a card reading: "We hope you'll enjoy this date and for a real entertainment date see 'A Date With Judy' now showing at the Missouri Theatre."

Hynes modestly volunteers that all of these stunts were mere variations of ideas he and many others have used several times in the past. But this point adds to rather than detracts from the campaign by which he stirred up enough interest to attract a record crowd to see "A Date With Judy."

Lawyer's Opinions

The opinions of Hartford, Conn., lawyers on the legal patterns followed in Selznick's "The Paradine Case" served as special newspaper breaks for Jim McCarthy, manager of the Strand Theatre, Hartford.—HFD.

Jeffrey Quits Eagle Lion

Arthur Jeffrey has resigned as exploitation manager of Eagle Lion, the company announced this week. No successor has as yet been appointed.

GRIST for the SHOWMANSHIP MILL

A nationwide contest to find the girl in America whose beauty and figure measurements most closely resemble those of the famed Anatolian Venus featured in Universal-International's "One Touch of Venus," is being conducted by Venus Foundations, Inc., one of the nation's leading manufacturers of ladies' undergarments, in conjunction with key city openings of the U-I picture. The girl, who will be selected through local contests conducted in key cities by leading department stores, will be crowned "Miss American Venus," and will receive a $1,000 first prize and a free trip to Hollywood. Local contests are being backed by newspaper advertising and extensive promotions with provision being made by the local exhibitors playing "One Touch of Venus," to participate in the contest. Cities where the local contests are to be conducted include, Cincinnati, Cleveland, Pittsburgh, Philadelphia, Detroit, New York, St. Louis, Minneapolis, Milwaukee, Baltimore, Chicago, Indianapolis, Los Angeles, Atlanta, Portland, Houston, Buffalo, Charlotte, San Antonio, Spokane, Dayton, St. Paul, Toledo, Richmond, Bridgeport, Hartford, Omaha, Davenport, Akron, Knoxville, Little Rock and others.

* * *

Having shown the football feats of the Los Angeles Rams, young amateurs, in his short, "Pigskin Skill," Producer Pete Smith sponsored a football kicking and passing contest held by the Los Angeles *Times,* in conjunction with the Rams, for members of the *Times* Boys Club at Loyola. Alfonso Griego, aged 14, was the kicking champ; his brother Edward won the junior division passing contest. Aside from awarding engraved trophies to the best passer and kicker in the senior division of the Rams, Smith presented the junior champs white official footballs autographed by all MGM stars.

* * *

Al Zimbalist, ad-publicity chief of Film Classics, was in Chicago this week supervising a broad campaign for "Sofia—City of Intrigue," which was to have its midwestern premiere Friday (17) at the B&K Apollo Theatre. Zimbalist worked with Bill Hollander, B&K circuit advertising chief, on expansive newspaper ads and tieups, and arranged a reception for Gene Raymond and Patricia Morison, stars of the picture, who were slated to be on hand for the premiere.

* * *

Columbia's tieup with the Fuller Brush Company, whereby "The Fuller Brush Man" has had the benefit of the manufacturer's cooperation for exploitation in first-run situations, will continue to be made available to exhibitors in the smallest situations, it was announced this week.

* * *

RKO Radio is starting a large scale advertising campaign on "Station West" with the September 25 issue of the *Saturday Evening Post.* This will be followed with full page ads in *Life* and *Look* plus extensive fan magazine coverage. Color Comic sections will also be used in the schedule.

* * *

Victor Volmar, foreign publicity manager for Monogram, arrived in Hollywood over the weekend from his headquarters in New York, for conferences with Louis S. Lifton, publicity director.



'ROPE'-CONSCIOUS. Advance campaign on Warners' release of Alfred Hitchcock's "Rope" began six weeks ahead of playdate at Paramount's St. Francis Theatre, San Francisco. To make every patron "Rope"-conscious, the management has devised small attractive cards, combined with short lengths of sash cord, at very little expense. (The cashier is wearing one.) Note also the larger size on either side of box-office window.

Nat'l Tieups Work for L.A. 'Ruth' Campaign

More than 4,000 displays were set in the Los Angeles area in connection with the opening of Roy Del Ruth's Allied Artists production, "The Babe Ruth Story" at Warners' Hollywood, Downtown and Wiltern theatres.

The Cigar Institute of America distributed 500 posters to distributors; Chesterfield put up 2,500 posters featuring William Bendix; General Electric placed window displays in 90 local music and radio stores; 41 Ford dealers in the southern California area prominently displayed one-sheets tieing-in with the picture.

Hollywood Pacific Electric trolleys carried seven-foot banners announcing the opening; Royal Crown distributed 200 posters to its outlets; Birds Eye displays were featured in more than 80 grocery stores; Spalding Bros. decorated 12 windows in major department stores; Reliance Manufacturing Co. is featuring displays with Bendix in its Big Yank shirt campaign in major clothing stores. Four hundred book, drug and department stores are plugging the new 25-cent edition of "The Babe Ruth Story."

Cooperative ads in Los Angeles newspapers included Rexall Drug Co., General Electric, Lux, Big Yank Shirts and Birds Eye.

Stunts, Radio, Tieups Aid 'Moonrise' Premiere

Radio, stunts, tieups and newspaper advertising highlighted the exploitation campaign for the world premiere of Republic's "Moonrise" at the Paramount Hollywood and Downtown theatres last week.

Radio came in for a heavy share of plugs with singer David Street from the cast making the rounds of the town for 11 guest radio appearances in four days preceding the opening. The picture was mentioned on several other programs, and Theodore Strauss, author of the novel, guested on "Meet the Author," while Street, William Lava, musical conductor, and Composer Harry Tobias hit every disc jockey show on the air.

In the exploitation field arrangements were made to make Allyn Joslyn an honorary deputy sheriff of Los Angeles County because of his portrayal of the sheriff in the picture; 200 banners were posted on all P. E. red cars which traverse throughout Los Angeles county; 25 book windows were set throughout town; 50 important music stores were covered with special streamers; Thrifty Drug, largest chain, featured Gail Russell in a full-page cosmetic ad in all local papers; Dane Clark and producer Charles Haas were interviewed by important local movie editors; the Hollywood *Citizen-News* carried a special picture preview in advance; full page color picture of Gail Russell in the *Herald-Express* and 300 six-sheets posted throughout town.

A special ad campaign was prepared for Negro newspapers because of the portrayal of Rex Ingram, top colored actor.

'Joan of Arc' Premiere Nov. 11 at Victoria

Sierra Pictures' "Joan of Arc," an RKO Radio release, will have its world premiere at the Victoria Theatre, New York, on Armistice Day, it was announced this week.

The Victoria is at present in process of complete reconstruction and will be virtually a new showplace when it reopens with the Technicolor production starring Ingrid Bergman.

Showmanship Awards

RKO "Stunt of the Month" Showmanship awards for August, and accompanying checks, went to Leon Kelmer, manager of the RKO Albee Theatre, Brooklyn, and William J. Weagly, manager of the RKO Orpheum Theatre, Sioux City, Iowa.

'Red River' at Capitol

Howard Hawks' "Red River," will open Sept. 30 at the Capital in New York.

Chicago Premieres 'Olympic Games'

With local excitement kept high by a city-wide exploitation campaign by the staff of B & K Publicity Director Bill Hollander and Eagle Lion Exploiteer Leon Brandt, "The Olympic Games of 1948," official full-length Technicolor feature released by Eagle Lion, was premiered last Friday at Chicago's Apollo Theatre.

The print, which arrived in Chicago less than 24 hours after leaving London via special American Airlines plane, was turned over to local members of the United States Olympic Team, who hosted a special screening attended by officials and members of the Olympic Team, AAU and local athletic clubs, leading Chicago area exhibitors, newspaper sports editors, critics, reporters, wire services and others.

The exploitation campaign included a tieup with nine top-ranking radio programs which interviewed local athletes who had seen the film; still displays in windows and on counters of all sporting goods and department stores; direct mail to all local colleges, schools and athletic clubs; all Olympic team members in the Chicago area present at the theatre to autograph their pictures in the lobby; tieup with the local saddle club, which furnished most of the members of the 1936 American Olympic Riding Team, to have its membership of 1,400 attend the film as a body; and a sensational theatre front built of a montage of newspaper headlines and art of the Olympic Games, with a replica of the Olympic flame out front.

BABE RUTH

BIGGEST GROSS OF THE ENTIRE YEAR AT B&K's STATE-LAKE, CHICAGO!

NEAR ALL-TIME RECORD IN BALTIMORE AT THE TOWN THEATRE! 4 SOCK WEEKS!

TOPS THE TOWN IN PHILADELPHIA AT WARNER'S HUGE MASTBAUM! 3 WEEKS!

ROY DEL RUTH'S

"THE BABE RUTH STORY

BUSINESS!

LONGEST-RUNNING HIT ON BROADWAY! 8th BIG WEEK AT THE ASTOR!

BOSTON'S BIGGEST HIT! SENSATIONAL AT RKO MEMORIAL FOR 3 BIG WEEKS!

SMASH 2nd WEEKS KANSAS CITY, OMAHA, HARTFORD, MINNEAPOLIS, DES MOINES!

AN ALLIED ARTISTS PRODUCTION starring

WILLIAM BENDIX · CLAIRE TREVOR · CHARLES BICKFORD

with SAM LEVENE · WILLIAM FRAWLEY · GERTRUDE NIESEN · MATT BRIGGS · PRODUCED AND DIRECTED BY ROY DEL RUTH

ASSOCIATE PRODUCER JOE KAUFMAN · SCREENPLAY BY BOB CONSIDINE AND GEORGE CALLAHAN

Theatre Management

Guide to Modern Methods in the Administrative and Executive Phases of Theatre Operation



The Brass Tacks of Efficient Picture Theatre Management*

WHAT GOES WITH FOREIGN FILMS?

By Jack Jackson

A few months ago the Sack Amusement Enterprises, distributors of an array of foreign-language films for the Southern and Southeastern states, offered a slab of folding money if I'd undertake to roll my crystal ball around the countryside to determine the prospects, present and future, for the profitable handling of emigre movies. The chore, blending into the horizon of a long cherished conviction that theatre attendance could be best increased by magnetizing the box-office with a scope of movie entertainment embracing appeal for all segments of patron potential, was one that I could accept gracefully and, rolling my toothbrush and vitamins in a clean handkerchief, I hied forth with the zeal of a Crusader.

I was as enthusiastic and certain of success as an oil driller who finds the bit eating through a salt dome. I could recall so many places where my previous travels had shown the great American melting pot to be barely simmering and where the occasional use of "cuss words" were the only evidence that the populace had forsaken its native soil to partake of America's plenties. Surely these folks would swarm to witness a photoplay, accompanied by dialogue, of their homeland. Then there were the student bodies of higher institutions of whom many were actually studying the foreign tongues. And, of course, the intelligentsia groups who invariably flock to anything bizarre and off the beaten path. However, it soon developed that I had touted the course all wrong and that I was destined to ride a tail-ender across the finish line.

With the British press and politic bodies clamoring about "unjust treatment," "boycott," "restrictive quotas" and anything else that will pitch a smoke screen over their tactics to discredit American films, the time seems ripe to set down my findings in a survey embracing all classes of showmen and show places from "the biggest and bestest to the smallest and worstest."

To begin with, let me say that the mere mention of foreign films to an exhibitor is interpreted —due, undoubtedly, to the strident attempts of major distributors to force playing time for the British films—as pertaining exclusively to the product from Britain. One has to go to extremes to impress most exhibitors that any other foreign-made pictures could possibly be under consideration. The experiences of most showmen with British films had been so disappointing that it was difficult to elicit information regarding the possible audience potential for films from other nations. To say that the prospects for profitable distribution or exhibition of the average foreign picture in the area I covered are extremely unfavorable is understatement of the situation as I found it. The resistance is severe in all departments and breaks down something like this:

Total Disregard for Essential Requirements of Advertising

The importers, most of whom have engaged in the business for but a brief few years, evidence a total disregard for the essential requirements of advertising and display material of the American movie theatre. Very few of the films have other than a smattering of stills, reprints of metropolitan reviews and mats of the mite-sized metropolitan newspaper ads available as selling aids. Since most theatres have no house artist and many are in towns where none is available, this confronts the exhibitor with the alternative of either saddling himself with an extremely high advertising cost or making shift with the material at hand and taking the consequent shellacking at the box-office. The latter choice and consequent results are most frequent, since most attempts to effect a sharing arrangement on the expense are futile.

The situation is particularly difficult for a regional distributor due to the lack of any established sales policy by the importers or their agents. The importers—all agog over the reported small expenditure for and high revenue returns from "Open City"—insist on high percentages for engagements booked by their regional distributors and violate the policy personally in adjoining territory. Sometimes the distribution rights are contracted only after the easily acquired dates have been filled at lesser demands, which creates an almost insurmountable condition for the distributor. I found every possible kind of a deal had been made direct with importers. These ranged from insignificant guarantees (with sharing arrangements on impossible grosses) to low percentage terms and 50-50 sharing of ad costs. Conflicting selling arrangements were prevalent even in adjoining cities. Unreasonably low flat rentals prevailed in communities promising the greatest attendance potential while excessively high terms were demanded in situations that could at best be classified as experimental dates. Such unrelated sales practices cause many exhibitors to shy off when they might be influenced to make a try if marketing

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Personnel Changes In Century Circuit

J. R. Springer, general theatre manager of Century Theatres, has made several changes in the personnel of the circuit's houses:

E. Schwarzbart, manager of the Tivoli Theatre in Brooklyn, has been transferred to the Linden in the same borough, while R. Levy of the Linden goes to the Tivoli in the same capacity.

Posts are also exchanged by M. Ross of the Fantasy Theatre, L. I. and O. Kaufman, assistant of the Freeport Theatre. Mr. Ross goes to the Freeport while Mr. Kaufman takes over the assistant managership of the Freeport.

G. Fratt, assistant manager of the Grove Theatre, Long Island, has been transferred to the Town Theatre and becomes manager there, while J. Jackson, Jr., assistant manager of the Lynbrook, comes to the Grove in the same capacity.

Appointment has also been made of Michael Naso as assistant manager of the Franklin Theatre, L. I. and of William Metchick as assistant manager of the Lynbrook.

A Real Friend

Manager Howard Elliott of the Odeon Fairlawn, Toronto, Ontario, Canada, stretches his Saturday morning shows for kids to those who are bedridden by employing a telephone hookup over which the stage shows are piped to them. Elliott also sends flowers and brings delegations of children from institutions, like the Home for Incurable Children, to the Fairlawn from time to time. By these activities, he proves himself a real friend to the youngsters.

Dress-Designing Contest

Fashion editors and radio commentators of women's programs in Washington, D. C., are judges for the dress designing scholarship contest being sponsored by the Capitol Theatre. The winner will receive a full scholarship to the Magda School of Dress Design.

Autographed Pigskins

Charles Sears, manager of the Noe Theatre, San Francisco, secured the services of professional football player Frank Albert S.F. 49er quarterback, who tossed autographed pigskins to the youngsters from the Noe stage during a "Back to School" Kiddie Matinee.—SF.

Drive-In Poetry

Mrs. Ethel Miles, who operates the Miles West Broad and Scioto Drive drive-in theatres, in addition to several other Columbus, Ohio, showplaces, offered the following poetry in a two-column ad:

"Wanna hold hands? Wanna look at the moon? Wanna see a good picture and hear a good tune? Bring your gal to the drive-in and your romance will thrive in . . . UNLESS SHE SEES ONE OF OUR GOOD-LOOKING USHERS FIRST!"

LOS ANGELES' FOUR MUSIC HALLS GROSS *BEST* WEEKEND BUSINESS IN THE PAST SIX MONTHS

with

2nd WEEK HOLDOVERS!

"URUBU"

Pronounced: OOR-A-BOO

THE VULTURE PEOPLE

ON ONLY TWO DAYS' NOTICE! WITHOUT PRIOR BALLYHOO OR TRAILER!

First genuine jungle documentary in 10 years!

Every foot of film from the steaming Matto Grosso jungle of Brazil!



This is the Big Man who walked around San Francisco for just 2 days, but then everything about "Urubu" is BIG!



Razzle-dazzle, old-fashioned type showmanship? These b.o. figures are the old-fashioned big type, too!



Don't worry about the competition. Your lines start at the opposition house!



Sure it's a double bill, but look who's on top . . . and you'll be on top when you play it!

HOT FROM THE TRADES!

Daily Variety

"As stirring jungle footage as screen has glimpsed. Picture carries strong exploitation possibilities. Should ring up rugged grosses!"

Hollywood Reporter

"A neater exploitation package has not come the way of United Artists in many months — the kind of entertainment that invariably pays off for the exhibitor with enterprise!"

Weekly Variety

"Solid fare for exploitation houses. Pegs for sensational ballyhoo. Lurid undraped females!"

THRILL YOUR PATRONS!

FOR THE FIRST TIME the cannibal fish—the terrible piranha—infesting every spot of jungle water—able to tear a man's flesh from his bones in seconds!

FOR THE FIRST TIME the savage Chavantes Indians never before photographed by any white man!

The most awful death that stalks the Matto Grosso at night—the blood-mad black jaguar!

Jungle warfare as poison arrows and venomous darts battle man's most modern weapons!

The smart money's on "Urubu" thru UA

Jackson

What Goes With the Foreign Films?

(*Continued from Page* 18)

policies were more stable..

Attempts to get consideration of a stipulated low-period monthly arrangement for the showing of foreign films with the idea of creating an audience on these low-gross days from the ranks of the so-called highbrows met with the insurmountable obstacle of "undependable product." The small number of foreign films of high entertainment value and consequent box-office appeal nullifies any prospect of building patronage comparable to attendance at the poorest of Hollywood films.

Offer Little Prospect

Contrary to expectations, the communities generally considered as French, Italian, etc., offer little prospect for the profitable exhibition of films coming from those countries. Inquiry developed that the great majority of the inhabitants of these communities had divorced so much of the inflections and adopted so much unrelated jargon that the correct recording of their native language was not as understandable as the Americanese of Hollywood. The speech of the native Parisian is totally foreign to the native of Normandy, Southern France and even the rural districts—who form the bulk of French emigres. I verified this with Milton Guidry, who operates the Loit Theatre in La Fayette, La., the very heart of the Evangeline, or French, country.

Charlie Creek, operator of the Broadway in Ybor City, a suburb of Tampa, Florida, had a distressing and costly experience in this regard. Creek learned that some 6,000 Italians resided in the neighborhood of his theatre, and he bought some 20 Italian films at low guarantee with sharing arrangements in the brackets of extravagant expectancy. His grosses skidded to an all-time low and he ditched the contract after losing about $6,000. It developed that most of his Italian populace had migrated from Sicily and that Sicilians can't understand a word of the Roman tongue. An astonishing instance is that of Joe Chamoun. Operating the Casino in Ybor City, Chamoun plays Mexican, Spanish and Argentine films exclusively and enjoys excellent business from the Sicilians. It seems that the cigar factories of the district employ more Cubans than any other nationality and the Sicilians have learned enough Cuban to enjoy the South American pictures.

Illuminating Experience

Probably the most illuminating experience to refute my theories about the potential from student and intelligentsia groups came from an interview with Mrs. Lillian Claughton, operating the Embassy and Royal in Miami. Mrs. Claughton is herself an active worker with the local symphony group and well known to the class considered as lovers of quality entertainment. Bolstering her own position with the support of faculty members of the university she undertook the exhibition of "I Pagliacci," "Nicholas Nickleby," "The Baker's Wife" and others. Despite intensive direct mail, phone and newspaper campaigns the grosses avalanched to below basement levels.

No organization or person has made, or is making, more consistent and intensive efforts to popularize foreign and class pictures—with particular emphasis on the product of Britain—than Bob Wilby of the Wilby-Kincey Circuit. Wilby has instituted a Finer Films Forum and delegated three of his better neighborhood houses as outlets for the "arty" films of all nations. He approached the problem realistically after concluding that it was his duty as a big circuit operator to cater to the entertainment appetites of his entire patron potential. Knowing that most of these were in the higher educational and economic brackets, he selected theatres possessing appointments to satisfy their esthetic tastes in the localities most convenient for attendance. The Booth in Knoxville, Tenn., the Druid in Tuscaloosa, Ala., and the Clover in Montgomery, Ala.—all close to institutions of higher learning—have for months been dedicated to a policy of exclusive "class" exhibition. The advertising approach is in keeping with the thought given the inception and execution of the policy. Artistically executed brochures with expensive and dignified cover and binding are mailed regularly to ever-growing lists of potential patrons. The added expense and effort has availed nothing in holding receipts to match the revenue enjoyed when the houses were on a run-of-the-mill Hollywood policy. But Wilby says the difference in gross is not great and plans to continue the venture. That Wilby is a hard guy to discourage.

Nick Lamantia, formerly spearheading the Universal drive for dates in the South for Rank product and now operating a theatre at Bugaloosa, La., expresses the opinion—with which I heartily agree—that no great market will exist in this country for foreign pictures until the producers, importers and distributors appreciate the exhibitor gamble. All of these films are experimental so far as American audience response is concerned and the playing terms must be set sufficiently low during the introductory period to assure the exhibitor major reward in return for the extreme effort necessary to attract profitable attendance. After all, no exhibitor wants to work his head off to attain a gross on a high percentage film when comparable revenue is awaiting the exhibition of any of many flat rental Hollywood reissues.

With this little "quickie" I'll close shop for this session:

Erroneous Reasoning

It is reported that a few years ago Darryl Zanuck sat with other American film men at a conference with British producers in London. The Englishmen were vigorous in their condemnation of American exhibitors for their apathy toward the best films England could offer. Finally Zanuck got the floor and, after eliciting confirmation of the fact that Woodrow Wilson had done a lot for the English people, pointed to the extremely low grosses that had greeted the exhibition of his "Wilson" in the Empire. Giving liberal time for cogitation by his English tablemates he proceeded to call attention to the erroneous reasoning that prompted the British to expect excessive revenue from American audiences to see "The Life of Henry VIII" who had never done anything for the American people.

Producers, importers and distributors of foreign films would do well to carefully digest the wisdom of that little story.

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Hough Turns Radio Opposition into Benefit

How to turn opposition into beneficial channels has been brought to light by Ogburn Hough, manager of the Park and Imperial theatres, Lancaster, S. C.

Realizing that many of his potential patrons often remained at home to hear the broadcast of the "Lancaster Hour," Hough decided to do something about it.

So he hurried over to Rock Hill, which is only a short distance from Lancaster, and asked Radio Station WTYC, from where the program was broadcast, to have it originate at his theatre.

WTYC officials thought the idea a good one, and so the five musicians of the "Hour," plus radio technicians and others, moved themselves and their equipment to the Imperial in Lancaster.

Well sir, the change proved a boon to Hough and his theatre. Besides bringing in patrons to witness the broadcast, Hough was also able to reach thousands by radio telling them of the Imperial's coming attractions.

And another thing that makes the Lancaster theatreman burst with pride was the fact that in no time at all he became master of ceremonies.

Hough passes the good word along to other showmen who may be faced with similar opposition, "now that radio stations are popping up all over the country."

He also forwards us a picture of the "Lancaster Hour" principals, and right up there at the mike is Hough, himself, handling the script like a veteran announcer.

Let's hope he keeps us informed of more of his smart showmanship.

The Box-Office Slant

Current and Forthcoming Feature Product Reviewed from the Theatreman's Standpoint

Triple Threat

Columbia Football Drama 70 mins.

AUDIENCE SLANT: (Family) Fans who like football and plenty of it will go for this one which has the top professional stars of the day going through their paces. The big names of the game run off about everything that can be done with and around a pigskin, and do it well. There's a fragment of a plot on which to hang the football action, but by and large the film is for followers of football —which includes every male of whatever age, and a fair proportion of women.

BOX-OFFICE SLANT: This is an action picture and should be a natural for fall and winter showing. Star names of the pigskin world are present a dozen strong for exploitation and the marquee. This should do nicely for a supporting role, and in especially strong action situations it may go on its own.

Cast: Richard Crane, Gloria Henry, John Litel; sports announcers Harry Wismer, Tom Harmon and Bob Kelley; pro players Sammy Baugh, Paul Christman, Johnny Clement, "Boley" Dancewicz, Bill Dudley, Paul Governali, "Indian" Jack Jacobs, Sid Luckman, Charles Trippi, Steve Van Buren, Bob Waterfield. Credits: Directed by Jean Yarbrough. Produced by Sam Katzman. Original screenplay by Joseph Carole and Don Martin. Photography, Vincent Farrar.

Plot: The annual Rose Bowl game turns up two star backfield men, one from each of the opposing teams, as the stuff of which pros are made. One is good, but cocky and conceited. The other is good, but more the quiet and thoughtful type. They join the Los Angeles Rams and become roommates for the season. There's a misunderstanding between them over the girl friend of the quiet fellow, and rivalry on the field develops between them. It's all straightened out in time for the annual all-star game, however.

Comment: "Triple Threat" is a screen vehicle that serves to round up the star names of professional football, and is therefore an expert version of almost every play in the book. The camera spends nearly half of its footage on footbal action, so there is about as much as can be crowded in and still leave room for a bare plot. The pro players are aces when running through their paces, and show up as considerably better players than they do actors, as is to be expected. There are Hollywood players in key parts to hold the film together between football footages, and they are adequate. The plot has its share of the usual cliches, but has enough continuity to carry through until the cocky lad has been taught a lesson on consideration and cooperation. In this one, football is the thing however.

The Girl from Manhattan

United Artists Comedy-Drama 81 mins.

AUDIENCE SLANT: (Adult) At its best, this is only mildly amusing and entertaining, scarcely of more than average program quality. Its pace is slow and ponderous. Some moviegoers, however, may accept it with little complaint.

BOX-OFFICE SLANT: The names and title have that "Grade A" look, and should prove good initial draws, but more or less adverse word-of-mouth may cancel their effectiveness once the engagement has gotten under way. Don't go overboard and promise too much on this one; better soft-pedal it.

Cast: Dorothy Lamour, George Montgomery, Charles Laughton, Ernest Truex, Hugh Herbert, Constance Collier, William Frawley, Sara Allgood, Frank Orth, Howard Freeman, Raymond Largay, George Chandler, Selmar Jackson, Adelaide De Walt Reynolds, Maurice Cass, Eddy Waller. Credits: Produced by Benedict Bogeaus. Directed by Alfred E. Green. Original story and screenplay by Howard Estabrook. Associates to the Producer, Lewis J. Rachmil and James Stacy. Photography, Ernest Laszio. Art direction, Jerome Pycha, Jr. Music by Heinz Roemheld. Musical supervisor, David Chudnow.

Plot: George Montgomery comes back to his old hometown to become a pastor, while Dorothy Lamour, a New York model, comes home to visit her uncle, Ernest Truex, operator of a boarding house. Dorothy has been sending money to Truex for mortgage payments on the house, but Truex has been using the money to help his non-paying guests. When it is learned that the lay church leader plans to demolish the boarding house and build a new church thereon, there is much consternation. Eventually the deal is proved to be shady, the house is saved, and Dorothy and George fall in love.

Comment: If this picture was as good as its cast, prospective patrons would have something to look forward to. Unfortunately, however, such is not the case. At its best, "The Girl from Manhattan" is only mildly amusing and entertaining, and despite its short running time (in comparison to the usual lengthy feature), the pace is slow and ponderous. The names and title have that "Grade A" look, but the plot material is scarcely of more than average program quality. Both Dorothy Lamour and George Montgomery seem miscast in the leading roles and lack conviction. It is only such veterans as Charles Laughton, as the Bishop, and Ernest Truex, Hugh Herbert, William Frawley, Constance Collier, Sara Allgood and Frank Orth who manage to take their roles in their customary creditable stride. "The Girl from Manhattan" can most likely get by in the average situation with the aid of a stronger feature, and average moviegoers may accept it with little complaint. However, it would be unwise to promise a lot in advance advertising and then deliver only what transpires in this film's 81 minutes. The cast and title should prove good initial draws, but more or less adverse word-of-mouth may cancel their effectiveness once the engagement has gotten under way. Don't go overboard on this one.

National Reviewing Committees' Classifications

THE LOVES OF CARMEN (Col.)
MATURE—National Board of Review.
CLASS A—SEC. 2—National Legion of Decency.

LUXURY LINER (MGM)
FAMILY—National Board of Review.
CLASS A—SEC. 1—National Legion of Decency.

THE SECRET LAND (MGM)
FAMILY—National Board of Review.
CLASS A—SEC. 1—National Legion of Decency.

JULIA MISBEHAVES (MGM)
FAMILY—National Board of Review.
CLASS B—National Legion of Decency.
(Objection: Suggestive sequences; tends to condone actions inimical to morality and the marriage bond.)

Johnny Belinda

Warner Bros. Drama 104 mins.

AUDIENCE SLANT: (Adult) One of the screen's outstanding achievements from every angle—acting, story and general technical excellence. Presentation of deaf-mute, for first time, handled with extraordinary finesse.

BOX-OFFICE SLANT: Should do top business wherever played. Has universal appeal and is highly exploitable. Let 'em know you have a picture certain to be an Academy-Award contender.

Cast: Jane Wyman, Lew Ayres, Charles Bickford, Agnes Moorehead, Stephen McNally, Jan Sterling, Rosalind Ivan, Dan Seymour, Mabel Paige, Ida Moore, Alan Napier. Credits: Producer, Jerry Wald. Director, Jean Negulesco. Screenplay, Irmgard Von Cube and Allen Vincent. From stage play by Elmer Harris. Technical advisers, Elizabeth Gesner and Bruce Carruthers. Photography, Ted McCord.

Plot: A deaf-mute girl lives in a small Nova Scotian fishing village with her hard-working farmer father and a spinster aunt. When a young doctor comes to the place, he is the first to try to salvage life for her. Complications arise when a village toughie attacks the girl and she has a child. The girl's father is killed by the villain in a fight, but the girl shoots her attacker later in self-defense. She is cleared at a trial, and finds lasting happiness with the doctor.

Comment: This is one of the screen's outstanding achievements from every angle—acting, story and general technical excellence. For the first time, cinematically speaking a deaf-mute is presented as the heroine, and is handled with extraordinary finesse. Jane Wyman performs this role with memorable skill and will surely be in line for every prize in the book. Lew Ayes is splendid as the earnest young doctor, Agnes Moorehead is superb as the taciturn spinster, Charles Bickford was never better as the hard-working farmer, and Stephen McNally contributes one of the most outstanding portrayals of a villain seen in pictures in many a moon. The rest of the cast is equally competent. The musical background is particularly fine, blending beautifully with the story sequences. Ted McCord's professional camera captures the Nova Scotia locale so well that one feels he is actually there at all times. Too much credit, too, cannot be given Director Jean Negulesco and the scenarists who did such a grand job of translating a successful stage play into an even more gripping script. Producer Jerry Wald, who makes a habit of unusual film triumphs, again scores. The picture should do top business wherever played, because it has universal appeal and is highly exploitable. Let 'em know you have a picture certain to be an Academy-Award contender.

Smart Girls Don't Talk

Warner Bros. Drama 81 mins.

AUDIENCE SLANT: (Adult) Ineffectual gangster drama cursed with cliches and drags interminably.

BOX-OFFICE SLANT: Mayo and Ben-

(Continued on Page 24)

Months ago we told you so...that this would be a new a
Then we proved it at the N.Y. Paramount's Pre-Releas
Now we've proved again and again in first nationwide

ALAN LADD·D

can bring you, even in to

THE BIGGEST L

as it did in these typical to

BEST LADD SH

Paramount

is putting you back in
War-Boom Business
with "Beyond Glory"
and "Sorry, Wrong
Number"!

with
GEORGE MACREADY · GEORGE COULOURIS
HAROLD VERMILYEA · HENRY TRAVERS
Produced by ROBERT FELLOWS · Directed by JOHN FARROW
Original Screenplay by Jonathan Latimer, Charles Marquis Warren and William Wister Haines

l greater Alan Ladd...

Premiere...

lease dates that



NNA REED in "BEYOND GLORY"

y's market and at reduced admission scales,

LADD GROSSES IN 2 YEARS

ns-most of them without benefit of holiday plus-patronage-



KANSAS CITY
DES MOINES
SAN ANTONIO
MIAMI
POUGHKEEPSIE
GLENS FALLS
PATERSON
BIRMINGHAM
HOLLYWOOD
OKLAHOMA CITY
DULUTH
NEWARK
PEEKSKILL
WILKES-BARRE
CHATTANOOGA
KNOXVILLE
CHARLOTTE

OW! EVER!

Box-Office Slants

Smart Girls Don't Talk

(*Continued from Page* 21)

nett names may add pull to bills on which the picture is played as a supporting feature.

Cast: Virginia Mayo, Bruce Bennett, Robert Hutton, Tom D'Andrea, Richard Rober, Helen Westcott, Richard Benedict, Ben Welden, Richard Walsh. Credits: Producer, Saul Elkins. Director, Richard Bare. Written by William Sackheim. Photography, Ted McCord.

Plot: Three murders are committed before a smooth-working gang is brought to justice. The person who helps the police get the goods on the villains is a flashy girl who turns serious when her brother is slain by one of the gangsters. Her erstwhile lover, whom she betrays, saves her life by shoving away her would-be murderer. For his pains, he and the other racketeer are both slain.

Comment: This is a hopelessly ineffectual gangster drama that drags interminably and is cursed with cliches galore. Virginia Mayo, perhaps because this is the first time she's been away from Technicolor cameras in a long while, looks unglamorous. Bruce Bennett is far from convincing as the smooth-but-hard gambling chief, and with few exceptions, the rest of the cast seems equally out of place. It's one of those things that your patrons have seen a hundred times, and few in the audience will be unable to call the shots as the creaky plot unfolds. Perhaps if about 15 or 20 minutes of the running time had been snipped, the film might have been less boring.

The Olympic Games of 1948

(Color by Technicolor)

Eagle Lion **Sports Documentary** **136 mins.**

AUDIENCE SLANT: (Family) The spirit of friendly rivalry among nations, the incontrovertible proof that these contestants oppose one another, not as deadly enemies, but in the spirit of fair sportsmanship, and the ceremonial glamor and color that attend this outstanding event, make this photographic record of the 1948 Olympic Games something to thrill and excite, inspire and educate nearly every moviegoer. Beautifully photographed in Technicolor. Patrons will live every moment of this remarkable sports documentary.

BOX-OFFICE SLANT: Smart showmen can make the showing of this picture in their communities a city-wide event, for its theme of fair play among the brotherhood of nations can be elaborated upon in tieups with civic, education and religious groups. Backed by showmanship along these lines, the picture should draw well in most situations.

Cast: The athletes of 58 nations who participated in the winter Olympic Games at St. Moritz and the summer Games in England. Credits: Official Exclusive Full Feature-Length Film of the 1948 Olympic Games. Produced and directed by Castleton Knight. Narration and commentary by Bill Stern and Ted Husing. Music by Guy Warrack. Musical score played by the Royal Philharmonic Orchestra, Muir Mathieson conducting. A J. Arthur Rank Production.

Plot: A crew of 300 people, including 75 cameramen who manned 18 color camera units, worked together under the supervision and direction of Castleton Knight to bring to the screen complete coverage of the winter and summer events of the 1948 Olympic Games.

Comment: One of the longest documentary motion pictures ever made, "The Olympic Games of 1948" is an entertaining, educational and inspiring screen record of the international sports competition. From the opening scenes, showing the start of the traditional Grecian torch-bearers, on through the winter Games and finally the Games in England, the picture is attention-compelling. Ordinarily, the appeal of a subject on sports would be limited, for the most part, to lovers of sports; in the instance of the Olympic Games, however, the spirit of friendly rivalry among nations, the incontrovertible proof that these contestants oppose one another, not as deadly enemies, but in the spirit of fair sportsmanship, and the ceremonial glamor and color that attend this outstanding event, make this photographic record something to thrill and excite, inspire and educate nearly every moviegoer. The running time is rather long, but there is much to cover in this great international sports meet, and the interest is sustained through the various contests (more, perhaps, in some than in others) right through to the climactic marathon race with its grueling test of endurance. Producer-Director Castleton Knight and his crew of cameramen and other workers have done an excellent job, and the Technicolor cameras have captured the proceedings in glorious color; many of the shots are breath-takingly beautiful. Top sports experts Bill Stern and Ted Husing take turns at the narration and commentary, with some of the events described by British announcers, and Guy Warrack's musical score, as played by the Royal Philharmonic Orchestra under the direction of Muir Mathieson, points up the mood and drama of many of the scenes. The J. Arthur Rank Organization deserves high praise for undertaking the filming of the 1948 Olympic Games and for having crowned themselves with glory in the successful accomplishment of that undertaking. Smart showmen can make the showing of this picture in their communities a citywide event, for its theme of fair play among the brotherhood of nations can be elaborated upon in tieups with civic, education and religious groups. Backed by showmanship along these lines, the picture should draw well in the majority of situations. Of this the exhibitor can be certain: once patrons are inside, they'll live every moment of this remarkable sports documentary.

Cry of the City

20th-Fox **Drama** **95 mins.**

AUDIENCE SLANT: (Adult) There is terrific suspense and excitement in this grim tale of a young killer's tussle with the law. A crime-does-not-pay story that will keep the average spectator completely absorbed.

BOX-OFFICE SLANT: Name draw makes it a top offering for most situations. Quality of picture, similar in many aspects to "Kiss of Death," should bring in better-than-average returns, especially if exploited in connection with a juvenile delinquency drive.

Cast: Victor Mature, Richard Conte, Fred Clark, Shelley Winters, Betty Garde, Berry Kroeger, Tommy Cook, Debra Paget, Hope Emerson, Roland Winters, Walter Baldwin, June Storey, Tito Vuolo, Mima Aguglia, Dolores Castle, Caludette Ross and others. Credits: Directed by Robert Siodmak. Screenplay by Richard Murphy. From a novel by Henry Edward Helseth. Photography, Lloyd Ahern. Produced by Sol C. Siegel.

Plot: This is the story of a detective's relentless hunt for a young killer. When captured, the man is bound for the chair, but he manages to escape his hospital prison in order to commit another murder. The law finally catches up with him and he pays the penalty.

Comment: A grim drama that tells, uncompromisingly, the tale of a young killer's tussle with the law. It is the crime-does-not-pay story with the terrific suspense of a relentless manhunt to hold the interest and the authentic atmosphere to make the sequences convincing and real. Name-draw of the two top stars, Victor Mature and Richard Conte, makes it a top offering for many situations, while the picture has the elements to bring in better-than-average returns. For entertainment, it is similar in many aspects to "Kiss of Death." The average spectator will be completely absorbed by the excellent characterizations, starting with the splendid work of Mature and Conte, down to the minor supporting players in the large cast. Each and every one turns in a finely-etched delineation under Robert Siodmak's well-paced direction. The picture has tremendous exploitation possibilities at the present time when all theatres throughout the nation are asked to cooperate in combatting juvenile delinquency. And since this is that type of yarn, smart exploitation should put the picture over.

Private Life of an Actor

(French Dialog—English Titles)

Siritzky **Biography** **102 mins.**

AUDIENCE SLANT: (Adult) Limited appeal for U. S. audiences, though it possesses possibilities for special treatment to "class" groups. It is a conversation piece, with little action and the witty dialogue—shot through with Gallic witticism and sophistry—is lost to those not familiar with the French language.

BOX-OFFICE SLANT: Other than Guitry's name there's nothing to draw average movie-goers in the U. S.

Cast: Sacha Guitry, Lana Marconi, Marguerite Pierry, Pauline Carton, Jacques Baumer, Robert Seller, and others. Credits: Written and directed by Sacha Guitry. A Discina International Picture released by Siritzky International Pictures Corp.

Plot: The stage-life and loves of Lucien Guitry, great French actor, as told by his son, Sacha, this is brevitized biography tracing the career, with interpolated amours, of a famous thespian, his attitudes toward life, his philosophy and creed toward his profession and devotion to the theatre. It is an adult tale beginning with a boyhood that was as theatrically mature as its final and rather touching end as the old actor bravely dies alone in order that his talented son may enjoy his triumph at an opening night.

Comment: A monograph which can have serious and instructive interest for actors and all in the profession of the theatre, this picture has very limited appeal for moviegoers. It is a warm tribute by a son to his eminent father. Animated far more by admiration than sentiment, there are shrewd and pointed observations on the art and techniques of acting. But these mean little without full understanding of the dialogue, since titles cannot convey the essence of such pointed and, for those uninitiated in the professional aspects of the theatre, esoteric commentaries on the art of acting. There is some scintilating humor, but it is of the grownup, sardonic sort and occurs in such scenes as when the actor propositions a young girl by indirection in conversation ostensibly addressed to her ward and uncle. As movie fare, the picture lacks action, movement, and conventional plot interest.

Boxoffice says:

"Should **BEAT** the boxoffice success of 'Miracle On 34th Street'!"

FLASH!

ROXY OPENING in N.Y., follows pattern set in Baltimore, Spokane, Atlantic City where it's **BEATING** 'Sitting Pretty' grosses!

and

in St. Louis, Detroit and Milwaukee where it's **BEATING** 'The Walls of Jericho!'

and

in Portland where it's **BEATING** 'The Foxes of Harrow!'

Every showman says:

YOU CAN'T BEAT



Tyrone POWER
Anne BAXTER



The Luck of The Irish

CECIL KELLAWAY • LEE J. COBB
James Todd • Jayne Meadows • J. M. Kerrigan • Phil Brown • Charles Irwin
Directed by HENRY KOSTER • Produced by FRED KOHLMAR
Screen Play by Philip Dunne • Based on a Novel by Guy and Constance Jones

20th CENTURY-FOX

THE NATIONAL GUARD DEFEND AMERICA

Regional Newsreel

News of Events and Personalities Reported by Correspondents Throughout the Nation

CINCINNATI

Hoy O. Simons of the Fayette Theatre, Washington C. H., Ohio, is spending a vacation in Canada. Sam Haber has resigned as West Virginia salesman for Eagle Lion. Lee Heidingsfeld, RKO booker, replaces him. Lou Siebert, another Kentucky EL salesman, has resigned to join Screen Guild.

Altec Service Corporation, of which M. G. Thomas is local manager, made new servicing contracts with several theatres.

The girls of the Universal-International office honored Helen Eberhart Ciron, manager Irv Sochin's secretary, with a dinner at the Colony Restaurant and a shower at the home of Cashier Florence Shoemaker. The daughter of Mrs. Louise England, RKO inspectress, will be married on Oct. 9. Mrs. England's son recently became an employe of National Screen Service. Midwest Theatre Supply Company equipped the new theatre in Decota, W. Va., opened on Sept. 4, by the Decota Fuel Company. Joe Roen, 20th-Fox branch manager, attended the company's sales convention in Los Angeles.

Mr. and Mrs. E. L. Keesling of Bramwell came to the city the past week to make a round of the shops and social affairs. Their younger son, Rodney, was married recently. Irene Meek is the new SRO booker. National Theatre Supply Company Manager John Kelly, attended the opening of the Skyway Outdoor Theatre, Bluefield, W. Va., which was opened by Max Matz and Sam Switow.

DALLAS

For the first time in over a decade, the Palace, principal downtown Interstate theatre, will put a serial, "Superman" on its regular program. The ninth annual Variety Club of Texas Turtle Derby was held last week at the Dallas Ice Arena, with net proceeds going to the Boys Ranch, major Variety Club charity.

Joy Houck's Queen Theatre, one of Dallas' landmarks on Elm Street, has been remodeled and re-opened under the name of the Leo. Highlights of the world premiere of Warners' "Two Guys from Texas" was shown at the Paramount screening room Monday at noon for Dallas area exhibitor.

Frank Starz, head of Interstate's publicity and advertising department, conferred here this week with Harriet Watt, Theatre Guild representative, on promotion of the Guild's series in Texas.

Redecorated and renovated throughout, the Gay Theatre here has reopened under the managership of Roy L. Kinder. The 450-seat Parkway, Dallas, which opened Sept. 8, is owned by Roy Lumpkin of this city.

CLEVELAND

Don McGregor, who came to Cleveland from the west coast to handle RKO exploitation out of the local office, has joined the Carl Schwyn Circuit of Bowling Green, Ohio, as assistant to General Manager Jack Armstrong. Al Eisenberg and Sanford Zaas have purchased the neighborhood Ace from Paul Bader. Paramount Exploiteer James Levine has had Cincinnati added to his Cleveland and Detroit coverage following recent death of Charles Perry. MGM Salesman Lou Marks is in New York taking a four-week home office training course. Ruth Gardinier, Co-op booker, spent the Labor Day weekend with her mother in Gloversville. Warner Club dinner dance, for members only, originally scheduled for Sept. 14 in the Hickory Grill, has been postponed to Sept. 21.

Jimmy Wright, 13-year-old son of Warner Assistant Zone Manager Dick Wright was struck by an automobile as he was riding his bicycle. Taken to Huron Rd. Hospital, he was declared uninjured except for shock and bruises.

Julius Lamm, manager of Warners' Uptown Theatre for 15 years until last month when he went to Los Angeles, has closed the Theatrical Enterprise branch there and returned to his old post in Cleveland. Harold Friedman, his successor at the Uptown, resumes management of the Vogue, succeeding Guy Ellis who resigned to manage a theatre in Phoenix, Ariz. Sid Holland, associated with Lamm in Los Angeles, also has returned to Cleveland.

Charles C. Deardourff and James E. Watson MGM exploiteers have had their territories realigned. Watson is now covering Cincinnati and Indianapolis, with Deardourff covering Cleveland, Detroit and Pittsburgh.

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Admissions Cut

The Champion of the H. and S. Theatres in Columbus, Ohio, has reduced its admissions as a step, it is stated, in reducing the cost of living. Adult admission was cut to 20 cents, the regular price heretofore for its weekly family nights. Children's price remains 20 cents. This is said to be the first definite break in regular admissions scales in Columbus.

CHICAGO

The midwest section of the Society of Motion Picture Engineers met here Thursday of this week at the Metallurgy and Chemical Engineering building auditorium. Program included a film on "Color" produced by the Imperial Chemical Industries and distributed by the British Information Service; "Adapting Motion Picture Equipment to the Needs of Medical Teaching," by Mervin W. Larue, Sr. of Chicago, for 20 years the producer of many medical films; and "Seeing Light and Color," by Ralph M. Evans of Eastman Kodak. R. T. Van Niman of Motiograph was chairman.

Charlotte McConnell, daughter of Theatre Attorney Thomas McConnell, was married Sept. 11 in Evanston to Dr. Charles Clyde Wolf, Jr. MGM Manager W. J. Daveney is expected back shortly from a Wisconsin vacation. William Bein, Cincinnati theatreman, is in Chicago on vacation. Larry Gauthier of the Pantheon was named acting assistant manager of the State Lake. Seymour Simon, theatre attorney, is back from film conferences in New York City. Hugh McGinnis has resigned as manager of Balaban and Katz's Drake and rejoined the army.

The Blackstone Theatre has reopened following an overhauling job that included new carpets, air conditioning system and complete repainting job. While in Ottawa, Ill., Ted Dariotis of the Alliance Circuit's maintenance staff, supervised the installation of a new air conditioning system and a new marquee in the Roxy, which was also thoroughly overhauled in all departments.

Bob Hartman of the Hollywood Service Theatre Premiums is confined to the Deaconess Hospital by serious illness. Ed D. Loughy, manager of the loop Apollo, is at his home gravely ill.

NEW ORLEANS

John Granger, office manager at Columbia, has returned from his vacation in Tennessee. Bobbie Dobyns, booker-stenographer at Universal, was recently married to Edward McPhate. She will continue working.

Hazel May Hill, who has been ill for a month, has returned to her work at Columbia. A former contract clerk at Universal, Audry Miller, who moved to Michigan after marrying Joseph Bacarella, visited the New Orleans office recently. Lydia Scully, head booker at Columbia, will move into her new house during her vacation next week.

DES MOINES

Herman Wolf, who purchased the Strand at Ackley, Ia., a year ago, has sold it to Walter Cowell of Farmington, Minn. Earl Manbeck, Jr., has purchased the local Forest from the Iowa United Theatres and has redecorated and modernized it at a cost of $20,000.

The annual Tri-States and Central-States Theatre Corp. golf stag at the Hyperion Club, Des Moines, drew over 100 film men. Harrison Wolcott of Eldora, son of Leo Wolcott, won the tournament.

Monogram Des Moines Manager Mayo Beatty has resigned. Salesman V. M. Fennelly takes his

REGIONAL NEWSREEL

place. Beatty is a veteran of film row with some 20 years as salesman for Warner Bros., before joining Monogram. Fennelly, formerly of New York, was with Tri-States Theatres before joining Monogram. Kenneth Weldon, former MGM booker, replaces Fennelly as salesma in both the Omaha and Des Moines territories.

Iowa United Theatres has acquired a half-interest in the Majestic, DeWitt, from G. L. DeNune. DeWitt Amusement Company will operate it. Mr. and Mrs. P. D. Cote will celebrate the 35th anniversary of the Cote Theatre at Waukon, Ia., on Nov. 21. Floyd H. Wall of Missouri Valley, Ia., has purchased the Iowa, Hopkinton. The Iowa at Swea City, Ia., has been sold to the Svendsen brothers.

Frank Lilly, former owner and manager of the Strand, Edgewood, Ia., died recently in a Chicago hospital.

PORTLAND

The heat wave and forest fires hit Pacific Northwest for two days, but failed to stop numerous holdovers. William McCraw, executive director Variety Clubs International was the guest of Ben F. Shearer, equipment specialist of Seattle.

The Temple, Tacoma, reopened following extensive remodeling. W. E. "Slats" Wilson, branch manager in Portland for Universal-International, resigned, to be succeeded by Salesman Jimmy Hommel.

William Edris has leased the Roxy, Ballard, to Frank L. Newman, Jr., for 19 years. Newman also operates the Ballard. Don Hiatt, with MGM for some 15 years, has joined the Bill Shartin staff as office manager and booker for Film Classics, Seattle.

John E. Olson has purchased the Rosa, Zillah, Wash., from Ray Miller. Lloyd Muir, exploitation representative for RKO in Vancouver, is week-ending in Seattle. E. L. Walton, vice-president and assistant general sales manager for Republic, is visiting Portland and Seattle exchanges.

BOSTON

Hearing on an application to change a zoning alteration to permit erection of a drive-in near North Main Street, Natick, was postponed to Oct. 5 to allow time for the planning board to consider the matter.

A drive-in has been opened in Revere, Mass., at a reported cost of $250,000. Mickey Redstone, proprietor of the new Dedham Drive-In, also owns this one. Both openings were held within a week and a half of each other.

Joe Cifre, chief barker, and Bill Koster, executive director, Variety Club, were guests of Samuel L. Loew, Jr., Theatre Candy Corp. at a recent Kiwanis luncheon. Also present were Bill Sullivan, Bill Saulkel, and Red Barrett, from the Boston Braves baseball team. During the luncheon, various articles were auctioned off and the preceeds given to the "Jimmy" fund. That night, 200 or so Kiwanians journeyed to the baseball game, where another collection was made for the same fund.

It is rumored that one of the larger circuits is negotiating for a lease of the 1,000-seater the John Hancock Development Company is building in the Hancock Village in Brookline, Mass. January completion is anticipated.

Herman Rifkin, Allied Artists and Monogram franchise holder for the New England states, was in Hollywood last fortnight for conferences with President Steve Broidy and other home office officials.

Jack Clement, foreign department, Republic, New York, has been working in the Boston exchange for three weeks awaiting the arrival of a new baby. It was a boy, James Francis, born at Framingham Hospital.

SAN FRANCISCO

A surprise sale of the Brisbane Theatre in San Francisco's Bayshore district was announced by Ralph Dostal, former Columbia booker and theatre owner. Dostal sold the Brisbane house to Joseph Haig Boyd, new to exhibitor circles.

Ralph Clark from the United Artists office in Los Angeles is now office manager at local UA branch replacing Buck Smith, who left for Tokyo, Japan, recently. George Glosser, who recently came to UA office as booker, resigned due to ill health.

Robert Damron, formerly with Fox West Coast in Los Angeles, was made manager of the Grove, Pacific Grove, according to Mark Miller, Monterey peninsula district manager for Golden State Circuit.

After a series of practice games, film row's basketball team, sponsored by Paramount, opened the official season last week by trouncing Pacific Insurance quintet. Stanley Lefcourt, office manager, Film Classics, led the scoring.

Milton Nelson and William Flemming are new bookers at 20th Century-Fox. George Stribling, formerly with Republic, is now salesman with Screen Guild under Manager Al Grubstick. John Nichols, manager of the Strand, Merced, visited here.

Lee Dibble, co-owner of Embassy Theatre, flew to San Diego when notified of his mother's death there. Dibble was on vacation at Vancouver, B. C. when report reached him.

INDIANAPOLIS

Tom Baker of Affiliated Theatres, Indianapolis, acquired the Ohio and Madison theatres, Madison, Ind., from Herbert H. Johnson. Johnson has disposed of all his holdings and will take up residence in Arizona.

Tom McCleaster, manager, 20th-Fox exchange, is attending the annual convention of

(*Continued on Page 28*)

New Theatres

Marion, Ind.—Balaban and Katz will build a 1,200 seater here next year.

Fairfield, Ala.—Waters Theatre Company, new house on Gary Avenue costing $30,000.

Boston—Hancock Development Corp., 1,000-seater in Hancock Village, Brookline.

Hartford, Conn.—John Pertrucci, 600 car-drive-in under construction; cost $65,000. Peter Latchis building at Newport, N. H. Charles Arnold to start a non-profit drive-in, Concord, N. H. Arthur and Adrienne Alix, application for permit for a drive-in at College Highway. Loew Poli, 1,400-seater, Norwich, Conn. Fruge Construction building two 1,000-seaters, Bridgeport.

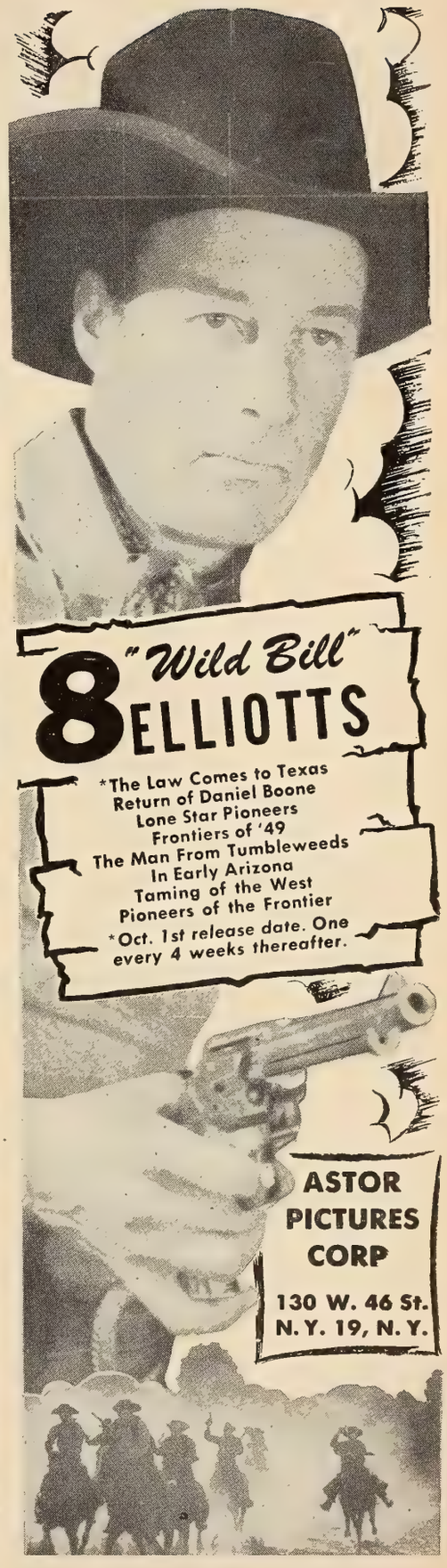
Minneapolis—A. A. Johnson bought property on which to build theatre. Adams, Minn., business men are erecting a Quonset. Mrs. Evy Engquist has a permit to build on West Lake St.

San Francisco—Anson Longtin, a new house at Fair Oaks, near Sacramento.

Louisville—Hugh Kessler, new house at Palmyra, Ind., W. H. Hahn and J. F. Burnette, new drive-in, Bardstown, Ky., to be called Gypsy.

Milwaukee—800-car drive-in costing $175,000, near Racine by Racine Outdoor Theatre Co. Six hundred fifty-car drive-in at Eau-Claire. Marcus Theatre Management plans a 750-car drive-in near Green Bay. Genoa City will have a 700-car drive-in to be built by 300 citizens of the community under leadership of Oscar A. Brotman. Our Theatre, a 400-seater, is being erected at Niagara, Wis., by F. D. Merritt.

Chicago—Citizens of movieless Brook, Ind. are building a 350-seater. Paul Durbin is building a theatre at Perry. Jack Butler is planning a 750-seater at Danville, Ill.



Astor—Atlanta; Bay State—Boston; Pam-o—Buffalo; Astor—Charlotte; Capital—Chicago; Screen Guild—Cincinnati; Imperial—Cleveland; Astor—Dallas; Selected—Denver; Allied—Detroit; Selected—Kansas City; Astor—Los Angeles; Astor—Milwaukee; Independent — Minneapolis; Connecticut Films — New Haven; Dixie Film—New Orleans; Bell Pictures—N. Y. C.; Capital—Philadelphia; Astor—San Francisco; Crown—Pittsburgh; Special Attractions—Seattle; Screen Guild—St. Louis; Equity—Washington, D. C.; Peerless Film Canada—Toronto—Winnipeg—Montreal.

REGIONAL NEWSREEL

(*Continued from Page 27*)

division and branch managers in Los Angeles.

MGM Exploiteer Harold Marshall has resigned as of Sept. 13, and will reside in Cleveland. He will operate surplus army goods stores in Alliance and Mansfield, Ohio.

Iva Moore, operator of the Orpheum, Mitchell, Ind., visited friends in Detroit. William Weil, son of Walter Weil, Greenfield, Ind., exhibitor, has been appointed captain of the cadet corps, at the Louisville, Ky., Military Academy. Trueman Rembusch of Syndicate Theatres, Franklin, Ind., is building a new radio station at Wabash, Ind. Dolores Hill, of the Warner Bros. office, is recuperating after an appendectomy.

The Iris, Lyons, Ind., held its formal opening Sept. 15. Kermit Suhre operates the house. James T. Victory, a former salesman at 20th-Fox, New York, has replaced H. L. (Laddy) Hancock resigned. Donovan Underwood, shipper at 20th-Fox and Bess Louise Harris, were married Sept. 11 in Greenfield, Ind.

WASHINGTON

The Variety Club golf turnament and dinner dance, at the Manor Club on Sept. 3, had an excellent turnout. One hundred and two golfers competed. Harry Bachman, Circle Amusement Co., with a low gross of 75, won permanent possession of the Potomac Electric Power Co. Trophy, for a 3-time winner. Low driving contest was won by Buddy Brylawski; nearest to cup by Roy Richardson, Suffolk, Va.; low net prizes went to Lee Ritter, Ray O'Malley, Lou Ribnitzki, Herbert Sauber, Eddie Stevens, Dallas Pratt, Leroy Smith, Bill Leapley, Jay Carmody, Roger Squitero, Al Miller, George Crouch, Rodney Collier, Sam Galanty and John Di Joseph. The second lowest gross, in the tournament, next to Harry Bachman's was rung up by Al Pratt of Warner Bros. Jack Foxe, of Loew's, with a score of 127 got a trophy for the highest score. And Bernard Lust got a trophy for the most sixes. George Crouch won a clock; Louis Ribnitzki, an RCA radio; Charles McGowan, a set of glassware; Rodney Collier, an electric toaster. All four men are from Warner Bros.

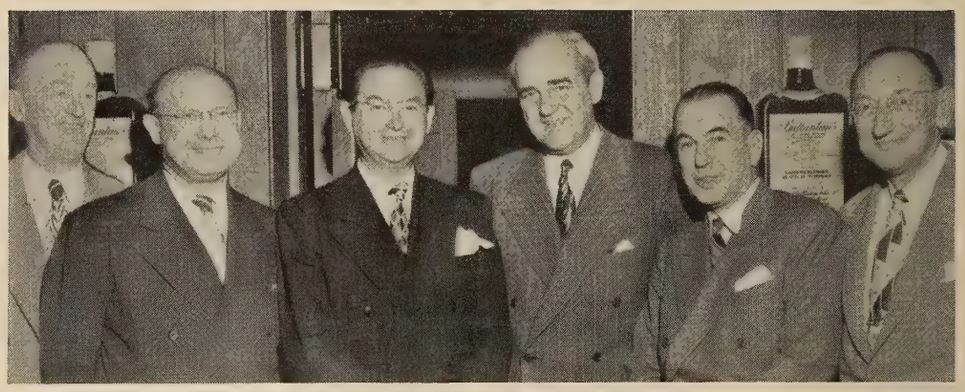
The Trans-Lux Theatre resumed its Saturday morning children's shows.

Changes in Warner personnel: Heliodoro Maya, formerly of the art department of the *Evening Star,* has taken over the drawing board at the advertising department, replacing Gordon Lombard, who left for a position in the government. Peggy Andrews, formerly of contact, has left for a position in Better Business Bureau; Jane Zink, of advertising, has resigned to study modeling in New York; Lyle Selby, advertising, has left to return to his home in California.

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OUTDOOR REFRESHMENT CONCESSIONAIRES from Coast to Coast over ¼ Century
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SPORTSERVICE, Inc. JACOBS BROS.
HURST BLDG. BUFFALO, N. Y.

"Voice of Theatre Speakers"
JOE HORNSTEIN has it!



CELEBRATE DEPINET ELECTION AS RKO PRESIDENT. Following his election last week as president of Radio-Keith-Orpheum by the RKO Directors, Ned E. Depinet was honored by other company executives at the 21 Club. Shown above (l-r) are: Rutgers Neilson, publicity manager; Harry Mandel, RKO Theatres publicity manager; A. A. Schubart, manager of exchange operations; Mr. Depinet; S. Barret McCormick, national advertising director, and Leon J. Bamberger, sales promotion manager.

MILWAUKEE

This is the season for remodeling theatres in the Milwaukee territory. Renovation of the Loyal, Loyal, Wis., has been completed; floor was dropped to eliminate step-ups on entering, and new wiring, plumbing, canopy and indirect lighting fixtures installed. The Classic, Watertown is remodeling. It is one of the few houses in the area that sells cold drinks to patrons.

Permit has been granted for the rebuilding of the old Strand movie house at Manitowoc, of which Nicholas Johnson of Sheboygan is the owner. New push-back seats and projection machines will be installed. An early fall opening is expected. New projection and other equipment is being put in at the Troy, Troy, Wis., Owner Lauren Huston stated. Shows are not interrupted.

Work is progressing on Ernest Bozyshe's new theatre at Stoddard, Wis. The new 700-seat, Gilman, Wis., was opened last month; it is owned by Mr. and Mrs. Frank Kinas.

OMAHA

The Pawnee, 500-car capacity, is the latest drive-in scheduled for opening at North Platte, Neb. Jim Burrus has reopened the Isis, Crete, Neb., after complete redecorating and reseating. Paul Trampe, exhibitor at Oxford, Neb., and pitcher for the local baseball team, may lose part of his sight as a result of a batting practice ball that struck him early in the summer.

Tri-States is completely remodeling the Strand, Hastings, Neb., managed by John Spencer. Bill Tomi, circuit maintenance chief, and District Manager William Miskell visited the scene. Walter Hoffman, 20th-Fox exploiteer from Minneapolis, was in town. Robert Hoffa, manager of the Grand, Grand Island, reports the birth of a first child, a boy. Abe Friedman, Tri-States partner at Sioux City, is vacationing in Hollywood.

Howard Kennedy, Broken Bow, exhibitor, was elected a member of the Nebraska Republican Central Committee at the state convention here. Kennedy is recently out of the hospital after suffering an accident in Washington, D. C. The Omaha Safety Council will premiere its local production "Homemade Hazard" Nov. 10 at the Home Safety Clinic. Epstein circuit has installed new sound in the Circle.

Joseph Meyer, S & M Service, Omaha, is seriously ill in an Omaha hospital.

LOS ANGELES

The Fox West Coasters helped raise $200,000 for the 149-bed wing for St. John's Hospital. Seymour Peiser and Pete Latsis handled the steady stream of publicity, while Dick Dickson laid the groundwork for the entire affair. On the night of the big shindig, over 100 FWC managers and employes filled various jobs that ranged from taking tickets to selling popcorn.

Ludwig Sussman, who runs the Adelphi in Chicago, is coming here to take things easy. His brother will take care of the theatre. Ben Judels, who formerly produced a number of films and was active in independent exchanges in the Midwest, has been appointed sales manager for Filmack Trailers for the entire West Coast.

The Crest, Reno, was reopened Sept. 2 by Fox West Coast. Among those present were actress Anne Baxter and FWC Executives Charles Skouras, R. H. McCullough, Bud Lollier, Ed Zabel and Seymour Peiser. The proceeds went to the firemen injured in a recent conflagration in Reno.

FWC turned over 17 of its first-run houses for a special "Salute to Youth" morning show Sept. 18. A tie-up was worked with Arden Dairies whereby tickets were made available for youngsters free of charge.

LOUISVILLE

A 7½-pound daughter was born last month to Kentucky Theatre Enterprizes President L. B. Fuqua and wife at Eddyville. Legal difficulties have delayed the scheduled opening of the new Croydon drive-in, Croydon, Ind. Among industryites to attend the Theatre Owners of America meeting in Chicago, Sept. 24-25, will

REGIONAL NEWSREEL

be Guthrie F. Crowe, Henry J. Stites and Nell G. Borden of the Kentucky Association of Theatre Owners, and Katherine Overstreet of the Fourth Avenue Amusement Company.

United World Federalists scheduled the British film, "Does It Matter What You Think?" and the American "One World or None" in the Western Amphitheatre here. S. J. Brown, Sr., former owner-manager of the Star, West Point, Ky., has recuperated from a major operation. Edgar Barnett opened his new theatre, Sacramento, Ky., Sept. 10.

Theatre equipment, accessories, supplies, etc., will be shown for the first time at the Kentucky Association of Theatre Owners, convention here Oct. 27-28. Space has been engaged for many booths. W. E. Carrell of the Falls City Equipment Company will again give a cocktail party for all KATO members and friends in its Model Theatre room. Other social events are in preparation.

HARRISBURG

With the appearance of Guy Lombardo and his orchestra Saturday, the Hershey Park Ballroom closed for the season, leaving Manager Harry Chubb full time to devote to the movie house which is his regular winter job.

Mark Rubinsky, owner of the Rubinsky circuit, visited his houses, following a summer schedule of three times a week. Ida Rubinsky, Capitol office manager, was in New York, and her sister, Doris, in Washington, D. C.

Harvey Miller, assistant manager at the Rio, was in Maryland. Other Rio personnel returned from vacations were Cashiers Bertha Olsen and Estella Hicks. Manager Francis Deverter is taking his leave in short trips.

Mrs. Jack D. O'Rear, wife of the Colonial manager, received a hurry call from an attorney friend to help out for three weeks during the vacation of his secretary.

Visitors last week included Lou Golding, Fabian area manager, and film company representatives Tom Noble of Warners, Norris Rosen of Universal, Jack Dynan 20th-Fox, and Clem Reck of Paramount.

HARTFORD

Salvatore Adorno, operator of the Palace, Middletown, Conn., reopened the house after a shutdown of some 10 years. He's installed new lobby, marquee, etc. In Hartford, Crown Management Corp. has put a new blue glass front into the Crown, managed by James Tuffy. New drive-in was opened on Memorial Ave., West Springfield, Mass. by the Weymouth Drive-In Theatre Corp., of Boston.

New Faces: Dorothy Scully, candy girl, Loew-Poli, Hartford; Vincent O'Brien, manager, Center Theatre, an E. M. Loew house in Pawtucket, R. I. Jay Finn, manager, E. M. Loew circuit's Hartford Drive-In, left the job to resume college studies, with Paul Amadeo, house manager of E. M. Loew's Hartford, taking over pending a permanent appointment.

Lou Brown and Harry F. Shaw of Loew-Poli Theatres were in Hartford. Joe Faith, operator of theatres in Bristol, Terryville, Unionville, and Collinsville, Conn., is reported improved after a long illness.

George E. Landers, Hartford division manager for the E. M. Loew circuit, and son Dick, are home from a vacation trip to California and Canada. Henry Lord of the Strand is home from a Canadian holiday. Frank Morin, Regal, was vacationing in New Jersey. Howard Padowitz, Loew-Poli Palace assistant manager, left on his vacation.

Morris A. Harris, 64, associated with his three brothers, Martin, Ted, and Sam, in the operation of the State, Hartford, died Sept. 10.

George Brown, electrician, State Theatre, Waterbury, Conn., died suddenly. He was Waterbury IATSE Local vice-president.

SALT LAKE CITY

MGM Cashier Lee Clayton was awarded the pin of the 20-Year Club this week by Manager Carl P. Nedley and feted at a party. He is the third MGM employe here to receive the 20-year pin. Except for four years in the army, Clayton has spent most of his life in exchange work. Out-of-state exhibitors calling on local exchanges included Hugo Jorgensen of Rigby, Idaho, and Hy Knudsen of Livingston and John Moran of Laurel, Mont. Manager Andy Floor of the renovated Star, is headed for a Pacific coast vacation.

This being Youth Month, Salt Lake City teenagers have been taking over the management of theatres as well as police, civic and religious offices. Juvenile delinquency is almost unknown here. A special entertainment program for youths alone is in preparation in addition to other Youth Month events.

Fox Movietone's "Desert Life," the Technicolor short now being shown at the New York Roxy, was filmed in Las Vegas, N. M., and depicts night scenes there, the Little Church of the West and Hotel Last Frontier.

PHILADELPHIA

Some 80 exhibitors attended a luncheon at the Broadwood Hotel last week and pledged their full support to the current Will Rogers Memorial Hospital Drive. Paramount Mid-astern Division Manager Earle Sweigert is chairman of the local drive.

Eagle Lion Booker Harold Coltun has returned from vacation, much of which was spent getting better acquainted with his new baby. John Nolan and Johnny Roberts of the Comerford circuit were visitors last week.

Harry, son of Sam Lefko, is now in the advertising and sales promotion department of Westinghouse Electric in Washington, D. C. Jack Jaslow has leased the Poplar again and contemplates showing foreign-made films. Joe Perry, Clark Film shipper, is a late vacationist.

All Monogram and Allied Artists press books will be supplied by National Screen effective immediately. NSS now carries other accessories and will service all future advertising requirements.

Alvin Goodwin, general sales manager for Quality Premium Distributors, has returned from a Boston business trip.

Wally Makowski, Stanley-Warner purchasing head, celebrated his 20th wedding anniversary last week.

Warner Office Manager George Hutcheon fractured several ribs when he fell in his bathtub at home. Ed McEvoy, Universal-International short subject sales manager, visited the

(*Continued on Page* 30)

New Mirrophonic Sound
JOE HORNSTEIN has it!



Astor—Atlanta; Bay State—Boston; Pam-o—Buffalo; Astor—Charlotte; Capital—Chicago; Screen Guild—Cincinnati; Imperial—Cleveland; Astor—Dallas; Selected—Denver; Allied—Detroit; Selected—Kansas City; Astor—Los Angeles; Astor—Milwaukee; Independent — Minneapolis; Connecticut Films — New Haven; Dixie Film—New Orleans; Bell Pictures—N. Y. C.; Capital—Philadelphia; Astor—San Francisco; Crown—Pittsburgh; Special Attractions—Seattle; Screen Guild—St. Louis; Equity—Washington, D. C.; Peerless Film Canada—Toronto—Winnipeg—Montreal.

REGIONAL NEWSREEL

(*Continued from Page 29*)

local exchange. Al Reh, manager of the S-W Mastbaum, is back from vacation. Catherine Foley Winterbottom, secretary to U-I branch manager, George Schwartz, was ill most of her vacation.

Joan Charles, daughter of S-W's Bill Charles, married Lee Cattrell in Darby, Pa., Sept. 11. A daughter was born to Erwin Kahos, Y and Y Popcorn sales manager.

MINNEAPOLIS

Henry Greene has been named chairman of the North Central Allied committee representing independent exhibitors in negotiations with the projectionists union on a new contract. Also on the committee are Ted Mann, Al Lee, and Martin Lebedoff. The current contract expires Dec. 1.

Ted Mann has opened his new 600-car, $150,000 drive-in eight miles northeast of Duluth, Minn. The 450-car drive-in being built near Austin, Minn., by Clem Jaunich is set to open late this month.

A. Davidson has changed the name of the Nancy at Bridgewater, S. D., to the Virginia. Pioneer circuit has opened the new Campus at Storm Lake, Iowa. George H. Berkholder has bought the Dassel at Dassel, Minn.

Dean Lutz will cover the Twin Cities and southern Minnesota for United Artists, replacing Casper J. Chouinard, now managing the UA Milwaukee branch. William Ronning, buyer-booker for Minnesota Amusement, is passing out cigars. It's an eight-pound girl.

The Minneapolis city council voted to grant a license for the Vogue to Wilfred Wolfson and Joseph Podoloff. The license had previously been turned down by the license committee. The council also confirmed the grant of a license to Mrs. Evy Engquist and Paul Mans for a new theatre at 224 W. Lake St. Wolfson and Podoloff had purchased the Vogue, formerly operated by Mrs. Engquist and Mans, and sought to take over the latter's license.

TORONTO

The big Odeon in Toronto, recently opened, cost $250,000 more than the announced $2,000,000, according to a statement by Odeon Theatres of Canada. Rumors are rife in Toronto that Paul L. Nathanson, a former director of Canadian Odeon, may join forces with Famous Players Canadian, of which his father, the late N. L. Nathanson, was president until he resigned eight years ago to form the Odeon circuit. An indication of the increasing rivalry between these two circuits was seen in the splash newspaper advertising for Odeon's first-runs in Toronto on the day that the great Odeon here was opened. That house has the highest admission scale of any theatre in Canada, top price being $1.20 for a reserved loge seat, with general admissions evenings at 70 and 80 cents, and in the afternoons 50 and 60 cents. In Toronto opposition houses the adult night price is 66 cents and 50 cents at matinees.

Premiere Canadian roadshow of Laurence Olivier's "Hamlet," a J. Arthur Rank production, has been set for the Kent in Montreal, commencing Sept. 20 with admissions at $1.50 and $1. After two weeks of stage presentations, the Royal Alexandra, Toronto, reverted to film bills Sept. 13 with the Italian picture, "The King's Jester." During the summer the Royal Alexandra played films for two months instead of the usual stage shows.

Canada, still without domestic television because of the attitude of the government, saw its first telecast from the Dominion to the United States on Sept. 12 when a program was sent to station WBEN-TV in Buffalo, N. Y., showing Niagara Falls from the Ontario side of the border.

New Ideal Theatre Chairs
JOE HORNSTEIN has it!

Fast Booking Time

Andy Anderson, head of the Anderson Theatres, Hartford City, Ind., arrived in Indianapolis by plane early Monday morning, completed his booking and buying chores, and returned to Hartford City in time for dinner. It was his plane's maiden voyage to the Hoosier capital.

NEW HAVEN

The Regent, Worcester, opened 21 years ago is being torn down to make room for parking lot. Matt Saunders, manager of Poli Bridgeport, and Alice Fox, his secretary, both celebrated birthdays. RKO District Manager Gus Schaefer is conferring in New Haven with Branch Manager Barney Pitkin. Leo Litwin, concert pianist, stopped off in New Haven to visit his aunt and uncle, MGM Manager Harry Rosenblatt and his wife. Jack Schwartz, owner of West End, Bridgeport, is ready to start modernizing his front lobby and rest rooms.

Manager Michael Jacobson of the Mayfair, Bridgeport, is back from a California vacation. MGM branch office staff is giving Phil Gravitz a luncheon prior to his leaving to attend an executive training course in New York. New sound equipment is being installed at the Loew Poli Strand, Waterbury. Louis J. Anger has reopened his modernized and enlarged Barnum, Bridgeport.

Continental Films, Inc., newly-formed distributor of foreign films, has opened offices at 185 Church Street, New Haven, and will supply product to exhibitors in Connecticut, Massachusetts and Rhode Island. Norton M. Levine, New Haven attorney, is president of Continental; David S. Korn, New Haven, secretary-treasurer, and Allan Stewart, sales manager.

BALTIMORE

Bernard Rosen, son of Morton Rosen, Windsor Theatre, is recuperating in Sinai Hospital from an appendectomy. Schwaber circuit plans an October opening for its new theatre in Dundalk. Son of Joe Walderman, Monroe Theatre, is back from vacation camp in Maine. Joe Grant, Nemo, has regained his golfing form. Irving Grant, Dunbar is back from an Atlantic City vacation.

Morris Oletsky, Victory, Rodney Collier, Stanley, Oscar Coblenz, Alpha, and Morton Rosen, Windsor, are going to Philadelphia for the Variety Club golf tournament. Milton Schwaber and family are back from Atlantic City. Gordon Contee, 20th-Fox manager is in town visiting the Durkee office. Joe Walderman, Monroe, is celebrating his 10th wedding anniversary. Frank Hornig, Horn Theatre was seen contributing to the Heart Fund at the Variety Club Saturday night. Dick Worman, Columbia and Eureka Theatres is back from Ocean City.

All neighborhood theatres are running trailers plugging the Variety Club football game. Jules Girdin, Imperial, Brunswick, Md., is moving his family from Long Island to Brunswick. Mr. and Mrs. Len Smelter are celebrating their 21st wedding anniversary by cruising the bay at the Corinthian Yacht Club and a party at the Variety Club. Mr. and Mrs. Stanley Baker, Hicks circuit are back from Atlantic City. Jack Dawses is in New York state on business. John G. Miller, has taken over the Gem, Emmittsburg, and will operate it.

Paul Hornig, Horn Theatre, is in Bon Secours Hospital for a check-up. H. Ricks has opened the Lincoln, a new house in Rocksville, Md. Wife of Russell Butler, Parkway, is laid up with a broken leg suffered in a fall. John Stokes, Parkway assistant, is vacationing in Orlando, Florida. Harry Osterhout, Century, is on vacation.

COLUMBUS

Jack Needham, who lately retired as a 20th Century-Fox salesman, has been named chairman of the campaign in Columbus to raise funds for the Will Rogers Memorial Hospital at Saranac Lake. Theatres have been asked to run trailers and sell tickets in their lobbies.

Mrs. Lee Bennett has acquired the neighborhood Alhambra from Raymond Quinn. Mrs. Lelia Stern is observing the seventeenth anniversary of the management of the downtown Southern by the Stern family. Before passing to the management of the late Max Stern in 1931, it was a legitimate theatre. House underwent a thorough refurbishing some time ago.

Local newspapers have been receiving letters from disgruntled patrons complaining about the policy of several theatres in refusing admission to parents with babes in arms. Ward Farrar, United Artists exploiteer, paid the city another visit.

ATLANTA

The Waycross, Ga., city council voted to allow Georgia Theatres' Ritz and Lyric to show movies on Sundays, with a percentage of the proceeds going to the Waycross Boosters Club for the promotion of youth activities.

Recent area appointments: D. O. Brantley, formerly with Lam Amusement and with Wilby-Kincey in Birmingham, has been named manager of its Dawson houses by Martin Theatres; Martin circuit has tranferred Thomas G. Worthman from manager of the Martin, Tifton, Ga., to the Martin, Roanoke, Ala.; C. D. Spencer was named salesman for Southern Automatic Candy Company. Universal-International, which recently brought Jackson Robinson from its Indianapolis office to its Atlanta booking department, has switched him back to Indianapolis as head booker.

Theatre openings: Crescent Amusement's first drive-in near Murfreesboro, Tenn.; Richard and Duncan Theatres' Fairburn, Fairburn, Ga.; Orr Theatres' new house at Atalla, Ala.; Jim Partlow's drive-in, Orlando, Fla.

Mr. and Mrs. William Thornhill, Alabama theatre owners, stopped over here en route to Florida. Wometco Buyer Herman Silverman came up from Miami on business. Jackpot Quiz Night Southern District Manager Charlie Clark

REGIONAL NEWSREEL

is back from New Orleans. Marguerite Smith, formerly with Wil-Kin Theatre Supply, is back on the row with Moore-Wilson Enterprises.

Florida Inland Theatres, Fort Lauderdale, Fla., has been sued for $495 by S. F. Holtzman who alleges he tripped over a carpet in the theatre. S. T. Maughon, for 16 years in the theatre business in Georgia, first in Atlanta and later in Patterson and Screven, died Sept. 4 at his home of a hemorrhage.

DENVER

Frank Childs, who recently resigned as manager for Selected Pictures, has been hired as Monogram salesman. Frank Barnes, owner of the Elite, Crawford, Neb., is spending considerable time at present in Lawrence, Kan., so he may be near his mother, who is seriously ill. Charles Skouras was in Denver on his way to Wyoming to get in some antelope hunting.

Arlie Beery, Manley Popper representative, will be spending his weekends in Boulder, Colo., especially when the football games of the University of Colorado are there. His son, Arlie Jr., is on the team, and rates high. The son made both the all-state football and basketball teams in the same year in high school. The father was also a football star at Colorado College, where he played on the same team with the famed Dutch Clark.

Universal Manager Mayer Monsky weekended in Omaha, his home city. Robert Bothwell, manager of the Aladdin, and his wife, went to their old stamping ground, Montana, for their vacation.

KANSAS CITY

Joe Redmond, manager of the Esquire, is back on the job after a 5,200-mile auto trip to the West Coast. Carl Thieme, assistant manager, handled the theatre in Redmond's absence.

Visitors to film row last week included A. E. Jarboe, owner of the Ritz, Cameron, Mo., and Larry Larsen of the Civic, Webb City, Mo. Larsen was in town to attend a meeting of directors of the Allied Theatre Owners.

Fox Midwest managers had two days of heavy activities at their annual convention last Wednesday and Thursday. Besides the business activities, which included presentation of new product and policies and fall drive plans, they had a steak dinner with all the trimmings, and competitions in golf, horseshoes and gin rummy —with plenty of prizes.

Opening of school last week has shifted theatre attendance from its summer pattern. Matinee trade is slacking off somewhat in the first-runs, and neighborhood evening trade has a slight picking up.

VANCOUVER

Relief manager at the Marpole here is Douglas Redgrave, former Oak Bay manager of Victoria; Dorothy Clark of the Rio is relieving Manager Jimmy Adams of the Circle who is vacationing; Agnes Gray is temporary assistant to Manager Al Mitchell of the Hastings until a permanent replacement to Paul Lambert, resigned, is named.

With local film theatres having a hard time breaking even with top screen fare, the King Cole Trio at the Palomar Night Club and Spike Jones at the Cave Supper Club are doing sell-out business at increased tariffs.

Harry Allan, Jr., son of Cardinal Pictures President Harry Allan, in charge of the company's British Columbia branch here, has left to join the National Film Board in Montreal. No successor has yet been named to succeed him at the Vancouver office.

Trans-Canada Films, Ltd., with Wally Hamilton in charge of production, has finished shooting of a film for the Pacific National Exhibition in Vancouver. Attendance at the fair has been good despite bad weather during the first few days. Marilyn McLeod, daughter of Manager Roy McLeod of the Vogue, has been given a part in the musical, "Oklahoma," and will join the company next week in Des Moines, Ia. She was auditioned for the part when "Oklahoma" played here in August.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN has it!

To Honor Fabian

Si Fabian, president of Fabian Theatres, and recent New York State chairman for the entertainment industry's division of the United Jewish Appeal, will be honored Sept. 21 by the New York Cinema Lodge of B'nai B'rith at a special meeting in the Hotel Astor when he will be presented with the Lodge's "Honor Scroll" by Randforce Theatres' Sam Rinzler.

NEW YORK

New York exchange employes are all out for the move to save the Will Rogers Memorial Hospital. All have taken books of tickets for prizes and are peddling them.

Twentieth-Fox Exchange Manager Seymour Florin and his assistant, Herb Gillis, are in Los Angeles for the company's sales meeting. Alex Arnswalder, booking supervisor, is back after a 10-day illness.

Filmrowite May McGee is now a mother-in-law. Daughter Eleanor married Vincent Marinucci last Sunday. Filmrowite Gloria Patrizzo is recovering from injuries received in an auto accident last Monday night when she nearly lost an eye.

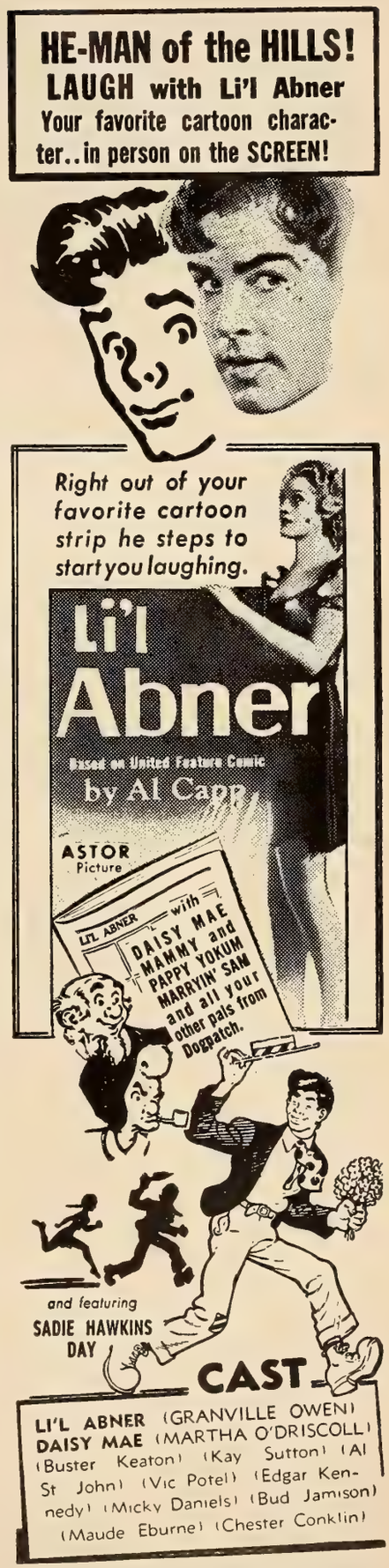
United Artists has new faces in those of Virginia Rudd and Marion Clark.

Small, greying Jessica Kolken, secretary to Paramount Attorney Martin Lane, announced her engagement this week to Raymond H. Chuck of New York, a non-industryite. Wedding is for December in the Spanish and Portuguese Synagogue. Miss Kolken was secretary to Paramount Buffalo Manager Mannie A. Brown before serving as American Red Cross assistant program director in the Philippines and Japan.

Joseph L. Citron, 49, manager of Loew's Olympia here, died last week of a heart attack. With Loew's for 10 years, he started as assistant manager of the 46th Street Theatre, was promoted to manager of the Apollo in 1944 and then transferred to the Olympia. Interment was in Beth David Cemetery, Elmont, L. I. Survivors include his widow, Tillie, and two daughters, Roberta and Lucille.

Funeral services for William J. Kernan, 72, RKO Service Corporation assistant treasurer, were held Tuesday from the Holy Trinity Church with interment at Calvary Cemetery. Kernan died Saturday in St. Vincent's Hospital.

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Hollywood Newsreel

West Coast Offices—6777 Hollywood Blvd., Hollywood 28, Calif.—Ann Lewis, Manager

PRODUCTION PARADE

By Ann Lewis

Joan Fontaine's next picture for her own company, Rampart Productions, will be a sparkling, modern comedy, "A Very Remarkable Fellow." William Bowers is presently at work on the screenplay, which has as its central character a feminine conductor of a weekly radio program dedicated to the solution of everyone's problems, who falls in love with a psychiatrist. Film is slated for a February start.

* * *

Mark Daniels gets the romantic lead opposite Meg Randall in the screen version of "The Life of Riley," which Brecher Productions are making from the radio show of the same name. Other players already inked for top roles, besides Star William Bendix, are Rosemary DeCamp, Richard Long and Beulah Bondi. Scheduled for release through Universal-International, film will roll the early part of October, with Irving Brecher as writer-director-producer.

* * *

The Burt Lancaster-Harold Hecht-Norma Productions have just purchased the widely discussed book "Blood Brother" by Elliott Arnold. Present plans call for shooting to start in the Spring, in and near Tucson, Arizona, around which most of the actual historical action of the book revolves.

* * *

Jackie Coogan attains two firsts in the featured role assigned him by Pine-Thomas in their Paramount color release "El Paso." They are his first killer role and the first time he has appeared in a western. Coogan will portray the chief henchman of Sterling Hayden, the "heavy" and one of the co-stars in the picture. Lewis R. Foster will direct.

* * *

To be sure that he gets realism in the Abbott & Costello picture "Africa Screams," Producer Edward Nassour has just signed Clyde Beatty and all of his circus of wild animals. End of October is the starting date, with Rudy Vallee the only other star-name signed. Charles Barton will direct.

* * *

As his first independent film under his new status at Eagle Lion, Producer Bryan Foy will make a semi-documentary picture "Port of New York," based on the attempts to smuggle contraband into the United States. Most of the material to be used in the screenplay has been already obtained by Bert Murray, the writer, at that locale. Foy has set Richard Basehart to play one of the leading roles.

* * *

The third film to be made by Producer Paul Short, with Audie Murphy in the starring role, will be "Jet Pilot," from an original screen story by Robert Hardy Andrews. "Bad Boy" comes first, then "Kid from Texas," and early in December Short will start "Pilot." Rory Calhoun, Guy Madison, Gar Moore, Cathy O'Donnell and Rhonda Fleming will head the cast. Picture will be filmed at the Selznick Studio and will be distributed by the Selznick Releasing Organization.

* * *

Frederic Ullman, Jr., has been handed the producer reins on "Sam Wynne," screen version of the new novel by J. H. Wallis. A modern melodrama with New York City as its background, it has been scheduled as one of the new group of features to go before the cameras at RKO early in 1949. Lillie Hayward is writing the screenplay.

* * *

Jean Yarbrough has been signed by Producer Peter Scully to direct "The Rainmaker," which goes before the cameras at Monogram the end of September.

* * *

The next Roy Rogers starrer in Trucolor will be "Down Dakota Way," from an original screenplay by Sloan Nibley. Associate Producer Edward J. White has scheduled the picture to go before the cameras early in November, following Rogers' return from his current rodeo tour which winds up in Chicago October 24.

* * *

Gale Storm will play the starring role opposite Rod Cameron in Allied Artists' "Stampede," which will be based on the popular novel by E. B. Mann. In order to take this assignment, Gale had to withdraw from her previously assigned role in "When a Man's a Man," which started this week.

* * *

Producer Leonard Goldstein set George Sherman to direct "The Story of Sam Bass," Universal-International's next outdoor Technicolor production.

* * *

"Omoo" is the title of a south sea adventure story just put on Screen Guild's production schedule. Based on the book by Herman Melville, author of "Moby Dick," it will be adapted for the screen by George Green and Robert Edwards, with Edwards also serving as director. George Green will be associate producer.

* * *

George Marshall was this week signed by Columbia to direct "Bonanza," Technicolor saga of the lost mines in Arizona's Superstition Mountains to be produced by S. Sylvan Simon.

Studio Roundup

A new wrinkle was introduced into production last week when DPs (Displaced Persons) were given a break. Nat Holt's "Canadian Pacific" employed 173 European DPs among its several hundred actor-track workers, while on recent location in the Canadian Rockies. Unlike Hollywood studio practice, the men actually built the railroad track as Director Edwin L. Marin's Cinecolor cameras turned on them. The DPs were accurate counterparts of the immigrant labor largely used by the Canadian Pacific Railroad in its original construction in the 1880s. They are wards of the Canadian government and assigned to the railway for their first six months in Canada.

Metro-Goldwyn-Mayer started "Big Harpe," a story of a century ago about tough highwaymen in the Ohio River area. Wallace Beery plays a now-familiar role of the ostensibly tough but inwardly warmhearted cutthroat leader. Marjorie Main co-stars, and others include Vince Barnett, Frank Morgan and Will Wright. Gottfried Reinhardt, son of the late great Max, produces. Lenny Hayton, MGM composer-director, appeared in front of the cameras for the first time last week in "The Barkleys of Broadway." A bushelful of actors were tried for the part, in which he has to conduct a full symphony orchestra with Oscar Levant at the piano, but none could convincingly master Tschaikowsky's intricate music. Hayton then was drafted.

RKO Radio joined Universal-International in being completely devoid of camera activity, with the completion of "Follow Me Quietly." "The Setup," originally slated to start Sept. 15, was pushed back to the end of the month.

Fine and Thomas this week gave the green light to their first extra-budget special, "El Paso." One of Mexico's most popular leading men, Eduardo Noriega, left Mexico City to arrive in Hollywood for a featured role. The picture stars John Payne, in a departure from his past roles; Gail Russell, Sterling Hayden and George "Gabby" Hayes. Paramount will release. Meanwhile, the second unit of Paramount's "One Woman" entrained Sept. 9 for

Cowan, Sure People Want Laughs, Switches to Comedy



Lester Cowan

Lester Cowan, producer whose previous pictures have been on the serious side, is plumping for comedy in his next production effort. "The deciding factor in successful film production," he says, "is the ability to sense the changing trends in public tastes." And because he is convinced that "the day of the loony comedy is really just dawning and that box-office charts will show an increasing swing toward laugh-provokers," Cowan is bringing the Marx Brothers back to the screen in a film he is making under the title "Love Happy."

"Just watch production from now on," Cowan remarked to your correspondent in an exclusive interview, "and you'll see screwball comedy more prominent on all schedules. Its box-office value is increasing in a world in which the threat of war, depression and other nightmares is growing constantly."

Comedy, according to the man who made such dramatic subjects as "Commandos Strike at Dawn" and "G.I. Joe," offers a total escape from realism. Cowan feels that this element has definite psychological healing value, and that most theatre-goers need purely escape entertainment.

Ohio-born independent movie-maker Cowan entered production in 1934 as a supervisor. "Love Happy" will be his first comedy since 'way back when he produced "You Can't Cheat an Honest Man," with W. C. Fields as the star.—JAY GOLDBERG.

PICTURES STARTED LAST WEEK

ALLIED ARTISTS. When a Man's a Man—Principals: Guy Madison, Rory Calhoun, Carole Mathews, Cathy Downs. Director, John Rawlins.

COLUMBIA. Air Hostess—Principals: Gloria Henry, William Wright, Ross Ford. Director, Lew Landers.

Desert Vigilantes—Principals: Charles Starrett, Smiley Burnette. Director, Fred Sears.

MGM. Big Harpe—Principals: Wallace Beery, Majorie Main. Director, Richard Thorpe.

MONOGRAM. Jiggs & Maggie in Court—Principals: Joe Yule, Renie Riano. Director, William Beaudine.

Headin' For Trouble — Principals: Jimmy Wakely, Cannonball Taylor. Director, Ford Beebe.

TITLE CHANGES

"Frontier Phantom" (SG) now
FRONTIER REVENGE

"West of Tomorrow" (Fox) now
JUNGLE PATROL

"Cagliostro" (Ind.) now
BLACK MAGIC

"20 Clues" (EL) now
HE WALKED BY NIGHT

Chicago to shoot additional backgrounds and pickup shots.

Humphrey Bogart is trying to decide what his hours ought to be at the studio, when he isn't merely acting the leading role in his first independent film at Columbia, "Knock on Any Door." He is also serving as producer with Robert Lord. "Every producer I try to call around ten has never come in yet, and if I call after twelve, he's just left," says Bogie. "Good, solid, sensible hours, too," he adds.

Myrna Dell won the feminine heavy lead in Columbia's "Jungle Jim's Adventure"; and character actor Nelson Leigh, noted for his annual Pilgrimage Play portrayal of the Christus, was given an important role. Elena Verdugo is the feminine lead. Alan Dinehart III, son of the late character actor, was cast as a child prodigy in "Blondie's Big Deal."

Windsor Productions' "When a Man's a Man" left last Friday for Chinle, Arizona, to set up headquarters on a Navajo Indian reservation for two weeks location shooting. The following Monday the cast, headed by Guy Madison, Rory Calhoun, Carole Mathews, Cathy Downs and Johnny Sands, flew there with Co-producers Julian Lesser and Frank Melford. Picture will be an Allied Artists release.

Cartoonist George McManus, creator of the Bringing Up Father comic strip, portrayed himself in "Jiggs and Maggie in Court," which went before the lenses Sept. 8 at Monogram. Joe Yule and Renie Riano again play the title roles for Producer Barney Gerard.

Five of Hollywood's most beautiful girls portray fashion models in a modiste salon sequence of "Two Guys and a Gal," Warner Bros. Technicolor comedy of life on a movie lot. Sammy Cahn and Jule Styne finished six new songs for the picture. Zachary Scott and Sydney Greenstreet checked in for "Flamingo Road," co-starring Joan Crawford. A Michael Curtiz Production, Jerry Wald is producing for Warner release.

Independent producer Harry Popkin started "Impact" for United Artists on Sept. 14 on location in San Francisco. The company will return Sept. 24 for a month of interiors at Motion Picture Center. Brian Donlevy, Charles Coburn and Helen Walker have the leads for this second Popkin feature.

Wanger Signs Bondi

Beulah Bondi has been signed by Walter Wanger for the leading character role in "Reign of Terror," starring Robert Cummings and Arlene Dahl. Eagle Lion will release.

LONDON OBSERVATIONS

Exhibitors Are Caught in Squeeze as Board of Trade Policy Aims to Aid Production at Theatres' Expense

By JOCK MacGREGOR

It appears that the Board of Trade wants British production to flourish at the expense of healthy exhibition. While the former is getting every support, the latter is in for a sticky time. Dollars must be conserved but current obstinacy can only end in a box-office slump with the killing of the goose which provides the gold for the eggs.



Jock MacGregor

Take the case of the exhibitors who have applied for quota exemption because of circuit competition. Many have been harshly treated and their requests rejected. Badly hit are those who, prewar, had flourishing first-run houses but through shortages have had to take what they can get. Recently they have been getting new American product and been able to regain their old position, but they are being told they must meet their full obligations. This can only be done by taking subsequent runs, thereby lowering the prestige and capital value of the hall.

Now the BOT suggests that exhibitors must adopt a single-feature policy unless they book British reissues or use shorts, only 25 per cent of which need be home-produced. The cinema's prosperity has been built on the double-feature program and the exhibitors resent the dictatorial attitude. They know their patrons' likes and dislikes and the reception afforded documentaries, so beloved of the intelligentsia.

The producer is being protected all along the line. The independent producer who does not get a circuit deal can even show his offering to a special government panel. If they approve, then a circuit can be forced to show it together with five others each year. Incidentally, both "Brass Monkey" and "William Goes to Town" are being viewed with this object. Ironically, they are distributed by UA which has not concluded a circuit deal with Odeon, despite its financial holdings, for a long while.

The most surprising granting of a quota ticket would appear to be the one for "OK Agostina" which Ludovico Toeplitz de Grand Ry is producing and Luigi Zampa is directing on Ischia in the Bay of Naples, with a British unit and cast. Apparently legal technicalities are met, but the producers themselves cannot have a great deal of faith in their work if they require the "British" label to get it booked. It also suggests the BOT is using the act to save dollars for the treasury.

A scheme to get continental films, dubbed with English dialog, accepted for quota purposes has been nipped in the bud. Had it gone through there would have been no limit to the potentialities. Movie fans would then have had to get used to Indian, Czech, French and, of course, Russian stars —and what a time the janitors would have had putting the names on the marquees.

Meanwhile, an independent distributor tells me that he cannot estimate the number of so called British second features and featurettes which are being hawked with renewed vigor these days. After his lurid descriptives of several he saw the other afternoon, he certainly deserved the double brandy.

Unless the BOT really wants to smash the British film industry, it must reconsider policy.

* * *

On a South London bomb site, Ealing Studios have built an enormous set for "Passport to Pimlico." They required a background of blitz damage and Director Henry Cornelius saw this one from a train window. The busy street scene—railway, trolley and all the other transport of a busy suburb area—was erected on the site.

* * *

Operators of art houses are often considered to be long-haired intelligentsia. An exception is Cecil Bargate, general manager of the exclusive Curzon in Mayfair. This week, he opens with "Monsieur Vincent" and, all going well, the critics will not be visiting him again this year. So far they have only seen him twice in 1948. Cecil, oddly enough, also runs several flourishing houses at the other end of the social scale in working class districts equally successfully.

* * *

For the record: "Andy" Andrews, joint managing director of Monarch, will be winging his way to Denver, Colorado, in the near future for the wedding of his daughter, Betty Mahn, a war widow, to Chappell Cranmer, a member of one of the city's leading families. . . . Unusual press reception was that of Harry Alan Towers at the shortly-to-be-re-opened Cafe de Paris to hear Hildegarde record her radio program. . . . A strong contingent of film people headed by Jean Simmons attended. . . . Nice sight outside the Warner on Sunday afternoon: a critic lining to see "Life With Father," a few paces behind was a British producer and the banter was not bad since the latter's latest offering was running in opposition.

Enterprise Suspends Further Production

Enterprise suspended further production this week temporarily to await returns from the films it now has in release and has started negotiations to terminate the lease it now has on its studios, it was learned in Hollywood.

The stoppage will not affect Enterprise's release commitments, since the two pictures it is committed to deliver—one to MGM, the other to United Artists—are without time limits. The studio lease will expire automatically in February and if not terminated before then will revert to Owner-Producer Harry Sherman.

Whitley Is Signed

Crane Whitley, young actor discovered this season by Brian Donlevy, has been signed for a featured role in Sam Bischoff's "Outpost in Morocco," now in production for United Artists' release. The film, which is the first movie with an authentic French Foreign Legion locale, stars George Raft.

Regional News

(*Continued from Page* 31)

Surviving are his widow, Mrs. Ellen Kernan, a son—William E.—three brothers—John B., Joseph F. and Edward H. Kernan.

Funeral services were held in Albany Sept. 13 for Warner Bros. Salesman George Goldberg, 55, whose body was found in Washington Park Lake there. His widow, who reported him missing, said he had been ill for the past three months. A married daughter also survives.

CHARLOTTE

Film Classics exchange of Charlotte having won a $500 prize in a sales contest with 26 exchanges in selling new product of Film Classics, has entered another contest, hoping to get a higher prize when the campaign closes Dec. 3. Charlotte Manager B. A. Slaughter, Jr., says they won fifth place behind New York, St. Louis, Los Angeles and San Francisco.

Charlie Leonard has resigned as head booker with the Warner Bros. Charlotte exchange to accept a sales position with Astor Pictures. Leonard will be succeeded by Harry Gussett.

Martha Ann Patrick, employed at 20th Century-Fox office in Charlotte, was married Sept. 6 to James Hudson Crowell in the Methodist Church at Matthews, N. C. They will make their home in Raleigh, N. C.

PHOENIX

Malcolm S. White expects to open his new 800-seat theatre here about Oct. 15. He also operates a theatre in Scottsdale.

Clarence Shartzer, until last month manager of the Orpheum and Flagstaff theatres in Flagstaff, has joined the advertising staff of the Arizona *Daily Sun*.

Charles J. Alden, 63, Globe theatre operator, died after suffering a heart attack while at the Cobre Valley Country Club. Alden lived in Globe more than 40 years and was the founder of the Dime Theatre, renamed the Alden.

ST. LOUIS

Recent theatre sales reported here include the 526-seat Missouri, Campbell, Mo., sold by John Mohrstadt to Nat Reiss of Memphis; the 400-seat Star, Quincy, Ill., bought by the Dickson Operating Company, Mission, Kan., from John C. Miller; the 250-seat Worden, Worden, Ill., sold by J. H. Hauss to C. E. Millard of St. Louis, a newcomer in exhibition.

Theatre improvements: Turner-Farrar's 400-seat Gem, Chester, Ill., is being completely renovated, with new screen, lobby repainting, lamphouse, and new front included in the improvements; Grover Brinkman has installed new Western Electric sound in his 300-seat Main, Okawville, Ill.

Warner Bros. Eastern Missouri Salesman Jack Harris had a narrow escape from serious injury or death last week when his automobile went off the road and overturned three times outside Salem, Mo. He bought a new car in Rolla, Mo., where he went to keep an appointment with Warner Manager Lester Bona and Caesar Berutt, circuit officials.

Bob Evans has resigned as assistant manager of Loew's theatres here and gone to Dallas, Tex., to take a job in the MGM recording plant there. Monogram Western Division Sales Manager Nicky Goldhammer conferred here with Monogram St. Louis Manager Reuben Rosenblatt. Herman Gorelick of the local Screen Guild office went to New York to attend a meeting of Realart franchise holders.

Warner Bros. Southern Illinois Salesman Jim Hill, ill at home the past weeks, expects to resume work this week.

Youth Matinees

The Shady Oak, Pageant and Maffit, Fanchon and Marco-St. Louis Amusement Company theatres in St. Louis and the Wellston in Wellston, St. Louis County will resume Youth Cinema Club matinees this Saturday and continue them each Saturday during the fall and winter. The four theatres are accepting enrollments in the clubs and the programs are especially selected for youthful audiences under the sponsorship of the Better Films Council. Each week members of women's organizations affiliated with the Council will help in the overall supervision of the clubs whose members will act as cashiers, doormen and ushers at the theatres. The Youth Cinema Clubs, founded by Mrs. A. R. Burt, have the active support of Fanchon and Marco President Harry C. Arthur.

ADVANCE DATA
On Forthcoming Product

Incident (Mono.) Principals: Warren Douglas, Jane Frazee. Director, William Beaudine. Murder-mystery involving a young man who helps trap a gang with the aid of an alert female insurance investigator.

Knock On Any Door (Col.) Principals: Humphrey Bogart, John Derek, Susan Perry. Director, Nicholas Ray. Drama about a lawyer who takes a case he doesn't want, defending a man charged with killing a policeman; he almost saves the lad from the chair, but the guilty man confesses.

Mr. Soft Touch (Col.) Principals: Glenn Ford, Evelyn Keyes. Director, Gordon Douglas. Drama in which a gangster is regenerated by a pretty girl who manages a settlement house.

Jungle Jim (Col.) Principals: Johnny Weissmuller, Virginia Grey. Director, William Berke. A story about Jungle Jim and an expedition in Nagandi to find gold, with Jungle Jim saving his own life and others in his party by finally killing his persistent adversary, a young American posing as a wanderer.

Criss Cross (U-I) Principles: Burt Lancaster, Yvonne De Carlo, Dan Duryea. Director, Robert Siodmak. A drama involving a girl, who is loved by a gangster and an honest man. The good egg, turned crooked to get expensive things for the girl, is doublecrossed. However, in the end, both the girl and fellow are slain, and police close in on the gangster.

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Feature Booking Guide

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases and re-issues) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listing.

SHOWMEN'S TRADE REVIEW

A

Title	Company
Abbott & Costello Meet Frankenstein	U-I
Accused, The	Para.
Act of Violence	MGM
Adventures of Casanova	EL
Adventures of Don Juan	WB
Adventures of Gallant Bess	EL
Adventures of Silverado	Col.
Affairs of a Rogue	Col.
Air Hostess	Col.
Albuquerque	Para.
Alias A Gentleman	MGM
All My Sons	U-I
All's Well	Ind.
Always Together	WB
An Act of Murder	U-I
An Ideal Husband	20th-Fox
An Innocent Affair	UA
Angel in Exile	Rep.
Angels' Alley	Mono.
Angry God, The	UA
Anna Karenina	20th-Fox
Apartment for Peggy	20th-Fox
Appointment With Murder	FC
April Showers	WB
Arch of Triumph	UA
Are You With It?	U-I
Arizona Ranger	RKO
Arkansas Swing, The	Col.
Arthur Takes Over	20th-Fox
Assigned to Danger	EL
Atlantis, The Lost Continent	U-A

B

Babe Ruth Story, The	Allied
Bad Sister	U-I
Baltimore Escapade	RKO
Barkleys of Broadway	MGM
Behind Locked Doors	EL
Berlin Express	RKO
Best Man Wins	Col.
Best Things in Life Are Free	MGM
Best Years of Our Lives	RKO
Beyond Glory	Para.
B. F.'s Daughter	MGM
Big Cat, The	EL
Big City	MGM
Big Clock, The	Para.
Big Fight, The	Mono.
Big Harpe	MGM
Big Punch, The	WB
Big Sombrero, The	Col.
Big Town Scandal	Para.
Bill and Coo	Rep.
Black Bart	U-I
Black Eagle, Story of a Horse	Col.
Blanche Fury	EL
Blonde Ice	FC
Blondie's Big Deal	Col.
Blondie's Night Out	Col.
Blondie's Reward	Col.
Blondie's Secret	Col.
Blood on the Moon	RKO
Bodyguard	RKO
Borrowed Trouble	UA
Boston Blackie's Chinese Venture	Col.
Boy With Green Hair, The	RKO
Bribe, The	MGM
Bride Goes Wild, The	MGM
Broken Journey	EL
Brothers, The	U-I
Brothers in the Saddle	RKO
Bungalow 13	20th-Fox
Bush Christmas	U-I

C

Caged Fury	Para.
Calendar, The	EL
Call Northside 777	20th-Fox
Campus Honeymoon	Rep.
Campus Sleuth	Mono.
Canadian Pacific	20th-Fox
Canon City	EL
Captain from Castile	20th-Fox
Captain Boycott	U-I
Casbah	U-I
Cass Timerlane	MGM
Caught	MGM
Challenge, The	20th-Fox
Checkered Coat, The	20th-Fox
Chicken Every Sunday	20th-Fox
Cleopatra Arms	WB
Code of Scotland Yard	Rep.
Connecticut Yankee, A	Para.
Corridor of Mirrors	U-I
Counterfeiters, The	20th-Fox
Countess of Monte Cristo	U-I
Coroner Creek	Col.
Cover-Up	UA
Creeper, The	20th-Fox
Crime Doctor's Diary	Col.
Criss-Cross	U-I
Cry of the City	20th-Fox

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION OR BLOCK NUMBER. *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterisk following title indicates color photography with adjoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) *Biographical*	(C) *Comedy*
(D) *Drama*	(Doc) *Documentary*
(G) *Gangster*	(M) *Musical*
(H) *Horror*	(W) *Western*
(My) *Mystery*	(Wa) *War*

(See final page of Guide for Re-Issues)

ALLIED ARTISTS

CURRENT

		Time Mins.	Rel. Date	Refer to
8 Dude Goes West, The (C)F	E. Albert-G. Storm-J. Gleason	87	8/15/48	b5/1/48
5 Hunted, The (D)A	Preston Foster-Belita	85	4/7/48	b2/7/48
7 Panhandle (W)F	R. Cameron-C. Downs	84	2/22/48	b2/14/48
6 Smart Woman (D)A	B. Aherne-C. Bennett-B. Sullivan	93	4/30/48	b3/13/48
4 Song of My Heart (D)F	Frank Sundstrom-Audrey Long	85	1/31/48	b11/8/57

COMING

10 Babe Ruth Story, The (D)F	W. Bendix-C. Trevor-C. Bickford	111	9/6/48	b7/24/48
Last of the Badmen	B. Sullivan-M. Reynolds-B. Crawford			a8/21/48
Strike It Rich	R. Cameron-B. Granville			
When a Man's a Man	G. Madison-R. Calhoun-G. Storm			

ASTOR PICTURES

Battling Marshal	Sunset Carson-Pat Starling			
Deadline	Sunset Carson-Pat Starling	64	4/15/48	New Release
Fighting Mustang	Sunset Carson-Pat Starling	62	3/1/48	New Release
Six-Shooter	Sunset Carson-Pat Starling			
Sunset Carson Rides Again	Sunset Carson-Pat Starling			
Sunset Carson Strikes Back	Sunset Carson-Pat Starling			

COLUMBIA

CURRENT

Adventures in Silverado (W)F	W. Bishop-G. Henry-E. Buchanan	73	3/25/48	b5/8/48
Arkansas Swing, The	H. Hot Shots-G. Henry-S. Hart	63	7/29/48	
Best Man Wins (C)F	E. Buchanan-A. Lee-R. Shayne	73	5/6/48	b5/22/48
Black Arrow, The (D)F	L. Hayward-J. Blair-G. Macready	76	Aug. '48	b7/3/48
Blondie's Reward (C)F	Singleton-Lake-Simms-Kent	68	6/3/48	b8/21/48
Coroner Creek *C (D)A	R. Scott-M. Chapman-G. Macready	90	July '48	b6/5/48
Fuller Brush Man, The (C)F	Red Skelton-Janet Blair	93	June '48	b3/8/48
Gentleman From Nowhere (My)F	Warner Baxter-Fay Baker	66	9/9/48	b8/14/48
Glamour Girl (M)F	G. Krupa-V. Grey-M. Duane	68	1/16/48	b1/3/48
I Love Trouble (My)A	F. Tone-J. Blair-J. Carter	94	Jan. '48	b1(10/48
Lady from Shanghai, The (My)A	Rita Hayworth-Orson Welles	87	May '48	b4/17/48
Lost One, The (O)A	Nelly Corradi-Gino Mattera	84		b4/3/48
Lulu Belle (D)	D. Lamour-G. Montgomery-A. Dekker	87	Aug. '48	b6/12/48
Mary Lou (M)F	R. Lowery-J. Barton-G. Farrell	65	1/23/48	b2/28/48
Mating of Millie, The (C)F	G. Ford-E. Keyes-R. Randall	85	Apr. '48	b3/13/48
My Dog Rusty (D)F	T. Donaldson-J. Litel-J. Lloyd	64	4/8/48	b6/12/48
Port Said (D)A	Gloria Henry-William Bishop	68	4/15/48	b5/15/48
Prince of Thieves *C (D)F	J. Hall-P. Morison-A. Jergens	72	Jan. '48	b3/6/48
Relentless *T (D)F	R. Young-M. Chapman-W. Parker	93	2/20/48	b1/17/48
Return of the Whistler (My)F	M. Duane-L. Aubet-R. Lane	61	3/18/48	b4/3/48
Sign of the Ram, The (D)A	S. Peters-A. Knox-P. Thaxter	84	Mar. '48	b2/7/48
Song of Idaho (M-C)F	Hoosier Hot Shots-Kirby Grant	67	3/30/48	b4/10/48
Strawberry Roan, The *C (W)F	G. Autry-G. Henry-J. Holt	76	Aug. '48	b4/24/48
Swordsman, The *T (D)F	L. Parks-E. Drew-G. Macready	81	1/9/48	b10/11/47
Thunderhoof (D)F	P. Foster-M. Stuart-W. Bishop	76	7/8/48	b7/10/48
To the Ends of the Earth (D)A	D. Powell-S. Hasso-Maylia	109	2/27/48	b1/24/48
Trapped By Boston Blackie (M)	C. Morris-J. Vincent-R. Lane	78	5/13/48	b6/19/48
Walk a Crooked Mile (D)A	D. O'Keefe-L. Hayward-L. Allbritton	91	Sept. '48	b9/4/48
Woman from Tangiers, The (D)A	A. Jergens-S. Dunne-M. Duane	66	2/12/48	b3/6/48
Wreck of the Hesperus (D)F	Willard Parker-Edgar Buchanan	68	2/5/48	b5/29/48

COMING

Affairs of a Rogue (D)A	Jean-Pierre Aumont-Joan Hopkins	111		b5/8/48
Air Hostess	G. Henry-W. Wright-R. Ford			
Big Sombrero, The *C	Gene Autry-Elena Verdugo			a9/20/47
Blondie's Big Deal	P. Singleton-A. Lake-L. Simms			
Black Eagle, The Story of a Horse	W. Bishop-V. Patton-G. Jones	76	9/16/48	a7/3/48
Blondie's Night Out (C)	P. Singleton-A. Lake-L. Simms			a1/10/48
Blondie's Secret	Singleton-Lake-Kent-Simms			a7/3/48
Boston Blackie's Chinese Venture	C. Morris-R. Lane-G. E. Stone			a7/17/48
Crime Doctor's Diary	Warner Baxter-Lois Maxwell			
Dark Past, The	William Holden-Lee J. Cobb			a7/10/48
Gallant Blade *C (D)	Larry Parks-Marguerite Chapman			a2/21/48
Her Wonderful Lie	Janis Carter-Marc Platt			
I Surrender Dear (M)F	Gloria Jean-David Street	67	10/7/48	b9/4/48
Jungle Jim	J. Weissmuller-V. Grey-L. Baron			
Jungle Jim's Adventure	J. Weissmuller-E. Verdugo-M. Dell			
Knock On Any Door	H. Bogart-J. Derek-G. Macready-S. Perry			
Ladies of the Chorus	A. Jergens-R. Brooks-M. Monroe			a7/3/48
Law of the Barbary Coast	R. Shayne-A. Jergens-S. Dunne			
Leather Gloves	C. Mitchell-J. Nigh-B. Edwards			a6/12/48
Loaded Pistols	Gene Autry-Barbara Britton			a7/3/48
Lone Wolf and His Lady, The	Ron Randell-June Vincent			a9/11/48
Lovers, The	Cornel Wilde-Patricia Knight			
Loves of Carmen, The *T (D)A	R. Hayworth-G. Ford-R. Randell	97	Oct. '48	b8/21/48
Man from Colorado, The *T (D)	Glenn Ford-Ellen Drew-Wm. Holden			a5/24/47
Manhattan Angel	G. Jean-R. Ford-A, Tyrrell			a6/12/48
Mr. Soft Touch	G. Ford-E. Keyes-J. Ireland			
Racing Luck	Stanley Clements-Gloria Henry			a7/17/48
Return of October, The *T (C)	Glenn Ford-Terry Moore			
Ridin' the Old Pine Trail *C	Gene Autry-Jimmy Lloyd			a7/31/48
Rough Sketch	Jennifer Jones-John Garfield			
Rusty Leads the Way (D)F	T. Donaldson-S. Moffett-J. Litel	58	10/21/48	b7/31/48
Rusty Saves a Life	T. Donaldson-G. Henry-S. Dunne			a7.10/48
Singin' Spurs	Hoosier Hot Shots-Patricia White	62	9/23/48	
Slightly French	Lamour-Carter-Parker-Ameche			a5/8/48
Smoky Mountain Melody	Roy Acuff-Smoky Mountain Boys			
Song of India	Sabu-T. Bey-G. Russell			a7/31/48
Triple Threat	Top Pro Football Stars	70	9/39/48	

Undercover Man	G. Ford-N. Foch				a7/31/48
Untamed Breed, The *C	S. Tufts-B. Britton-G. "G." Hayes		Oct. '8		a6/5/48
Walking Hills, The	R. Scott-E. Raines-W. Bishop				a7/3/48

Westerns

Blazing Across the Pecos	Charles Starrett-Smiley Burnette	55	7/1/48		
Challenge of the Range	Charles Starrett-Smiley Burnette				
Desert Vigilantes	Charles Starrett-Smiley Burnette				
El Dorado Pass	Charles Starrett-Smiley Burnette		10/14/48		
Phantom Valley	Charles Starrett-Smiley Burnette	52	2/19/48		
Quick On The Trigger	Charles Starrett-Smiley Burnette				
Six Gun Law (W)	C. Starrett-S. Burnette	54	1/9/48		
Trail to Laredo	C. Starrett-S. Burnette-J. Bannon	54	8/12/48		
West of Sonora	Charles Starrett-Smiley Burnette	55	3/25/48		
Whirlwind Raiders	Charles Starrett-Smiley Burnette	54	5/13/48		

EAGLE LION

CURRENT

812 Adventures of Casanova (D)F	DeCordova-Bremer-Bey-Sutton	83	2/7/48		b2/28/48
821 Assigned to Danger (My)	G. Raymond-N. Nash-R. Bice	66	5/19/48		a4/17/48
Broken Journey (D)A	P. Calvert-M. Grahame-F. L. Sullivan	89	9/12/48		b4/24/48
826 Canon City (Doc)A	S. Brady-J. Corey-W. Bissell	82	6/30/48		b6/26/48
824 Close-Up	Alan Baxter-Virginia Gilmore	76	6/9/48		
820 Cobra Strikes, The (My)F	S. Ryan-R. Fraser-L. Brooks	61	4/24/48		b5/22/48
817 Enchanted Valley, The *C (D)F	A. Curtis-A. Gwynne-C. Grapewin	77	3/27/48		b4/3/48
810 Heading for Heaven (C)F	S. Erwin-G. Farrell	71	1/17/48		b12/20/47
904 Hollow Triumph (D)A	Paul Henreid-Joan Bennett	83	8/30/48		b8/14/48
831 Lady at Midnight (My)F	R. Denning-F. Rafferty-J. Searle	59	8/8/48		b7/31/48
808 Linda Be Good (C)A	E. Knox-J. Hubbard-M. Wilson	66	1/3/48		b11/1/47
815 Man from Texas (D)F	J. Craig-J. Johnston-L. Bari	71	3/6/48		b4/3/48
825 Mickey *C (C)F	L. Butler-B. Goodwin-I. Hervey	87	6/23/48		b6/19/48
819 Noose Hangs High (C)F	Abbott-Costello-Downs-Calleia	77	4/17/48		b4/10/48
830 Northwest Stampede *C (C)F	J. Leslie-J. Craig-J. Oakie	79	7/28/48		b7/3/48
828 Oliver Twist (D)F	R. Newton-A. Guinness-K. Walsh	116	7/14/48		b7/3/48
818 October Man, The (D)A	J. Mills-J. Greenwood-E. Chapman	85	3/20/48		b9/6/47
813 Open Secret (D)A	J. Ireland-J. Randolph-R. Bohnen	70	5/5/48		b7/17/48
822 Raw Deal (D)A	D. O'Keefe-C. Trevor-M. Hunt	79	5/26/48		b5/22/48
816 Ruthless (D)A	Z. Scott-L. Hayward-D. Lynn	102	4/3/48		b4/3/48
829 Shed No Tears (D)A	W. Ford-J. Vincent-R. Scott	70	7/2/48		b7/24/48
811 Smugglers, The *T (D)A	Michael Redgrave-Jean Kent	85	1/31/48		b4/12/47
827 Spiritualist, The (D)A	T. Bey-L. Bari-C. O'Donnell	78	7/7/48		b8/7/48
823 Sword of the Avenger (D)A	R. Del Gado-Sigrid Gurie	72	6/2/48		b5/15/48
809 T-Men (D)F	Dennis O'Keefe-Mary Meade	91	1/10/48		b12/20/47
814 Take My Life (D)F	Greta Gynt-Hugh Williams	80	2/28/48		b5/17/47

COMING

905 Adventures of Gallant Bess *C (D)F	C. Mitchell-A. Long-F. Knight	73			b7/31/48
906 Behind Locked Doors (D)A	L. Bremer-R. Carlson-D. Fowley	61			b9/11/48
Big Cat, The *T	L. McCallister-P. A. Garner-P. Foster				a8/28/48
Blanche Fury *T (D)A	V. Hobson-S. Granger	95			b3/20/48
Calendar, The (C)A	Greta Gynt-John McCallum	79			b6/5/48
He Walked by Night	Scott Brady-Richard Basehart				a7/10/48
In This Corner (D)F	S. Brady-A. Shaw-J. Millican	61½			b9/4/48
It Always Rains on Sundays	G. Withers-J. Warner	92			b11/29/47
Let's Live a Little	Hedy Lamarr-Robert Cummings				a6/5/48
Man Wanted	Anabel Shaw-Robert Lowery				
Million Dollar Weekend	G. Raymond-O. Massen-F. Lederer				
Mr. Perrin and Mr. Traill (D)A	D. Farrar-M. Goring-G. Gynt	92			b8/28/48
Parole	Turhan Bey-Michael O'Shea				a8/21/48
Philo Vance's Peril	W. Wright-L. Belasco-R. Ames				b1/25/47
Red Shoes, The *T (D)A	A. Walbrook-M. Goring-M. Shearer	134			b7/31/48
Red Stallion in the Rockies *C	Red Stallion-Arthur Franz				
Reign of Terror	R. Cummings-A. Dahl-R. Basehart				
Strange Mrs. Crane, The	M. Lord-P. Watkin-J. McGuire				
Tulsa *T	S. Hayward-R. Preston-P. Armendariz				

Westerns

853 Check Your Guns (W)F	E. Dean-R. Ates-N. Gates	55	1/24/48		b11/22/47
Gun Fighter	Lash LaRue-Fuzzy St. John-Mary Scott				a12/18/47
856 Hawk of Powder River, The (W)F	E. Dean-R. Ates-J. Holt	54	4/10/48		b3/27/48
857 Prairie Outlaws	E. Dean-R. Ates-J. Holt	57	5/12/48		
858 Tioga Kid, The (W)F	E. Dean-R. Ates-J. Holt	54	6/17/48		b3/20/48
854 Tornado Range (W-S)F	Eddie Dean-Roscoe Ates-J. Holt	56	2/21/48		2/21/48
855 Westward Trail, The (W)F	E. Dean-R. Ates-P. Planchard	56	3/13/48		b3/13/48

FILM CLASSICS

CURRENT

Appointment With Murder	John Calvert-Catherine Craig				a8/28/48
Blonde Ice (D)A	Leslie Brooks-Robert Paige	73	May '48		b5/22/48
Daughter of Ramona *C	P. Reed-M. Vickers-D. Woods				
Devil's Cargo (M)A	J. Calvert-R. Hudson-R. Karns	61	Apr. '48		b3/20/48
Discovery (Doc)F	Admiral Byrd-Members of Expedition	74	Jan. '48		b4/24/48
For You I Die (D)A	C. Downs-P. Langton-M. Auer	76	Jan. '48		b1/3/48
Furia (D)A	Isa Pola-Rosanno Brazzi	89	Jan. '48		b10/25/47
Inner Sanctum	Mary Beth Hughes-Charles Russell	62	Oct. '48		
Miraculous Journey *C (D)F	R. Calhoun-A. Long-V. Grey	76	Sept. '48		b8/14/48
Money Madness	H. Beaumont-F. Rafferty-H. Warde	73	Apr. '48		b4/3/48
Sofia *C	Gene Raymond-Sigrid Gurie	82	Sept. '48		b8/28/48
The Argyle Secrets (My)F	W. Gargan-M. Lord-R. Byrd	63	May '48		b4/24/48
Unknown Island *C	V. Grey-B. MacLane-P. Reed				
Will It Happen Again? (Doc)A	Adolph Hitler-Eva Braun	62	May '48		b5/22/48
Women in the Night (D)A	Tala Birell-William Henry	90	Jan. '48		b1/17/48

METRO-GOLDWYN-MAYER

CURRENT

818 Alias a Gentleman (C-D)A	W. Beery-T. Drake-D. Patrick	76	Mar. '48		b2/7/48
820 B. F.'s Daughter (D)A	B. Stanwyck-Heflin-C. Coburn	108	Apr. '48		b2/21/48
827 Big City (D)M	M. O'Brien-R. Preston-D. Thomas	103	June '48		b3/27/48
819 Bride Goes Wild, The (C)F	V. Johnson-J. Allyson-B. Jenkins	97	Mar. '48		b2/28/48
813 Cass Timberlane (D)A	Spencer Tracy-Lana Turner	119	Jan. '48		b11/8/47
829 Easter Parade *T(M)F	J. Garland-F. Astaire-P. Lawford	103	July '48		b5/29/48
831 Date With Judy, A *T (C)F	W. Beery-J. Powell-E. Taylor	113	July '48		b6/19/48
815 High Wall (D)A	R. Taylor-A. Totter-H. Marshall	99	Feb. '48		b12/20/47
826 Homecoming (D)A	Gable-Turner-Baxter-Hodiak	113	May '48		b4/10/48
814 If Winter Comes (D)A	W. Pidgeon-D. Kerr-A. Lansbury	97	Jan. '48		b12/27/47
901 Luxury Liner *T (M)F	G. Brent-F. Gifford-J. Powell	99	Sept. '48		b8/21/48
825 Pirate, The *T (M)A	J. Garland-G. Kelly-W. Slezak	102	June '48		b4/3/48
830 Search, The (D)F	Montgomery Clift-Aline MacMahon	105	Aug. '48		b3/27/48
902 Southern Yankee, A (C)F	R. Skelton-B. Donlevy-A. Dahl	90	Sept. '48		b8/7/48
824 State of the Union	S. Tracy-K. Hepburn-V. Johnson	124	Apr. '48		b3/27/48
821 Summer Holiday *T (C)A	Rooney-De Haven-Huston-Morgan	92	5/20/48		b3/13/48
816 Tenth Avenue Angel (D)F	M. O'Brien-A. Lansbury-G. Murphy	74	Feb. '48		b1/17/48
817 Three Daring Daughters *T (M)F	J. MacDonald-J. Iturbi-J. Powell	115	Mar. '48		b2/14/48

Title	Company
D	
Dangerous Years	20th-Fox
Daredevils of the Clouds	Rep.
Dark Past	Col.
Daughter of Darkness	Para.
Daughter of the Jungle	Rep.
Daughter of Ramona	FC
Date With Judy, A	MGM
Date With Murder, A	FC
Dead Don't Dream, The	UA
Dear Murderer	UI
Decision of Christopher Blake	WB
Deep Waters	20th-Fox
Design for Death	RKO
Devil's Cargo	FC
Disaster	Para.
Discovery	FC
Docks of New Orleans	Mono.
Double Life, A	UI
Down to the Sea in Ships	20th-Fox
Dream Girl	Para.
Drums Along the Amazon	Rep.
Dude Goes West, The	Allied
Duel in the Sun	Selznick
Dulcimer Street	U-I
Dynamite	Para
E	
Easter Parade	MGM
Embraceable You	WB
Emperor Waltz, The	Para.
Enchanted Valley	EL
Enchantment	RKO
End of the River	UI
Escape	20th-Fox
Every Girl Should Be Married	RKO
Eyes of Texas	Rep.
F	
Fallen Idol, The	20th-Fox
False Paradise	UA
Fame Is the Spur	U-I
Family Honeymoon	U-I
Fan, The	20th-Fox
Far Frontier	Rep.
Feudin', Fussin' and A-Fightin'	U-I
Fighter Squadron	WB
Fighting Back	20th-Fox
Fighting Father Dunne	RKO
Fighting Mad	Mono.
Flamingo Road	WB
Flaxy Martin	WB
Follow Me Quietly	RKO
Foreign Affair, A	Para.
For the Love of Mary	U-I
For You I Die	FC
Force of Evil	MGM
Forever Amber	20th-Fox
Fort Apache	RKO
Fountainhead, The	WB
Four Faces West	UA
French Leave	Mono.
Fuller Brush Man	Col.
Furia	FC
Fury at Furnace Creek	20th-Fox
G	
Gallant Blade	Col.
Gallant Hombre	UA
Gallant Legion, The	Rep.
Gay Amigo	UA
Gay Intruders	20th-Fox
Gay Ranchero, The	Rep.
Gentleman From Nowhere	Col.
Gentleman's Agreement	20th-Fox
Girl From Jones Beach	WB
Girl From Manhattan, The	UA
Give My Regards to Broadway	20th-Fox
Golden Eye, The	Mono.
Good News	MGM
Good Sam	RKO
Good Time Girl	U-I
Great Gatsby, The	Para.
Green Grass of Wyoming	20th-Fox
Green Promise	Ind.
Guns of Hate	RKO
H	
Half-Past Midnight	20th-Fox
Hamlet	U-I
Happy Times	WB
Harpoon	SGP
Hatter's Castle	Para.
Hazard	Para.
He Walked by Night	EL
Heading for Heaven	EL
Heart of Virginia	Rep.
Heiress, The	Para
Henry the Fifth	UA
Her Wonderful Lie	Col.
Here Comes Trouble	UA
High Tension	Mono.
High Wall	MGM
Hills of Home	MGM
Holiday Camp	U-I
Hollow Triumph	EL
Homecoming	MGM
Homicide	WB
Homicide for Three	Rep.
House Across the Street	WB
Hungry Hill	U-I
Hunted, The	Allied
I	
I Became a Criminal	WB
Idol of Paris	WB
If Winter Comes	MGM
If You Knew Susie	RKO

Title	Company
I, Jane Doe	Rep.
In This Corner	EL
Incident	Mono.
Indian Agent	RKO
Indian Scout	UA
Inner Sanctum	FC
Inside Story, The	Rep.
Interference	RKO
I Remember Mama	RKO
Iron Curtain	20th-Fox
Iron Dukes	Mono.
Isn't It Romantic?	Para.
I Surrender Dear	Col.
It Always Rains on Sunday	EL
I Walk Alone	Para.
I Wouldn't Be in Your Shoes	Mono.

J

Jiggs and Maggie in Court	Mono.
Jiggs & Maggie in Society	Mono.
Jinx Money	Mono.
Joan of Arc	RKO
Joe Palooka in Winner Take All	Mono.
John Loves Mary	WB
Johnny Belinda	WB
Judge Steps Out, The	RKO
Julia Misbehaves	MGM
June Bride	WB
Jungle Goddess	SGP
Jungle Jim	Col.
Jungle Jim's Adventure	Col.
Jungle Patrol	20th-Fox

K

Key Largo	WB
Kidnapped	Mono.
King of the Gamblers	Rep.
Kings of the Olympics (Pt. 1)	UA
Kiss in the Dark	WB
Kiss the Blood Off My Hands	U-I
Kissing Bandit	MGM
Knock on Any Door	Col.

L

Ladies of the Chorus	Col.
Lady at Midnight	EL
Lady Surrenders, A	UI
Laff-Time	UA
Larceny	U-I
Last of the Badmen	Allied
Last of the Wild Horses	SGP
Law of the Barbary Coast	Col.
Le Silence est D'Or	RKO
Leather Gloves	Col.
Let's Live a Little	EL
Letter From an Unknown Woman	U-1
Letter to Three Wives	20th-Fox
Let's Live Again	20th-Fox
Life With Father	WB
Lightnin' in the Forest	Rep.
Linda Be Good	EL
Little Women	MGM
Loaded Pistols	Col.
Lone Wolf & His Lady	Col.
Long Denial, The	RKO
Look for the Silver Lining	WB
Love Happy	UA
Lovers, The	Col.
Loves of Carmen	Col.
Luck of the Irish, The	20th-Fox
Luckiest Girl in the World	MGM
Lucky Stiff	UA
Lulu Belle	Col.
Luxury Liner	MGM

M

Macbeth	Rep.
Madonna of the Desert	Rep.
Mad Wednesday	UA
Magic Bow	U-I
Man About the House	20th-Fox
Main Street Kid	Rep.
Man-Eaters of Kumaon	U-I
Man of Evil	UA
Man From Colorado, The	Col.
Man From Texas	EL
Manhattan Angel	Col.
Man Wanted	EL
Mark of the Lash	SGP
Mary Lou	Col.
Mask for Lucretia, A	Para.
Mating of Millie	Col.
Meet Me at Dawn	20th-Fox
Melody Time	RKO
Mexican Hayride	U-I
Michael O'Halloran	Mono.
Mickey	EL
Million Dollar Weekend	EL
Mine Own Executioner	20th-Fox
Miracle of the Bells	RKO
Miracle in Harlem	SG
Miraculous Journey	FC
Miss Mink of 1949	20th-Fox
Miss Tatlock's Millions	Para.
Mr. Blandings Builds His Dream House	SRO
Mr. Joseph Young of Africa	RKO
Mr. Peabody and the Mermaid	U-I
Mr. Perrin and Mr. Traill	EL
Mr. Reckless	Para.
Mr. Soft Touch	Col.
Money Madness	FC
Montana	WB
Moonrise	Rep.
Mother Is a Freshman	20th-Fox
Mourning Becomes Electra	RKO
Mozart Story, The	SGP
Music Man	Mono.
My Brother Jonathan	Mono.
My Dear Secretary	UA
My Dream Is Yours	WB
My Own True Love	Para.
Mystery in Mexico	RKO
My Girl Tisa	WB

COMING

	Act of Violence	V. Heflin-R. Ryan-J. Leigh			a8/14/48
	Barkleys of Broadway *T	F. Astaire-G. Rogers-O. Levant-B. Burke			
	Big Harpe	Wallace Beery-Marjorie Main			
	Bribe, The	R. Taylor-A. Gardner-C. Laughton			a8/14/48
	Caught	J. Mason-B. Bel-Geddes-R. Ryan			
	Command Decision	Gable-Pidgeon-Johnson-Donlevy			a8/14/48
	Force of Evil	John Garfield-Thomas Gomez		Oct. '48	
	Hills of Home *T	Lassie-E. Gwenn-J. Leigh	97		a11/15/47
903	Julia Misbehaves (C)F	G. Garson-W. Pidgeon-P. Lawford	99	Oct. '48	b8/14/48
	Kissing Bandit, The *T	F. Sinatra-K. Grayson			a8/23/47
	Little Women *T	Allyson-O'Brien-Taylor-Lawford			
	No Minor Vices	D. Andrews-L. Palmer-L. Jourdan	96		a7/31/48
828	On An Island With You *T (M)F	E. Williams-P. Lawford	107		b5/1/48
	Piccadilly Incident (D)A	Anna Neagle-Michael Wilding	88		b8/31/47
	Secret Land, The (Doc)F	U. S. Navy	70	Oct. '48	b8/28/48
	Sun in the Morning *T	J. MacDonald-C. Jarman, Jr.-Lassie			a8/14/48
	Take Me Out to the Ball Game *T	F. Sinatra-E. Williams-G. Kelly			
	Three Godfathers	J. Wayne-P. Armendariz-H. Carey, Jr.	125		a8/14/48
	Three Musketeers *T	Turner-Kelly-Heflin-Allyson			a5/22/48
	Words and Music *T	J. Garland-M. Rooney-G. Kelly			a8/14/48

MONOGRAM

CURRENT

4708	Angels' Alley (D)F	L. Gorcey-H. Hall-B. Benedict	67	3/21/48	b1/31/48
4713	Campus Sleuth (My)F	F. Stewart-J. Preisser-B. Sherwood	57	4/18/48	b6/5/48
4712	Docks of New Orleans (My)F	Roland Winters-Victor Sen Young	64	4/4/48	b5/15/48
4709	Fighting Mad (D)F	L. Errol-J. Kirkwood-E. Knox	75	2/7/48	b2/21/48
4714	French Leave (C-D)F	Jackie Cooper-Jackie Coogan	64	4/25/48	b5/8/48
4720	Golden Eye, The	R. Winters-M. Moreland	69	8/29/48	a8/7/48
4716	I Wouldn't Be in Your Shoes (My)A	Don Castle-Elyse Knox	70	5/23/48	b5/8/48
4704	Jiggs & Maggie in Society (C)F	Joe Yule-Renie Riano	67	1/10/48	b2/14/48
4717	Jinx Money (My)F	Gorcey-Hall-Caldwell-McKay	68	6/27/48	b5/22/48
4719	Michael O'Halloran (D)F	Scotty Beckett-Allene Roberts	79	8/8/48	b6/19/48
4707	Perilous Waters (D)A	D. Castle-A. Long	64	2/14/48	a12/13/47
4705	Rocky (D)F	Roddy McDowall-"Rags"-E. Barrier	76	3/7/48	b5/8/48
4710	Rose of the Rio Grande	Movita-John Carroll	60	3/14/48	
4718	Shanghai Chest, The	R. Winter-D. Best-J. Alvin	65	7/11/48	
4801	16 Fathoms Deep (D)F	L. Chaney-A. Lake-T. Chandler	82	7/25/48	b6/12/48
627	Smart Politics (M-C)F	F. Stewart-J. Preisser-F. Darro	68	1/3/48	b3/6/48
4715	Stage Struck (D)A	Audrey Long-Kane Richmond	71	6/13/48	b5/15/48

COMING

	Big Fight, The	J. Kirkwood-L. Errol-D. Bruce			
	Incident	W. Douglas-J. Frazee-J. Compton		10/24/48	
	Iron Dukes	L. Gorcey-H. Hall-G. Dell			a8/21/48
	Jiggs and Maggie in Court	Joe Yule-Renie Riano			
4802	Joe Palooka in Winner Take All (D)F	J. Kirkwood-E. Knox-W. Frawley	64	9/12/48	b8/28/48
4725	Kidnapped (D)F	R. McDowall-S. England-D. O'Herlihy	80	12/1/48	b9/11/48
4721	Music Man (M)F	P. Brito-F. Stewart-J. Dorsey	66	9/5/48	b7/24/48
	My Brother Jonathan (D)A	M. Denison-D. Gray	105	Oct. '48	b3/13/48
4726	Smugglers' Cove	L. Gorcey-H. Hall-G. Dell		10/17/48	a6/5/48
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	Nov. '48	b3/29/48
	Trouble Makers	Gorcey-Hall-Dell-Parrish			a7/10/48

Westerns

4757	Back Trail	Johnny Mack Brown-Raymond Hatton.	54	7/18/48	
4762	Cowboy Cavalier	J. Wakely-C. Taylor		7/4/48	
4755	Crossed Trails	Johnny Mack Brown-Raymond Hatton.	53	4/11/48	
4753	Fighting Ranger	Johnny Mack Brown-Raymond Hatton.	57	8/15/48	
4756	Frontier Agent	Johnny Mack Brown-Raymond Hatton.	56	5/16/48	
	Gallant Texan	Jimmy Wakely-"Cannonball" Taylor			
	Gunning for Justice	J. M. Brown-R. Hatton-E. Finley		10/10/48	
	Headin' for Trouble	Jimmy Wakely-Cannonball Taylor			
4761	Oklahoma Blues	J. Wakely-C. Taylor-V. Belmont	56	3/28/48	
	Outlaw Brand	J. Wakely-C. Taylor		10/31/48	
4751	Overland Trail	J. Mack Brown-R. Hatton-V. Belmont.	58	1/31/48	
4765	Partners in the Sunset	J. Wakely-Cannonball Taylor	53	5/6/48	
4766	Range Renegades	J. Wakely-C. Taylor-C. Larson	54	6/6/48	
	Rangers Ride	Wakely-Taylor-Belmont		9/26/48	
4754	Sheriff from Medicine Bow	J. M. Brown-R. Hatton	55	9/19/48	
4763	Silver Trails	Wakely-Taylor-Larson	53	8/22/48	
4752	Triggerman	Johnny Mack Brown-Raymond Hatton.	56	6/20/48	

PARAMOUNT

CURRENT

4709	Albuquerque *C (WD)F	R. Scott-B. Britton-G. Hayes	89	2/20/48	b1/24/48
4726	Beyond Glory (D)F	A. Ladd-D. Reed-G. Macready	82	9/3/48	b6/19/48
4713	Big Clock, The (M-D)A	R. Milland-C. Laughton-M. O'Sullivan	95	4/9/48	b2/21/48
4722	Big Town Scandal (D)F	Philip Reed-Hillary Brooke	61	7/30/48	
4711	Caged Fury (D)F	Richard Denning-Sheila Ryan	61	3/5/48	b2/14/48
4721	Dream Girl (C)F	B. Hutton-M. Carey-P. Knowles	85	7/23/48	b5/8/48
4720	Emperor Waltz, The *T (C)F	Bing Crosby-Joan Fontaine	103	7/2/48	b5/8/48
4724	Foreign Affair, A (C)A	J. Arthur-M. Dietrich-J. Lund	116	8/20/48	b6/19/48
4718	Hatter's Castle (D)A	R. Newton-J. Mason-D. Kerr	105	6/18/48	b4/17/48
4716	Hazard (C)F	P. Goddard-M. Carey-F. Clark	100	5/28/48	b3/20/48
4708	I Walk Alone (D)F	B. Lancaster-L. Scott-K. Douglas	96	1/16/48	b12/20/47
4712	Mr. Reckless (D)F	W. Eythe-B. Britton-W. Catlett	66	3/26/48	b2/28/48
4710	Saigon (D)A	A. Ladd-V. Lake-D. Dick	94	3/12/48	b2/7/48
4714	Sainted Sisters, The (C-D)A	V. Lake-J. Caulfield-B. Fitzgerald	89	4/30/48	b3/13/48
4717	Shaggy *C (D)F	B. Joyce-G. Nokes-R. Shayne	71	6/11/48	b4/17/48
4723	So Evil My Love (D)A	R. Milland-A. Todd-G. Fitzgerald	109	8/6/48	b3/13/48
4715	Speed to Spare (D)F	R. Arlen-J. Rogers-R. Travis	57	5/14/48	b3/13/48
4725	Unconquered *T (D)F	Gary Cooper-Paulette Goddard	146	4/2/48	b9/27/47
4719	Waterfront at Midnight (D)A	W. Gargan-M. B. Hughes-R. Travis	63	6/25/48	b5/8/48

COMING

	Accused, The	L. Young-R. Cummings-W. Corey			a6/19/48
	Connecticut Yankee, A *T (MC)	B. Crosby-R. Fleming			a1/31/48
	Daughter of Darkness (D)A	Anne Crawford-Maxwell Reed	91		b2/28/48
4806	Disaster	R. Denning-T. Marshall-D. O'Flynn	60	12/3/48	a6/19/48
	Dynamite	William Gargan-Leslie Brooks			a6/12/48
	Great Gatsby, The	A. Ladd-B. Field-B. Sullivan			a6/12/48
	Heiress, The	De Havilland-Richardson-Hopkins-Clift			a8/21/48
4802	Isn't It Romantic? (C)F	V. Lake-M. Freeman-B. DeWolfe	87	10/8/48	b8/21/48
	Mask for Lucretia, A	P. Goddard-J. Lund-M. Carey			
4805	Miss Tatlock's Millions (C)A	J. Lund-W. Hendrix-B. Fitzgerald	101	11/19/48	b9/11/48
	My Own True Love (D)	Phyllis Calvert-M. Douglas			a8/16/47
4803	Night Has a Thousand Eyes, The (D)A	Robinson-Russell-Lund	81	10/22/48	b7/17/48
	Now and Forever	C. Rains-M. Carey-W. Hendrix			a5/15/48
	One Woman	A. Ladd-D. Reed-J. Havoc-B. Kroeger			
4807	Paleface, The *T	Bob Hope-Jane Russell	83	11/2/48	a3/6/48
	Strange Temptation	R. Milland-T. Mitchell-A. Totter			a7/10/48
	Special Agent	W. Eythe-L. Elliott-C. Mathews			a6/26/48
4804	Sealed Verdict (D)A	R. Milland-F. Marly-B. Crawford	83	11/5/48	b9/11/48

	Sorrowful Jones	Bob Hope-Lucille Ball				a7/10/48
4801	Sorry, Wrong Number (My)A	B. Stanwyck-B. Lancaster-A. Richards.	90	9/24/48		b7/31/48
	Streets of Laredo	Holden-Carey-Bendix-Freeman				
	Whispering Smith *T	A. Ladd-R. Preston-B. Marshall				a6/14/47

RKO RADIO

		CURRENT	Trade Shown			
814	Arizona Ranger, The (D)F	T. Holt-J. Holt-N. Leslie	63	May '48		b4/3/48
951	Best Years of Our Lives	F. March-M. Loy-D. Andrews	172	Dec. '47		b11/23/46
815	Berlin Express (D)R	Oberon-Ryan-Korvin-Lukas	86	June '48		b4/10/48
907	Design for Death (Doc)F	Japanese Cast	48	Sept. '48		b2/7/48
816	Fighting Father Dunne (D)F	Pat O'Brien-Darryl Hickman	93	June '48		b5/15/48
870	Fort Apache (D)A	J. Wayne-H. Fonda-S. Temple	127	Mar. '48		b3/13/48
962	Good Sam (C)F	Gary Cooper-Ann Sheridan	114	Sept. '48		b7/31/48
819	Guns of Hate (W)F	Tim Holt-Nan Leslie	61	June '48		b5/22/48
811	If You Knew Susie (C)F	E. Cantor-J. Davis-A. Joslyn	90	Jan. '48		b2/7/48
868	I Remember Mama (C-D)F	I. Dunne-B. Bel Geddes-O. Homolka	134	Mar. '48		b3/13/48
991	Melody Time *T (M)F	R. Rogers-D. Day-Andrews Sisters	75	7/8/48		b5/22/48
869	Miracle of the Bells (D)	F. MacMurray-Valli-F. Sinatra	120	Mar. '48		b3/6/48
904	Mourning Becomes Electra	R. Russell-L. Genn-K. Paxinou	120	9/3/48		
903	Pearl, The (D)A	P. Armendariz-M. E. Marques	78	Sept. '48		b2/14/48
821	Race Street (D)A	G. Raft-W. Bendix-M. Maxwell	79	July '48		b6/26/48
817	Return of the Badmen (W)A	Randolph Scott-Anne Jeffreys	90	July '48		b5/15/48
813	Tarzan and the Mermaids (D)F	Weissmuller-Joyce-Christian	67	May '48		b4/3/48
961	Velvet Touch, The (D)A	Russell-Genn-Trevor-Greenstreet	97	Aug. '48		b7/24/48
812	Western Heritage (W)F	Tim Holt-Nan Leslie	61	Jan. '48		b1/31/48
		COMING				
	Baltimore Escapade	R. Young-S. Temple-J. Agar				a8/21/48
	Blood on the Moon	Mitchum-Bel Geddes-Preston-Brennan				a6/12/48
905	Bodyguard (My)A	L. Tierney-P. Lane-P. Reed	62			b9/4/48
	Boy With Green Hair *T	O'Brien-Ryan-Hale-Stockwell				a6/12/48
	Brothers in the Saddle	T. Holt-R. Martin-R. Powers				
	Enchantment	David Niven-Teresa Wright		Nov. '48		a7/3/48
	Every Girl Should Be Married	G. Grant-F. Tone-D. Lynn				a9/11/48
	Follow Me Quietly	William Lundigan				
	Gun Runners	Tim Holt-Richard Martin-Martha Hyer				
	Indian Agent	T. Holt-R. Martin-N. Leslie				a7/5/47
	Interference	Mature-Ball-Scott-Tufts				a9/11/48
	Joan of Arc *T (D)	I. Bergman-J. Ferrer-J. Emery				a1/3/48
	Judge Steps Out, The (D)	A. Knox-A. Southern-G. Tobias				a7/5/47
864	Le Silence est D'Or (C)A	Maurice Chevalier-M. Derrien	89			b10/25/47
	Long Denial, The	M. O'Hara-M. Douglas-B. Williams				a6/5/48
	Mr. Joseph Young of Africa	Johnson-Armstrong-Toomey-Moore				
822	Mystery in Mexico (My)F	W. Lundigan-J. White-R. Cortez	65			b6/26/48
901	Rachel and the Stranger (D)F	L. Young-W. Holden-R. Mitchum	92	Nov. '48		b8/7/48
	Roughshod (D)	R. Sterling-C. Jarman-G. Grahame				a9/6/47
	Rustlers	Tim Holt-Richard Martin				
	Set-Up, The	Robert Ryan				
	Song Is Born, A *T (C)F	D. Kaye-V. Mayo-B. Goodman	113	Oct. '48		b8/28/48
	Station West (D)A	D. Powell-A. Moorehead-J. Greer	92	Nov. '48		b9/4/48
	Tarzan's Fountain of Youth	L. Barker-B. Joyce-E. Ankers				a8/21/48
820	Twisted Road, The (D)A	C. O'Donnell-F. Granger-H. DaSilva	95	Nov. '48		b6/26/48
902	Variety Time (Vaudeville)F	Kennedy-Errol-Carle	59			b8/7/48
	Weep No More	Cotten-Valli-Paar-Byington				a7/3/48
	Window, The	B. Hale-B. Driscoll-A. Kennedy				a5/15/48

REPUBLIC

		CURRENT				
719	Angel in Exile	Carroll-Mara-Gomez-Bedoya	90	9/3/48		a7/17/48
728	Bill and Coo *U (N)F	George Burton's Birds	61	3/28/48		b12/27/47
703	Campus Honeymoon (MC)F	Wilde Twins-R. Crane-A. Mara	61	2/1/48		b1/31/48
713	Code of Scotland Yard (D)F	O. Homolka-D. Farr-M. Pavlow	60	8/30/48		b9/4/48
716	Daredevils of the Clouds (D)F	Robert Livingston-Mae Clarke	60	8/10/48		b7/31/48
732	Eyes of Texas *U (W)F	R. Rogers-Trigger-L. Roberts	70	7/15/48		b7/24/48
715	Gallant Legion, The (W)F	W. Elliott-J. Schildkraut-A. Booth	88	7/25/48		b5/29/48
644	Gay Ranchero *U (W)F	R. Rogers-T. Guizar-J. Frazee	72	1/10/48		b1/31/48
707	Heart of Virginia (D)F	Janet Martin-Robert Lowery	60	4/25/48		b5/8/48
710	I, Jane Doe (D)F	R. Hussey-J. Carroll-V. Ralston	85	5/25/48		b5/15/48
705	Inside Story, The (C-D)F	M. Hunt-W. Lundigan-C. Winninger	87	3/14/48		b3/27/48
709	King of the Gamblers (D A	Janet Martin-William Wright	60	5/10/48		b6/5/48
706	Lightin' in the Forest (D)F	L. Roberts-D. Barry-W. Douglas	58	3/25/48		b4/24/48
704	Madonna of the Desert (D)F	L. Roberts-D. Castle-D. Barry	60	2/23/48		b3/13/48
701	Main Street Kid, The (C)F	A. Pearce-J. Martin-A. Mowbray	64	1/1/48		b1/17/48
733	Nighttime in Nevada *U	R. Rogers-A. Mara-A. Devine	67	8/29/48		a7/10/48
708	Old Los Angeles (W)	W. Elliott-J. Carroll-C. McLeod	88	4/25/48		a1/17/48
717	Out of the Storm (D)F	Jimmy Lydon-Lois Collier	61	8/25/48		b9/4/48
711	Secret Service Investigator (D)F	Lynn Roberts-Lloyd Bridges	60	5/31/48		b6/5/48
702	Slippy McGee (D)A	D. Barry-D. Evans-T. Brown	65	1/15/48		b1/24/48
718	Sons of Adventure	Russel Hayden-Lynne Roberts	60	8/28/48		
712	Train to Alcatraz (D)A	D. Barry-J. Martin-W. Phipps	60	6/28/48		b7/17/48
731	Under California Stars *U (W)F	R. Rogers-J. Frazee-A. Devine	70	5/1/48		b5/15/48
		COMING				
	Daughter of the Jungle	L. Hall-J. Cardwell-S. Leonard				
	Drums Along the Amazon	Brent-Ralston-Aherne-Bennett				a8/28/48
	Far Frontier	R. Rogers-F. Willing-G. Davis				
	Homicide for Three	W. Douglas-A. Young-F. Withers				a7/17/48
	Macbeth (D)	O. Welles-J. Nolan-R. McDowell				a8/23/48
714	Moonrise (D)A	D. Clark-G. Russell-E. Barrymore	90	10/1/48		b9/11/48
	Plunderers, The *U	R. Cameron-I. Massey				a7/24/48
	Red Pony, The *T (D)	M. Loy-R. Mitchum-L. Calhern				a10/25/47
	Rose of the Yukon	S. Brodie-M. Dell-W. Wright				
	Wake of the Red Witch	John Wayne-Gail Russell				
		Westerns				
754	Bold Frontiersman, The (W)F	Allan Lane-Black Jack	60	4/15/48		b5/8/48
654	California Firebrand *U (W)F	Monte Hale-Adrian Booth	63	4/1/48		b5/8/48
755	Carson City Raiders (W)F	A. Lane-E. Waller-B. Jons	60	5/13/48		b5/29/48
	Denver Kid, The	A. Lane-E. Waller-C. Gallagher				
757	Desperadoes of Dodge City (W)F	A. Lane-B. Jack-E. Waller	60	9/15/48		b9/11/48
	Grand Canyon Trail *U	R. Rogers-A. Devine-F. Willing		10/15/48		
756	Marshall of Amarillo	Allan "Rocky" Lane-Eddy Waller	60	7/25/48		
	Missourians, The *T	W. Elliott-A. Booth-A. Devine				
	Son of God's Country	Monte Hale		9/15/48		
	Sundown in Santa Fe	A. Lane-E. Waller				
656	Timber Trail *U (W)F	M. Hale-L. Roberts-J. Burke	67	6/15/48		b7/10/48
652	Under Colorado Skies *U	Monte Hale-Adrian Booth	65	12/15/47		b12/27/47

SCREEN GUILD PRODUCTIONS

	Dead Man's Gold	L. LaRue-F. St. John-P. Stewart	60	9/10/48		
	Frontier Revenge	Lash LaRue-Fuzzy St. John				
4804	Harpoon	J. Bromfield-A. Louis	81	9/24/48		
4802	Jungle Goddess	G. Reeves-W. McKay-Armida	61	8/13/48		a7/31/48
	Last of the Wild Horses	J. Ellison-J. Frazee-M. B Hughes	82	10/15		
	Mark of the Lash	L. LaRue-A. St. John-P. Stewart		10/29/48		
X-3	Miracle in Harlem (D)A	S. Guyse-S. Fetchit-H. Offley	70	10/29/48		b8/21/48

SHOWMEN'S TRADE REVIEW

Title	*Company*
N	
Naked City	U-I
Nicholas Nickelby	U-I
Night Beat	WB
Night Has a Thousand Eyes	Para.
Night Unto Night	WB
Night Wind	20th-Fox
Nighttime in Nevada	Rep.
No Minor Vices	MGM
Noose Hangs High	EL
Northwest Stampede	EL
Now and Forever	Para.
O	
October, Man, The	EL
O'Flynn, The	U-I
Oh Say Can You Sing	Univ.
Old Los Angeles	Rep.
Oliver Twist	EL
Olympic Cavalcade	UA
On an Island With You	MGM
On Our Merry Way	UA
One Last Fling	WB
One Night With You	UI
One Sunday Afternoon	WB
One Touch of Venus	U-I
Open Secret	EL
One Woman	Para.
Out of the Storm	Rep.
Outpost in Morocco	UA
P	
Paleface	Para.
Panhandle	Allied
Paradine Case	Selznick
Parole	E-L
Pearl, The	RKO
Perilous Waters	Mono.
Philo Vance's Peril	EL
Piccadilly Incident	MGM
Pirate, The	MGM
Pitfall	UA
Plunderers, The	Rep.
Port Said	Col.
Portrait of Jennie	SRO
Prairie, The	SG
Prejudice	Ind.
R	
Race Street	RKO
Rachel and the Stranger	RKO
Racing Luck	Col.
Raw Deal	EL
Red Canyon	U-I
Red Pony, The	Rep.
Red River	UA
Red Shoes, The	EL
Red Stallion in the Rockies	EL
Reign of Terror	EL
Relentless	Col.
Return of the Badmen	RKO
Return of October	Col.
Return of Wildfire	SGP
Ridin' the Old Pine Trail	Col.
River Lady	U-I
Road House	20th-Fox
Rocky	Mono.
Rogues' Regiment	U-I
Romance on the High Seas	WB
Rope	WB
Rose of Cimarron	20th-Fox
Rose of the Rio Grande	Mono.
Rose of the Yukon	Rep.
Rough Sketch	Col.
Roughshod	RKO
Rustlers	RKO
Rusty Leads the Way	Col.
Rusty Saves a Life	Col.
Ruthless	EL
S	
S. O. S. Submarine	SGP
Saigon	Para.
Sainted Sisters	Para.
Sand	20th-Fox
Saxon Charm, The	U-I
Scudda Hoo, Scudda Hay	20th-Fox
Sealed Verdict	Para.
Search, The	MGM
Secret Beyond the Door, The	U-I
Secret Land, The	MGM
Secret Service Investigator	Rep.
Senator Was Indiscreet	U-I
Set-Up, The	RKO
Shaggy	Para.
Shanghai Chest, The	Mono.
Shed No Tears	EL
Shep Comes Home	SGP
Silent Conflict	UA
Silver River	WB
Singin' Spurs	Col.
Sinister Journey	UA
Sitting Pretty	20th-Fox
Sixteen Fathoms Deep	Mono.
Sleep, My Love	UA
Slightly French	Col.
Slippy McGee	Rep.
Smart Girls Don't Talk	WB
Smart Politics	Mono.
Smart Woman	Allied
Smugglers, The	EL
Smugglers Cove	Mono.

Title	Company
Snake Pit, The	20th-Fox
Snowbound	U-I
So Evil My Love	Para.
Sofia	FC
Somewhere in the City	WB
Song Is Born, A	RKO
Song of India	Col.
Song of My Heart	Allied
Sons of Adventure	Rep.
Sorry, Wrong Number	Para.
Sorrowful Jones	Para.
So This Is New York	UA
South of St. Louis	WB
Southern Yankee, A	MGM
Special Agent	Para.
Speed to Spare	Para.
Spiritualist, The	EL
Stage Struck	Mono.
State of the Union	MGM
Station West	RKO
Strange Gamble	UA
Strawberry Roan	Col.
Strange Mrs. Crane, The	EL
Strange Temptation	Para.
Street With No Name	20th-Fox
Streets of Laredo	Para.
Strike It Rich	AA
Summer Holiday	MGM
Sword of the Avenger	EL
Swordsman	Col.

T

Take Me Out to the Ball Game	MGM
Take My Life	EL
Tap Roots	U-I
Tarzan and the Mermaids	RKO
Tarzan's Fountain of Youth	RKO
Temptation Harbour	Mono.
Tenth Avenue Angel	MGM
Texas, Brooklyn & Heaven	UA
That Lady in Ermine	20th-Fox
That Wonderful Urge	20th-Fox
The Argyle Secrets	FC
Thirteen Lead Soldiers	20th-Fox
This Was a Woman	20th-Fox
Three Daring Daughters, The	MGM
Three Godfathers	MGM
Three Musketeers	MGM
Thunder in the Pines	SGP
Time of Your Life	UA
T-Men	EL
To the Ends of the Earth	Col.
To the Victor	WB
Too Late for Tears	UA
Trail of the Mounties	SG
Train to Alcatraz	Rep.
Treasure of Sierra Madre	WB
Triple Threat	Col.
Trouble Makers	Mono.
Trouble Preferred	20th-Fox
Tucson	20th-Fox
Tulsa	EL
Twisted Road, The	RKO
Two Guys and a Gal	WB
Two Guys from Texas	WB

U

Unconquered	Para.
Under California Stars	Rep.
Under Capricorn	WB
Undercover Man	Col.
Unfaithfully Yours	20th-Fox
Unknown Island	FC
Untamed Breed, The	Col.
Up in Central Park	U-I
Urubu	U.

V

Variety Time	RKO
Velvet Touch, The	RKO
Vendetta	UA
Vicious Circle, The	UA
Voice of the Turtle	WB

W

Wake of the Red Witch	Rep.
Walking Hills	Col.
Wallflower	WB
Walls of Jericho	20th-Fox
Walk a Crooked Mile	Col.
Waterfront at Midnight	Para.
Weep No More	RKO
West of Tomorrow	20th-Fox
Western Heritage	RKO
When My Baby Smiles at Me	20th-Fox
When a Man's a Man	Allied
Where the North Begins	SG
While I Live	20th-Fox
Whiplash	WB
Whispering Smith	Para.
Who Killed 'Doc' Robbin?	UA
Will It Happen Again?	FC
Window, The	RKO
Wings Westward	Col.
Winner's Circle, The	20th-Fox
Winslow Boy, The	20th-Fox
Winter Meeting	WB
Woman from Tangiers	Col.
Woman in White	WB
Women in the Night	FC
Woman's Vengeance	UI
Words and Music	MGM
Wreck of the Hesperus	Col.

Y

Years Between	U-I
Yellow Sky	20th-Fox
You Gotta Stay Happy	U-I
You Were Meant for Me	20th-Fox
Younger Brothers, The	WB

4805	Mozart Story, The	H. Holt-W. Markus	99	10/8/48		
	Outlaw Country	Lash LaRue-Fuzzy St. John-P. Stewart				
4705	Prairie, The (D)	L. Aubert-A. Baxter	76	8/6/48		a12/27/47
4801	Return of Wildfire, The (W)F	R. Arlen-P. Morison-M. B. Hughes	81	8/13/48		b8/21/48
	S. O. S. Submarine	Italian Navy		10/17/48		a7/24/48
	Shep Comes Home	Robert Lowery-Lanny Rees	62	12/3/48		
	Thunder in the Pines	George Reeves-Ralph Byrd	62	11/5/48		
4708	Trail of the Mounties	R. Hayden-Jennifer Holt	42	2/21/48		

SELZNICK RELEASING ORGANIZATION

	Mr. Blandings Builds His Dream House (C)F	C. Grant-M. Loy-M. Douglas	94			b3/17/48
	Paradine Case, The (D)A	G. Peck-A. Todd-C. Laughton-Valli	132	Jan. '48		b1/3/48
	Portrait of Jennie (D)	J. Jones-J. Cotten-E. Barrymore				a11/1/47

20TH-FOX

CURRENT 1947-'48

809	An Ideal Husband *T (C-D)A	P. Goddard-M. Wilding-D. Wynyard	96	Mar. '48		b11/29/47
820	Anna Karenina (D)A	V. Leigh-R. Richardson-K. Moore	110	May '48		b2/28/48
817	Arthur Takes Over (C)F	Lois Collier-Richard Crane	63	May '48		b4/10/48
805	Call Northside 777 (D)A	J. Stewart-R. Conte-L. J. Cobb	111	Feb. '48		b1/24/48
801	Captain from Castile (D)F *T	T. Power-J. Peters-C. Romero	140	Jan. '48		b11/29/47
807	Challenge, The (D)F	T. Conway-J. Vincent-R. Stapley	68	Mar. '48		b2/28/48
825	Checkered Coat, The (D)A	T. Conway-N. Nash-H. Hatfield	62	July '48		b8/14/48
819	Counterfeiters, The (My)A	John Sutton-Doris Merrick	74	June '48		b6/5/48
839	Creeper, The (My)A	E. Cianelli-O. Stevens-J. Vincent	68	Sept. '48		b9/4/48
804	Dangerous Years (D)F	William Halop-Ann E. Todd	61	Feb. '48		b12/20/47
821	Deep Waters (D)F	D. Andrews-J. Peters-C. Romero	85	July '48		b7/3/48
822	Escape (D)A	Rex Harrison-Peggy Cummins	78	Sept. '48		b5/29/48
828	Fighting Back (D)F	P. Langton-J. Rogers-G. Gray	68	Aug. '48		b8/7/48
838	Forever Amber *T (D)A	Linda Darnell-Cornel Wilde	139	Sept. '48		b10/16/47
815	Fury at Furnace Creek (W)	V. Mature-C. Gray	88	May '48		b4/10/48
840	Gay Intruders, The (C)A	John Emery-Tamara Geva	68	Sept. '48		b6/19/48
806	Gentleman's Agreement (D)F	G. Peck-D. McGuire-J. Garfield	118	Mar. '48		b11/15/47
827	Give My Regards to Broadway *T (C)F	D. Dailey-C. Winninger-N. Guild	89	June '48		b5/22/48
818	Green Grass of Wyoming *T (D)F	P. Cummins-C. Coburn-R. Arthur	89	June '48		b4/24/48
808	Half Past Midnight (D)F	K. Taylor-P. Knudsen-J. Sawyer	69	Mar. '48		b3/6/48
816	Iron Curtain, The (D)A	D. Andrews-G. Tierney-J. Havoc	87	May '48		b5/8/48
813	Let's Live Again (D)F	J. Emery-J. Millican-T. Holmes	68	Apr. '48		b3/6/48
837	Luck of the Irish, The (C)F	T. Power-A. Baxter-C. Kellaway	99	Sept. '48		b9/4/48
812	Meet Me at Dawn (C)A	W. Eythe-S. Holloway-B. Campbell	89	Apr. '48		b3/20/48
824	Mine Own Executioner (D)A	B. Meredith-K. Moore-D. Gray	102	July '48		b12/6/47
823	Street With No Name, The (Doc)A	M. Stevens-R. Widmark-L. Nolan	91	July '48		b6/26/48
811	Scudda Hoo, Scudda Hay *T (D)F	J. Haver-L. McCallister-W. Brennan	95	Apr. '48		b3/6/48
810	Sitting Pretty (C)A	R. Young-M. O'Hara-C. Webb	84	Apr. '48		b2/28/48
836	That Lady in Ermine *T (M)A	B. Grable-D. Fairbanks, Jr.	89	Aug. '48		b7/17/48
814	Thirteen Lead Soldiers (My)F	Tom Conway-Maria Palmer	66	Apr. '48		b6/5/48
802	You Were Meant for Me (MC-D)F	J. Crain-D. Dailey-O. Levant	91	Feb. '48		b1/24/48
826	Walls of Jericho, The (D)A	Wilde-Darnell-Baxter-Douglas	111	Aug. '48		b7/10/48
829	Winner's Circle, The (Doc)F	Johnny Longden-Morgan Farley	75	Aug. '48		b6/19/48

COMING

842	Apartment for Peggy *T (C)F	J. Crain-W. Holden-E. Gwenn	99	Oct. '48		b9/11/48
	Bungalow 13	Tom Conway-Margaret Hamilton				
	Canadian Pacific *C	R. Scott-N. Olson-V. Jory				
	Chicken Every Sunday	D. Dailey-A. Young-C. Holm				a7/17/48
841	Cry of the City	Victor Mature-Richard Conte	95	Oct. '48		a5/8/48
	Down to the Sea in Ships	R. Widmark-C. Kellaway-D. Stockwell				
	Fallen Idol, The (D)A	M. Morgan-R. Richardson-B. Henrey	92			b8/28/48
	Fan, The	Crain-Sanders-Carroll-Greene				a7/24/48
	Jungle Patrol	C. Miller-A. Franz-R. Jaeckel				
	Letter to Three Wives	Darnell-Crane-Lynn-Sothern				a7/17/48
	Man About the House, A	M. Johnson-D. Gray-K. Moore	94			b6/28/47
	Miss Mink of 1949	Jimmy Lydon-Lois Collier-Richard Lane				
	Mother Is a Freshman *T	L. Young-V. Johnson-B. Lawrence				
843	Night Wind	C. Russell-V. Christine-G. Gray	68	Oct. '48		a6/5/48
	Road House	Lupino-Wilde-Holm-Widmark				a6/5/48
	Rose of Cimarron	G. Montgomery-R. Cameron-R. Roman				a8/28/48
	Sand *T	M. Stevens-C. Gray-C. Grapewin				a7/17/48
	Snake Pit, The (D)	O. deHavilland-L. Genn-M. Stevens				a10/11/47
	That Wonderful Urge	T. Power-G. Tierney-R. Gardiner				a6/19/48
	This Was a Woman (D)A	Sonia Dresdel-Barbara White				a1/24/48
	Trouble Preferred	C. Russell-P. Knudsen-L. Roberts				a6/19/48
	Tucson	J. Lydon-P. Edwards-C. Russell				a7/17/48
	Unfaithfully Yours	R. Harrison-L. Darnell-R. Vallee	108			a5/29/48
	When My Baby Smiles at Me *T	Grable-Dailey-Oakie-Havoc				a5/29/48
	While I Live (D)A	T. Walls-C. Evans-C. Raye	85			b10/18/47
	Winslow Boy, The (D)F	R. Donat-Sir C. Hardwicke-B. Radford	117			b9/11/48
	Yellow Sky *T	G. Peck-A. Baxter-R. Widmark				a7/17/48

UNITED ARTISTS

CURRENT

	Arch of Triumph (D)A Sp	I. Bergman-C. Boyer-C. Laughton	120	Mar. '48		b2/21/48
	Four Faces West (D)F	J. McCrea-F. Dee-C. Bickford	90	5/15/48		b5/15/48
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134			b4/27/46
	Here Comes Trouble *C (C)F	B. Tracey-J. Sawyer-E. Parnell	50	4/9/48		b4/17/48
	Laff-Time	W. Tracy-P. Morgan-E. Janssen	110	4/9/48		
	Kings of the Olympics (Pt. 1) (Doc.) F	Bill Slater—Narrator	65	Apr. '48		b1/24/48
	Man of Evil (D)A	J. Mason-P. Calvert-A. Stephens	90	Jan. '48		b2/7/48
	Olympic Cavalcade	Olympic Stars		July '48		
	On Our Merry Way	B. Meredith-P. Goddard-F. MacMurry	107	Feb. '48		b2/7/48
	Pitfall (D)A	D. Powell-L. Scott-J. Wyatt	80	8/19/48		b8/7/48
	Red River (D)F	J. Wayne-M. Clift-W. Brennan	125	8/26/48		b7/17/48
	Silent Conflict (W)F	W. Boyd-A. Clyde-R. Brooks	61	Apr. '48		b4/17/48
	Sleep, My Love (D)A	C. Colbert-D. Ameche-R. Cummings	97	Jan. '48		b1/17/48
	So This Is New York (C)F	H. Morgan-R. Vallee-H. Herbert	80	May '48		b5/15/48
	Texas, Brooklyn, and Heaven (C)A	G. Madison-D. Lynn-J. Dunn	76	8/11/48		b7/17/48
	Time of Your Life (D)A	J. Cagney-Wm. Bendix-J. Cagney	109	5/27/48		b5/29/48
	Urubu (D)F	Native Cast	66	8/16/48		b8/21/48
	Vicious Circle (D)A	Conrad Nagel	77	7/24/48		b5/29/48
	Who Killed 'Doc' Robbin? *C (C)F	V. Grey-D. Castle-G. Zucco	51	Apr. '48		b5/8/48

COMING

	Angry God, The	Alicia Parla-Casimiro Ortega				
	An Innocent Affair (C)F	F. MacMurray-M. Carroll-C. Rogers	90			b9/4/48
	Atlantis, The Lost Continent	Maria Montez-Jean Pierre-Aumont				
	Borrowed Trouble	William Boyd-Andy Clyde				
	Cover-Up	W. Bendix-D. O'Keefe-B. Britton				a8/21/48
	Dead Don't Dream, The (W)	W. Boyd-A. Clyde				
	False Paradise	Wm. Boyd-Andy Clyde				
	Gallant Hombre	Duncan Renaldo-Leo Carillo				
	Gay Amigo, The	D. Renaldo-L. Carrillo-Armida				a8/28/48
	Girl from Manhattan, The	Montgomery-Lamour-Laughton				
	Indian Scout	George Montgomery-Ellen Drew				a8/21/48
	Love Happy	Marx Bros.-Massey-Vera Ellen-Hutton				

	Lucky Stiff (D)	D. Lamour-B. Donlevy-C. Trevor			
	Mad Wednesday (D)F	H. Lloyd-R. Washburn-J. Conlin	89		b2/22/47
	My Dear Secretary (C)F	L. Day-K. Douglas-K. Wynn	95		b9/11/48
	Outpost in Morocco	George Raft-Akim Tamiroff			
	Sinister Journey	Wm. Boyd-Andy Clyde			
	Strange Gamble (W)	W. Boyd-A. Clyde-R. Brooks			a12/13/47
	Too Late for Tears	Scott-DeFore-Miller-Corey			
	Vendetta (D)	Hillary Brooke-Faith Domergue			a5/10/47

UNIVERSAL-INTERNATIONAL

CURRENT

664	Abbott & Costello Meet Frankenstein (C)F	Abbott-Costello-Chaney-Lugosi	83	July '48	b7/3/48
657	All My Sons (D)A	Edward G. Robinson-Burt Lancaster	94	May '48	b2/21/48
673	An Act of Murder (D)A	F. March-E. O'Brien-F. Eldridge	91	Sept. '48	b8/28/48
656	Are You With It? (M)F	D. O'Connor-O. San Juan-M. Stewart	90	May '48	b3/13/48
663	Bad Sister	M. Lockwood-I. Hunter	91	July '48	b12/6/47
653	Black Bart *T (W-D)A	Y. DeCarlo-D. Duryea-J. Lynn	8(	Apr. '48	b1/31/48
652	Captain Boycott (D)F	Stewart Granger-Kathleen Ryan	93	Jan. '48	b9/6/47
655	Casbah (D)A	Y. DeCarlo-T. Martin-P. Lorre	94	Apr. '48	b3/6/48
658	Dear Murderer (D)A	E. Portman-G. Gynt-D. Price	94	May '48	b6/7/48
650	Double Life, A (D)A	R. Colman-S. Hasso-E. O'Brien	104	Mar. '48	b1/3/48
	End of the River, The (D)A	Sabu-Bibi Ferreira	80	June '48	b11/29/47
665	Feudin', Fussin' and A-Fightin'	D. O'Connor-M. Main-P. Kilbride	78	July '48	
672	For the Love of Mary (C)F	Durbin-O'Brien-Taylor-Lynn	90½	Sept. '48	b8/28/48
679	Holiday Camp	M. Lockwood-P. Roc-D. Price	96	Mar. '48	b8/23/47
669	Larceny (D)A	J. Payne-J. Caulfield-D. Duryea	89	Aug. '48	b8/7/48
659	Letter from an Unknown Woman (D)A	Joan Fontaine-Louis Jourdan	90	June '48	b4/10/48
666	Man-Eater of Kumaon (D)F	Sabu-W. Corey-J. Page	80	July '48	b6/19/48
667	Mr. Peabody and the Mermaid (C)A	W. Powell-A. Blyth-I. Hervey	89	Aug. '48	b7/10/48
651	Naked City, The (D)A	B. Fitzgerald-H. Duff-D. Hart	96	Mar. '48	b1/24/48
670	One Touch of Venus (C)A	R. Walker-A. Gardner-D. Haymes	81	Aug. '48	b8/21/48
661	River Lady *T (D)A	Y. DeCarlo-D. Duryea	78	June '48	b5/8/48
671	Saxon Charm, The (D)A	R. Montgomery-S. Hayward-J. Payne	88	Sept. '48	b9/4/48
627	Secret Beyond the Door (D)A	J. Bennett-M. Redgrave-A. Revere	98½	Feb. '48	b1/10/48
633	Senator Was Indiscreet, The (C)A	W. Powell-E. Raines	83	Jan. '48	b12/13/47
668	Tap Roots *T (D)F	V. Heflin-S. Hayward-B. Karloff	109	Aug. '48	b6/26/48
662	Up in Central Park (C)F	D. Durbin-D. Haymes-V. Price	87	June '48	b5/29/48
634	Woman's Vengeance, A (D)A	Charles Boyer-Ann Blyth	96	Feb. '48	b12/20/47

COMING

677	Brothers, The (D)A	Patricia Roc-Will Fyffe	98		b5/24/47
635	Bush Christmas (D)F	C. Rafferty-J. Fernside	76	Dec. '48	b11/29/47
	Corridor of Mirrors (D)A	E. Portman-E. Romney	105		b3/27/48
	Countess of Monte Cristo	S. Henie-O. San Juan-F. Trenkler			a6/19/48
	Criss-Cross	B. Lancaster-Y. DeCarlo-D. Duryea			
	Dulcimer Street (D)A	R. Attenborough-A. Sim-F. Compton	112		b8/7/48
	Fame Is the Spur (D)A	M. Redgrave-R. Johns	112		b10/4/47
	Family Honeymoon	C. Colbert-F. MacMurray			a8/14/48
	Good Time Girl (D)A	Jean Kent-Dennis Price	92		b5/28/48
	Hamlet (D)F	Laurence Olivier-Jean Simmons	150		b5/15/48
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109		b1/18/47
	Kiss the Blood Off My Hands	J. Fontaine-B. Lancaster-R. Newton			a6/19/48
	Lady Surrenders, A (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/48
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/48
	Mexican Hayride	Abbott & Costello			7/17/47
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105		b3/22/47
	O'Flynn, The	D. Fairbanks, Jr.-H. Carter-R. Greene			a8/21/48
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	One Night With You (C)F	Nino Martini-Patricia Roc	92		b5/1/48
	Red Canyon	A. Blyth-H. Duff-G. Brent			a8/14/48
	Rogues' Regiment	D. Powell-M. Toren-V. Price			a6/26/48
	Snowbound	R. Newton-D. Price	86		
	Years Between, The (D)A	M. Redgrave-V. Hobson-F. Robson	87		b9/13/47
	You Gotta Stay Happy	J. Fontaine-J. Stewart-E. Albert			a8/7/48

WARNER BROS.

CURRENT

713	Always Together (C)F	R. Hutton-J. Reynolds	78	1/10/48	b12/20/47
719	April Showers (C)F	J. Carson-A. Sothern-R. Alda	95	3/27/48	b3/13/48
727	Big Punch, The (D)A	W. Morris-L. Maxwell-G. MacRae	80	6/26/48	b5/29/48
732	Embraceable You (D)A	D. Clark-G. Brooks-S. Z. Sakall	88	8/21/48	b7/31/48
717	I Became a Criminal (D)A	Sally Gray-Trevor Howard	78	3/6/48	b7/12/47
731	Key Largo (D)A	H. Bogart-E. G. Robinson-L. Bacall	101	7/31/48	b7/10/48
702	Life With Father (C)F	W Powell-I Dunne-E Taylor	118	8/14/48	b8/16/47
715	My Girl Tisa (C-D)F	L. Palmer-S. Wanamaker-A. Tamiron	95	2/7/48	b1/24/48
728	Romance on the High Seas *T (M)F	J. Carson-J. Paige-D. DeFore	99	7/3/48	b6/12/48
725	Silver River (W)A	Errol Flynn-Ann Sheridan	107	5/29/48	b5/8/48
720	To the Victor (D)A	D. Morgan-V. Lindfors-V. Francen	101	4/10/48	b4/3/48
714	Treasure of Sierra Madre (D)A	H. Bogart-W. Huston-T. Holt	127	1/24/48	b1/10/48
801	Two Guys From Texas *T (C)F	J. Carson-D. Morgan-D. Malone	86	9/4/48	b8/7/48
716	Voice of the Turtle (C)A	R. Reagan-E. Parker-E. Arden	103	2/21/48	b12/27/47
726	Wallflower (C)F	J. Reynolds-R. Hutton-J. Paige	77	6/12/48	b5/22/48
721	Winter Meeting (D)A	B. Davis-J. Davis-J. Paige	100	4/24/48	b4/10/48
724	Woman in White, The (My)A	A. Smith-E. Parker-S. Greenstreet	109	5/15/48	b4/24/48

COMING

	Adventures of Don Juan *T (H-R)	Errol Flynn-Viveca Lindfors			a2/7/48
	Cleopatra Arms	David Niven-Jane Wyman			a6/26/48
	Decision of Christopher Blake, The (D)	A. Smith-R. Douglas			a10/11/47
	Fighter Squadron *T	Edmond O'Brien-Robert Stack			a7/24/48
	Flamingo Road	J. Crawford-G. George-G. Michael			
	Flaxy Martin	Z. Scott-V. Mayo-D. Kennedy			a7/3/48
	Fountainhead, The	G. Cooper-P. Neal-R. Massey			a8/28/48
	Girl from Jones Beach, The	V. Mayo-R. Reagan-E. Bracken			a7/24/48
	Happy Times *T	Kaye-Bates-Slezak-Cobb			
	Homicide	R. Douglas-H. Westcott-R. Alda			
	House Across the Street	J. Paige-B. Bennett-J. Holden			
	Idol of Paris (D)A	Michael Rennie-Beryl Baxter	105		b2/28/48
	John Loves Mary	Reagan-Carson-Neal-Morris			a5/1/48
804	Johnny Belinda (D)	L. Ayres-J. Wyman-C. Bickford	102	10/23/48	a2/28/48
	June Bride	B. Davis-R. Montgomery-B. Lyon			a7/10/48
	Kiss in the Dark	Jane Wyman-David Niven			
	Look for the Silver Lining *T	J. Haver-R. Bolger-G. MacRae			a7/3/48
	Montana *T	Errol Flynn-Alexis Smith			
	My Dream Is Yours *T	Carson-Day-Bowman-Arden			a6/26/48
	Night Beat	W. Douglas-A. Hale-R. Alda			a8/28/48
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors			a5/10/47
	One Last Fling	A. Smith-Z. Scott-J. Backus			a5/22/48
	One Sunday Afternoon *T	Dennis Morgan-Janis Paige			a5/22/48
802	Rope *T (D)A	J. Stewart-J. Dall-F. Granger	80	9/25/48	b8/28/48
803	Smart Girls Don't Talk	V. Mayo-B. Bennett-R. Hutton	81	10/9/48	a5/15/48
	Somewhere in the City	V. Lindfors-E. O'Brien-V. Mayo			
	South of St. Louis *T	J. McCrea-A. Smith-Z. Scott			a7/24/48
	Two Guys and a Gal *T	D Morgan-J. Carson-D. Day			
	Under Capricorn *T	Ingrid Bergman-J. Cotten-M. Wilding			
	Whiplash (D)	D. Clarke-A. Smith-S. Z. Sakall			a11/1/47
	Younger Brothers, The *T	W. Morris-J. Paige-B. Bennett			a7/24/48

MISCELLANEOUS FEATURES

Listing of features of foreign and U. S. origin not distributed by major outlets. Titles are followed, in parentheses, by name of country of origin and U. S. national distributor; names of stars, running time, and date of issue in which review appeared, in that order.

A FRIEND WILL COME TONIGHT (Lopert) Michel Simon, Madeleine Sononge. 92. b7/17/48.

ALL'S WELL (U. S.-Independent) D. Lamour-C. Laughton

BLIND DESIRE (France-Discina Int'l) Jean-Louis Barbault-Edwige Feuillere. 88. b6/12/48.

CRIME AND PUNISHMENT (Sweden-Film Rights Int'l.) H. Faustman-G. Wallgren. 107. b3/20/48

DAMNED, THE (France-Discina) H. Vidal-F. Marley. 105. b5/1/48

DAY OF WRATH (Denmark-Schaefer). L. Movin-T. Roose. 100 b5/1/48

DIE FLEDERMAUS (Germany-Artkino) M. Harrell-J. Heesters. 96 b3/30/48

FANNY (France-Siritsky) Raimu-P. Fresnay. 124. b2/21/48

FARREBIQUE (France - Siritsky) Non-pro. cast. 90. b3/6/48

FIGHT NEVER ENDS, THE (U. S.-W. Alexander) Joe Louis-Mills Bros. 70. b2/28/48

FIRST OPERA FILM FESTIVAL (Italy-Classic). T. Gobbi-P. Malcarini. 95. b5/29/48

FRANCOIS VILLON (France-Creative) S. Reggiani-R. Faure. 81. b8/28/48

FRIC-FRAC (France-Oxford). Fernandel-Arletty. 90. b6/5/48

GREEN PROMISE (U. S.-Independent). W. Brennan-M. Chapman.

IDIOT, THE (France-European Copyrights) G. Phillippe-E. Feuillere. 92. b2/14/48

ILLEGALS, THE (U. S.-Mayer-Burstyn) T. Torres-Y. Mikalowitch. 75. b7/10/48

JANS MONSON IN AMERICA (Sweden-Scandia). E. Persson-S. Olin. 103. b4/17/48

JENNY LAMOUR (France-Vog Films) L. Jourdan-S. Renant. 102. b2/14/48

LAUGH, PAGLIACCI (Italy-Continental) A. Valli-B. Gigli. 83. b3/13/48

LOST HAPPINESS (Italy-Saturnia) L. Cortese-D. Sassoli. 75. b3/6/48

MARIUS (France-Siritzky Int'l). Raimu-P. Fresnay. 128. b5/15/48

MURDERERS AMONG US (Germany-Artkino) H. Knef-E. Borchert. 84. b8/28/48

NAIS (France-Siritzky-Int'l). Fernandel-J. Pagnol. 105. b6/19/48

PAISAN (Italy-Mayer-Bur.) C. Sazio-R. Von Loon. 118. b2/28/48

PASSIONNELLE (France-Distinguished) O. Joyeaux-Alerme. 82. b2/21/48

PORTRAIT OF INNOCENCE (France-Siritzky-Int'l) Louis Carletti-Gilbert Gil. 90. b6/12/48.

PREJUDICE (U. S. - Independent) D. Bruce-M. Marshall.

QUIET WEEKEND (England-Distinguished) D. Farr-F. Cellier. 83. b8/28/48

ROOM UPSTAIRS, THE (France-Lopert). M. Dietrich-J. Gabin. 90. b6/5/48

ROSSINI (Italy-Best) N. Besozzi-P. Barbara. 95. b2/14/48

SHOWTIME (England-English Films). A. Todd-R. Greene. 91. b6/5/48

SPIRIT AND THE FLESH, THE (Italy-Variety) G. Cervi-D. Sassoli. 98. b8/28/48

STORY OF LIFE, THE (U. S.-Crusades) J. Crehan-W. McKay. 67. b7/10/48

STRANGE VICTORY (U. S.-Target) V. Richardson-C. McGregor. 73. b7/24/48

THEY ARE NOT ANGELS (France-Siritzky-Int'l). P. Blanchard-R. Bussieres. 130. b5/29/48

VOYAGE SURPRISE (France-Duke Inter'l) J. Henri-Duval. 80. b3/13/48

WHERE WORDS FAIL (Spain-Lopert) E. Muino-I. Bertini. 90. b8/28/48

BRIGHTON ROCK (England). R. Attenborough-H. Baddeley. 92. b1/3/48

EASY MONEY (England). G. Gynt-D. Price. 94. b3/6/48

GHOSTS OF BERKELEY SQUARE (England). R. Morley-F. Aylmer. 90. b11/1/47

LOVES OF JOANNA GODDEN, THE (England). G. Withers-J. Macallum. 85. b6/21/47

MARK OF CAIN, THE (England). E. Portman-S. Gray. 88. b1/17/48

MRS. FITZHERBERT (England). P. Graves-J. Howard. 99. b2/14/48

NEWSREEL SYNOPSES

(Released Wednesday, Sept. 15)

MOVIETONE (Vol. 31, No. 73)—Truman speaks in Detroit — Stassen's answer to the President; Queen Wilhelmina abdicates throne, Juliana succeeds; Harvest Moon ball; Sports: U. S. doubles team defeats Australians —Washington Redskins beat Los Angeles Rams at football—"Red" Hill, Jr., goes down Niagara River in a barrel.

NEWS OF THE DAY (Vol. 20, No. 203)—Wallace winds up Dixie campaign—Truman attacks Taft-Hartley act at Detroit—Stassen, for Dewey, answers Truman; Jitterbugs jump at Harvest Moon ball (except Cleveland and Indianapolis); Sky thrills at air races (Cleveland only); Indiana labor in celebration (Indianapolis only); Davis Cup victory for the U. S.; Wilhelmina abdicates—Dutch hail new Queen Juliana.

PARAMOUNT (No. 6)—Spirit of the dance—Amateur hoofers wow crowds at Harvest ball; Campaign fireworks: Truman, Stassen deliver opening verbal blasts; Juliana takes oath as Dutch ruler.

UNIVERSAL (Vol. 21, No. 177)—Truman opens campaign—Stassen replies for G.O.P.; Juliana takes Dutch throne; Harvest Moon ball; Thrils at the air races; Labor Day celebrated.

WARNER PATHE (Vol. 20, No. 8)—Juliana becomes Holland's queen; Sports: National air races—Davis Cup tennis finals; The man who grows.

ALL AMERICAN (Vol. 6, No. 308)—Young men register for first peacetime draft call; Cartoonist wins international recognition for excellent work; Sports: Star golfers compete in United Golf Ass'n tournament—Olympic stars journey homeward following tour of Europe —Albany, Ga., welcomes Olympic champion, Alice Coachman.

TELENEWS (Vol. 2, No. 37)—Berlin crisis; Juliana inaugurated; Benes' death; Lomakin arrives in Sweden; The Pope attacks Communists; Kapok, vital raw material; Wallace reports on tour; U. S. delegates sail for U.N. Paris meeting; Suicide blast kills three in New York; Miss American crowned at Atlantic City; New Jersey's laboratory in the sky; Top stars play for polo title at Westbury, L. I.

(Released Saturday, September 18)

MOVIETONE (Vol. 31, No. 74)—Berlin anti-Red rally ends in violence; Canada's "outlaw" well No. 3 on rampage; Dewey registers as voter in New York; 250,000 girls in Rome hail the Pope; U. S. Airforce marks first anniversary (except Philadelphia, Pittsburgh and Los Angeles); Pennsylvania Week proclaimed by Governor Duff (only Pittsburgh and Philadelphia); Film stars appear in circus performance (only Los Angeles); Miss America of 1948; Sports: Mountain climbing in Colorado —Auto hell drivers at Brockton, Mass., fair.

NEWS OF THE DAY (Vol. 20, No. 204)—Berlin crisis; Movie stars join circus for charity; Pope blesses multitude; First pension check; Beauty on parade; Governor Dewey aids "Youth Month"; Pro-football thriller; Pennsylvania Week (Philadelphia and Pittsburgh only).

PARAMOUNT (No. 7) — Baseball, Braves vs. Red Sox; Berlin story; Vandenberg talks on foreign policy; Pope Pius spurs anti-Red campaign; Hollywood circus.

UNIVERSAL (Vol. 21, No. 178)—Berlin crisis; Girls visit the Pope; Jalopies; See "Miss America"; Rodeo; B-15s spearhead 70-group Air Force.

WARNER PATHE (Vol. 20, No. 9)—Berlin trouble; Canada's oil fire; People in the news; Catholic girls; Elephants a la moat; Bicycle race; Governor Duff proclaims Pennsylvania week (Pennsylvania only).

RE-ISSUES (Nationally Released)

			Time Mins.	Rel. Date	Orig Rel. Date
ASTOR PICTURES					
	Aces Wild	Harry Carey	63	4/30/48	1937
	Frontiers of '49	"Wild Bill" Elliott		1/1/49	1939
	In Early Arizona	"Wild Bill" Elliott		3/1/49	1938
	Law Comes to Texas, The	"Wild Bill" Elliott		10/1/48	1939
	Lone Star Pioneers	"Wild Bill" Elliott		12/1/48	1939
	Man from Tumbleweeds	"Wild Bill" Elliott		2/1/49	1940
	Pecos Kid	Fred Kohler, Jr.	59	4/25/48	1935
	Pioneers of the Frontier	"Wild Bill" Elliott		5/1/49	1940
	Return of Daniel Boone	"Wild Bill" Elliott		11/1/48	1941
	Taming of the West	"Wild Bill" Elliott		4/1/49	1939
	Toll of the Desert	F. Kohler, Jr.-B. Mack	55	6/1/48	1937
	Wagon Trail	Harry Carey	58	5/30/48	1935
FILM CLASSICS					
	Border Wolves	Bob Baker	56	8/15/48	1938
	Challenge, The	J. Gardner-M. Clare	78	5/20/48	1939
	Deep in the Heart of Texas	J. M. Brown-Ritter	61	7/15/48	1942
	Drums *T	Sabu-R. Massey		7/20/48	1938
	Eagle Squadron	R. Stack-D. Barrymore	109	6/11/48	1942
	Four Feathers *T	J. Duprez-R. Richardson		7/20/48	1939
	Gun Justice	Ken Maynard	61	9/15/48	1934
	Gung-Ho	R. Scott-R. Mitchum	87	6/11/48	1943
	Honor of the Range	Ken Maynard	63	4/15/48	
	Last Stand	Bob Baker	57	9/15/48	1938
	Man Who Reclaimed Head	C. Rains-J. Bennett		7/1/48	1935
	Pony Post	Johnny M. Brown	60	8/15/48	1940
	Singing Outlaw	Bob Baker	57	4/15/48	
	Tower of London	B. Karloff-B. Rathbone		7/1/48	1939
	Wheels of Destiny	Ken Maynard	65	7/15/48	1934
METRO-GOLDWYN-MAYER					
823	Tarzan's New Adventure	J. Weismuller-M. O'Sullivan	70	Apr. '48	1942
822	Tarzan's Secret Treasure	J. Weismuller-M. O'Sullivan	81	Apr. '48	1941
MONOGRAM					
4711	Sign of the Wolf	M. Whalen-G. Bradley	69	5/2/48	1941
PARAMOUNT					
R7-3508	Crusades, The	L. Young-H. Wilcoxon	126	June '48	1935
REALART PICTURES					
1290	Captive Wild Woman	J. Carradine-Aquanetta	60	Apr. '48	1943
1250	Corvette K-225	R. Scott-B. Fitzgerald	98	May '48	1943
1210	Drums of the Congo	S. Erwin-O. Munson	61	Apr. '48	1941
796	Magnificent Brute	J. McLaglen-B. Barnes	78	Apr. '48	1936
361	Sea Spoilers	J. Wayne-N. Grey	63	Apr. '48	1936
871	Wings Over Honolulu	R. Milland-W. Barrie	78	May '48	1937
RKO RADIO					
892	Bambi *T	Disney Feature Cartoon	70		1942
882	Border G-Man (W)	G. O'Brien-L. Day	60		1938
818	Bring 'Em Back Alive	Frank Buck			1932
881	Gun Law (W)	G. O'Brien-R. Oehman	60		1933
884	Lawless Valley (W)	G. O'Brien			1938
883	Painted Desert (W)	G. O'Brien-L. Day	60		1938
886	Timber Stampede (W)	G. O'Brien-M. Reynolds			1939
885	Trouble in Sundown (W)	G. O'Brien-W. Bond			1939
SCREEN GUILD PRODUCTIONS					
S-7	Duke of West Point	L. Hayward-J. Fontaine	108	10/1/48	1938
S-5	Flirting With Fate	J. E. Brown-B. Roberts	72	9/3/48	1938
HC23	Hidden Gold	W. Boyd-R. Hayden	62	8/27/48	1940
S-4	King of the Turf	A. Menjou-D. Costello	89	8/20/48	1939
HC20	Law of the Pampas	W. Boyd-R. Hayden	79	6/3/48	1939
S-8	Miss Annie Rooney	A. Temple-W. Gargan	88	10/1/48	1942
HC19	Range War	W. Boyd-R. Hayden	69	5/7/48	1939
HC18	Renegade Trail (W)	W. Boyd-G. Hayes	60	4/10/48	1939
S-3	Runaway Daughter	B. Stanwyck-R. Young	71	8/20/48	
HC21	Santa Fe Marshal	W. Boyd-R. Hayden	70	6/25/48	1940
HC22	Showdown, The	W. Boyd-R. Hayden	66	7/30/48	1940
HC24	Stagecoach War	W. Boyd-R. Hayden	64	10/22/48	1940
S-6	That's My Boy	J. Durante-R. Tauber	81	9/3/48	
20TH CENTURY-FOX					
830	Belle Starr	R. Scott-G. Tierney	87	June '48	1941
834	Blood and Sand	T. Power-L. Darnell	125	Aug. '48	1941
831	Frontier Marshal	R. Scott-N. Kelly	71	June '48	1939
835	I Wake Up Screaming	B. Grable-V. Mature	82	Aug. '48	1941
832	Rose of Washington Square	T. Power-A. Faye	86	July '48	1939
833	Slave Ship	W. Baxter-W. Beery	92	July '48	1937
WARNER BROS.					
730	Flowing Gold	J. Garfield-P. O'Brien	82	7/17/48	1940
729	God's Country and the Woman	G. Brent-B. Roberts	71	7/17/48	1936
723	The Fighting 69th	J. Cagney-P. O'Brien	78	5/8/48	1938
722	Valley of the Giants	W. Morris-C. Trevor	79	5/8/48	1940

1947-48 SHORT SUBJECT BOOKING GUIDE

Releases (grouped in series of which they are a part) listed under name of distributor. Reading from left to right are: distributor's release number; title of subject; running time in minutes; release date; date of issue of SHOWMEN'S TRADE REVIEW in which data concerning the subject appeared.

ASTOR PICTURES

Rel. No.	Title	Rel. Date	Data
	Jimmy Fidler's Personality Parade (20)	12/20	.....
	Boss Comes to Dinner (10)	4/1	.....
	Makers of Destiny #1 (17½)	5/1	6/5

COLUMBIA

SPECIAL MUSICAL FEATURETTE (1)

9451	A Voice Is Born (20½)	1/15	.....

THREE STOOGES COMEDIES (8)

9401	Brideless Groom (16½)	9/11	.....
9402	Sing a Song of Six Pants (17)	10/30	12/20
9403	All Gummed Up (18)	12/11	12/20
9404	Shivering Sherlocks (17)	1/8	6/5
9405	Pardon My Clutch (15)	2/26	6/19
9406	Squareheads of the Round Table (18)	3/4	6/5
9407	Fiddlers Three (17)	5/6	6/5
9408	The Hot Scots (17)	7/8	7/31

ASSORTED & ALL-STAR COMEDIES (17)

9431	Rolling Down to Reno (16½)	9/4	.....
9432	Hectic Honeymoon (17)	9/18	.....
9421	Wedding Belle (17)	10/9	1/17
9422	Should Husbands Marry? (17)	11/13	12/20
9423	Silly Billy (18)	1/29	6/19
9424	Two Nuts in a Rut (18)	2/19	6/12
9425	Tall, Dark and Gruesome (16)	4/15	6/5
9426	Crabbin' in the Cabin (18)	5/13	6/19
9427	Pardon My Lamb Chop ( )	6/10	7/10
9433	Wife to Spare (16)	11/20	12/20
9434	Wedlock Deadlock (16)	12/18	2/14
9435	Radio Romeo (17½)	12/25	.....
9436	Man or Mouse (18)	1/15	6/19
9437	Eight Ball Andy (17½)	3/11	6/19
9438	Jitter Bughouse (17)	4/29	6/12
9439	The Sheepish Wolf (17½)	5/27	6/19
9440	Flat Feat (17½)	6/24	7/31

COLOR RHAPSODIES (3)

9501	Swiss Tease (6)	9/11	.....
9502	Boston Beany (6)	12/4	12/20
9503	Flora (7)	3/18	6/19

COLOR PHANTASIES (3)

9701	Kitty Caddy (6)	11/6	12/20
9702	Topsy Turkey (6½)	2/5	.....
9703	Short Snorts on Sports (6½)	6/3	7/10

COLOR FAVORITES (Re-Issues) (8)

9601	Dreams on Ice (6½)	10/30	.....
9602	Novelty Shop (6½)	11/20	.....
9603	Dr. Bluebird (8)	12/18	.....
9604	In My Gondola (7½)	1/22	.....
9605	Animal Cracker Circus (7)	2/19	.....
9606	Bon Bon Parade (8½)	4/8	.....
9607	House That Jack Built (7)	5/6	.....
9608	The Untrained Seal (7½)	7/15	.....

THRILLS OF MUSIC (8)

9951	Boyd Raeburn & Orch. (11)	9/18	.....
9952	Claude Thornhill & Orch. (11)	10/30	.....
9953	Lecuona Cuban Boys (10½)	11/13	12/20
9954	Skitch Henderson Orch. (10)	12/11	2/14
9955	Charlie Barnet & Orch. (10½)	1/15	6/5
9956	Ted Weems & Orchestra (10½)	3/25	6/5
9957	Gene Krupa Orch. (10)	6/10	7/10
9958	Tony Pastor Orch. (10)	7/22	8/28

SCREEN SNAPSHOTS (10)

9851	Hollywood Cowboys (9½)	9/4	.....
9852	Laguna, U. S. A. (9½)	10/9	12/20
9853	Out of This World Series (9)	11/27	12/20
9854	Off the Air (10)	12/18	12/20
9855	Hawaii in Hollywood (10)	1/22	6/5
9856	Photoplay's Gold Medal Awards (9½)	3/18	.....
9857	Smiles and Styles (10)	4/1	6/5
9858	Hollywood Honors Hersholt (8)	5/6	6/12
9859	Hollywood Party (9)	6/10	7/10
9860	Hollywood Friars Honor George Jessel (9½)	7/8	7/31

WORLD OF SPORTS (9)

9801	Cinderella Cagers (9½)	9/25	.....
9802	Ski Demons (9)	10/23	12/20
9803	Bowling Kings (10)	11/13	12/20
9804	Navy Crew Champions (10)	12/25	2/14
9805	Rodeo Thrills and Spills (9½)	1/29	6/5
9806	Net Marvels (9)	3/11	6/19
9807	Champions in the Making (8½)	5/23	6/19
9808	No Holds Barred (9)	6/17	7/10
9809	Aqua Zanies (9)	7/15	7/31

FILM NOVELTIES (8)

9901	Aren't We All? (10½)	11/27	.....

COMMUNITY SINGS (9)

9651	No. 1—Linda (10)	9/4	.....
9652	No. 2—April Showers (9)	10/2	.....
9653	No. 3—Peg O' My Heart (9)	11/6	12/20
9654	No. 4—When You Were Sweet 16 (9½)	12/4	12/20
9655	Feudin' and A-Fightin' (10½)	1/8	6/19
9656	Civilization ( )	2/12	6/5
9657	I'm Looking Over a Four-Leaf Clover (9½)	4/29	6/5
9658	Manana (9)	6/3	6/19
9659	California Here I Come (9)	8/12	8/28

SERIALS (15 Chapters) (4)

9120	The Sea Hound	9/4	.....
9140	Brick Bradford	12/18	1/17
9160	Tex Granger	4/1	.....
9180	Superman (Sp.)	7/15	.....

METRO-GOLDWYN-MAYER

MGM TECHNICOLOR CARTOONS (11)

W-931	Slap Happy Lion (7)	9/20	.....
W-932	The Invisible Mouse (7)	9/27	11/22
W-933	King Size Canary ( )	12/6	2/14
W-934	The Bear and the Bean (7)	1/31	4/3
W-935	What Price Fleadom? (6)	3/20	.....
W-936	Make Mine Freedom (10)	4/24	6/12
W-937	Kitty Foiled (8)	5/1	6/12
W-938	Little 'Tinker (8)	5/15	7/24
W-939	The Bear and the Hare (7)	6/26	7/24
W-940	The Truce Hurts (7)	7/17	9/4
W-941	Half-Pint Pygmy (7)	8/7	.....

TRAVELTALKS (4)

T-911	Visiting Virginia (9)	11/29	11/22
T-912	Cradle of a Nation (9)	12/13	3/6
T-913	Cape Breton Island (9)	5/8	7/24
T-914	Chicago, the Beautiful (10)	7/31	8/21

THE PASSING PARADE (5)

K-971	Miracle in a Corn Field (8)	12/20	3/6
K-972	It Can't Be Done (10)	1/10	4/3
K-973	Goodbye Miss Turlock (10)	1/24	4/3
K-974	My Old Town (9)	2/7	4/3
K-975	Souvenirs of Death (10)	6/19	7/24

GOLD MEDAL CARTOONS (Reissues) (6)

W-921	Goldilocks and the Three Bears (11)	11/22	.....
W-922	The Fishing Bear (8)	12/20	.....
W-923	The Milky Way (8)	2/14	.....
W-924	The Midnight Snack (9)	3/27	.....
W-925	Puss 'N' Toots (7)	4/24	.....
W-926	The Bowling Alley Cat (8)	6/12	.....

PETE SMITH SPECIALTIES (10)

S-951	Football Thrills No. 10 (8)	9/6	.....
S-952	Surfboard Rhythm (8)	10/18	11/22
S-953	What D'Ya Know? (9)	11/18	11/22
S-954	Have You Ever Wondered? (9)	.....	.....
S-955	Bowling Tricks (10)	1/10	4/3
S-956	I Love My Mother-in-Law But (8)	2/7	5/1
S-957	Now You See It (Tech.) (9)	3/30	.....
S-958	You Can't Win (9)	5/29	6/12
S-959	Just Suppose (9)	7/17	9/4
S-960	Football Thrills No. 11 (9)	8/21	8/21

MUSICAL MERRY-GO-ROUND (6)

M-981	Freddy Martin, Keenan Wynn (10)	2/14	6/5
M-982	Tex Beneke (10)	2/13	6/5
M-983	Ray Noble, Buddy Clark (11)	6/26	7/24
M-984	Martin Block's Musical Merry-Go-Round (10)	7/17	8/28

TWO REEL SPECIALS (2)

A-901	Drunk Driving (21)	3/27	.....
A-902	Going to Blazes (21)	4/24	6/12

PARAMOUNT

PACEMAKERS (6)

K7-1	It Could Happen to You (11)	10/3	.....
K7-2	Babies, They're Wonderful (11)	11/14	11/22
K7-3	Bundle From Brazil (11)	1/2	1/17
K7-4	Musical Miracle (11)	3/12	.....
K7-5	A Model Is Born (7)	5/28	6/26
K7-6	Neighbor to the North (13)	7/22	7/24

POPULAR SCIENCE (6)

J7-1	Radar Fisherman (10)	10/17	11/22
J7-2	Desert Destroyers (11)	12/16	12/20
J7-3	Streamlined Luxury (10)	2/20	3/6
J7-4	Fog Fighters (10)	4/2	6/5
J7-5	The Big Eye (10)	5/21	6/12
J7-6	Flying Wing (10)	8/6	9/11

SPORTLIGHTS (10)

R7-1	Riding the Waves (10)	10/3	11/22
R7-2	Running the Hounds (11)	10/31	11/22
R7-3	Five Fathoms of Fun (10)	11/28	1/17
R7-4	Stop, Look and Guess 'Em (10)	12/5	1/17
R7-5	All American Swing Stars (10)	1/16	4/3
R7-6	Double Barrelled Sport (10)	2/20	4/3
R7-7	Big Game Angling (10)	3/26	6/5
R7-8	Riding Habits (10)	4/30	6/5
R7-9	Big League Glory (10)	6/11	7/10
R7-10	Her Favorite Pools (10)	7/30	8/7

UNUSUAL OCCUPATIONS (6)

L7-1	Hula Magic (11)	11/7	11/22
L7-2	Bagpipe Lassies (11)	1/2	3/6
L7-3	Modern Pioneers (11)	2/13	6/5
L7-4	Nimrod Artist (10)	4/16	6/5
L7-5	Feather Finery (10)	5/14	6/26
L7-6	Aerial Hot Rods (10)	8/13	9/11

SPEAKING OF ANIMALS (6)

Y7-1	Dog Crazy (11)	10/3	.....
Y7-2	Ain't Nature Grand (10)	11/14	11/22
Y7-3	Monkey Shines (9)	12/12	/1/17
Y7-4	Home Sweet Home (10)	2/6	3/6
Y7-5	'Tain't So and 'Tain't True (10)	4/16	6/5
Y7-6	As Headliners (10)	6/18	7/3

NOVELTOONS (8)

Technicolor

P7-1	Santa's Surprise (9)	12/5	1/17
P7-2	Cat O'Nine Ails (8)	1/9	1/17
P7-3	Flip Flap (8)	2/23	6/5
P7-4	We're in the Honey (8)	3/19	6/5
P7-5	The Bored Cuckoo (8)	4/9	6/5
P7-6	There's Good Boo's Tonite (9)	4/23	6/5
P7-7	Land of the Lost (7)	5/7	6/12
P7-8	Butterscotch and Soda (7)	6/4	6/26

POPEYE (8)

E7-1	All's Fair at the Fair (8)	12/19	12/20
E7-2	Olive Oyl for President (7)	1/30	1/17
E7-3	Wigwam Whoopee (8)	2/27	6/5
E7-4	Pre-Hysterical Man (9)	3/26	6/5
E7-5	Popeye Meets Hercules (7)	6/18	.....
E7-6	A Wolf in Sheik's Clothing (8)	7/30	8/7
E7-7	Spinach vs. Hamburgers (8)	8/27	9/11
E7-8	Snow Place Like Home	9/3	.....

SCREEN SONG (8)

X7-1	The Circus Comes to Clown (7)	12/26	1/17
X7-2	Base Brawl (7)	1/23	4/3
X7-3	Little Brown Jug (8)	2/20	4/3
X7-4	The Golden State (8)	3/12	6/5
X7-5	Winter Draws On (7)	3/19	6/5
X7-6	Sing or Swim (7)	6/4	6/26
X7-7	Camptown Races (8)	7/16	8/7
X7-8	The Lone Star State (9)	8/20	9/11

MUSICAL PARADES (5)

FF7-1	Samba-Mania (18)	2/27	4/3
FF7-2	Footlight Rhythm (19)	4/9	6/5
FF7-3	Gypsy Holiday (19)	6/25	7/3
FF7-4	Tropical Masquerade (16)	8/6	9/11
FF7-5	Big Sister Blues ( )	10/1	.....

RKO RADIO

FLICKER FLASHBACKS (7)

84201	No. 1 (10)	10/24	12/20
84202	No. 2 (9)	12/5	1/17
84203	No. 3 (9)	1/16	4/3
84204	No. 4 (9)	2/27	6/5
84205	No. 5 (8)	4/9	6/5
84206	No. 6 (9)	5/21	6/26
84207	No. 7 (9)	7/2	9/4

THIS IS AMERICA (13)

83101	Border Without Bayonets (16)	11/14	12/20
83102	Switzerland Today (18)	12/12	1/17
83103	Children's Village (19)	1/9	3/6
83104	Operation White Tower (18)	2/6	3/6
83105	Photo Frenzy (16)	3/5	5/1
83106	Funny Business (18)	4/2	6/5
83107	Democracy's Diary (16)	4/30	6/19
83108	Crime Lab (17)	5/28	6/26
83109	Letter to a Rebel (16)	6/25	7/3
83110	Sports Golden Age (17)	7/23	8/28
83111	Glamour Street (16)	9/11	

SPORTSCOPES (13)

84301	Ski Holiday (8)	9/19	.....
84302	Golf Doctor (8)	10/17	.....
84303	Quail Pointers (8)	11/14	12/20
84304	Pin Games (8)	12/12	1/17
84305	Racing Day (8)	1/9	3/6
84306	Sports Coverage (8)	2/6	3/6
84307	Teen Age Tars (9)	3/5	5/1
84308	Doggone Clever (8)	4/2	6/19
84309	Big Mouth Bass (8)	4/30	6/19
84310	Muscles and the Lady (9)	5/28	6/26
84311	Ladies in Wading (8)	6/25	7/31
84312	Athletic Varieties (8)	7/23	8/28
84313	Strikes to Spare (8)	8/20	.....

MUSICAL JAMBOREES (Revivals) (7)

84401	Enric Madriguera & Orch. (8)	9/5	.....
84402	Tommy Tucker Time (8)	10/3	.....
84403	Johnny Long & Orch. (8)	10/31	.....
84404	Duke Ellington (9)	11/28	.....
84405	Jerry Wald &Orch. (9)	12/26	.....
84406	Ray McKinley & Orch. (8)	1/23	.....
84407	Dick Stabile & Orch. (8)	2/20	.....

LEON ERROL (4)

83701	Bet Your Life (14)	1/16	4/3
83702	Don't Fool Your Wife (18)	3/5	6/5
83703	Secretary Trouble (17)	4/9	6/5

EDGAR KENNEDY (6)

83401	Mind Over Mouse (17)	11/21	1/17
83402	Brother Knows Best (17)	1/2	4/3
83403	No More Relatives (18)	2/6	5/1
83404	How to Clean House (18)	5/14	6/26
83405	Dig That Gold (17)	6/25	7/31
83406	Home Canning (16)	8/6	8/28

RAY WHITLEY REVIVALS (4)

83501	Molly Cures a Cowboy (19)	9/5	.....
83502	Musical Bandit (16)	10/10	.....
83503	Corralling a School Marm (14)	11/14	.....
83504	Prairie Spooners (13)	12/19	.....

SPECIAL (3)

83601	20 Years of Academy Awards (19)	4/2	6/5
83801	Basketball Headliners of 1948 (18)	4/23	6/19
842	Louis-Walcott Fight Picture (19)	6/26	.....
83901	Football Highlights of 1947 (20)	12/12	.....

WALT DISNEY CARTOONS (6)

Reissues

84701	Hawaiian Holiday (8)	10/17	.....
84702	Clock Cleaners (8)	12/12	2/14
84703	Little Hiawatha (9)	2/20	.....
84704	Alpine Climbers (10)	4/2	.....
84705	Woodland Cafe (7)	5/14	6/19
84706	Three Little Pigs ( )		.....

REPUBLIC

SERIALS (4)

791	G-Men Never Forget (12 Chapters)	1/31	.....
792	Dangers of the Canadian Mounted (12 Chapters)	4/24	.....
793	Dick Tracy Returns (15 Chapters)	7/17	.....

CARTOONS (1)

Trucolor

761	It's A Grand Old Nag (8)	12/20	12/20

20th CENTURY-FOX

MOVIETONE ADVENTURES

8201	Horizons of Tomorrow (8)	9/12	12/20
8202	The 3 R's Go Modern (9)	11/7	.....
8203	Sky Thrills (9)	3/	5/1
8204	Majesty of Yellowstone (9)	7/	6/19
8251	Holiday in South Africa (8)	8/22	.....
8252	Home of the Danes (8)	10/17	.....
8253	Jungle Closeups (8)	12/12	5/1
8254	Copenhagen Pageantry (T) (8)	1/	5/1
8255	Scenic Sweden (T) (8)	6/	6/19
8256	Riddle of Rhodesia (T) (8)	7/	9/4
8257	Bermuda (T) (8)	8/	9/4
8258	Desert Lights (T) (8)	8/	8/28

SPORTS REVIEW

8301	Gridiron Greatness (9)	8/1	.....
8302	Olympic Class (10)	2/	5/1
8303	Everglades Adventure (9)		5/1
8304	Football Finesse (10)	9/	8/21
8351	Vacation Magic (8)	9/26	.....
8352	Aqua Capers (T) (8)	1/	5/1
8353	Playtime in Scandinavia (T) (8)	4/	6/5

TERRYTOONS

Technicolor

8501	One Note Tony (7)	2/	.....
8502	Talking Magpies in Flying South (7)	8/15	.....
8503	Mighty Mouse in a Date for Dinner (7)	8/29	.....
8504	Talking Magpies in Fishing by the Sea (7)	9/19	1/17
8505	Mighty Mouse in the First Snow (7)	10/10	1/17
8506	Talking Magpies in the Super Salesman (7)	10/24	1/17
8507	Mighty Mouse in a Fight to the Finish (7)	11/14	1/17
8508	The Wolf's Pardon (7)	12/5	1/17
8509	Mighty Mouse in Swiss Cheese Family Robinson (7)	12/19	5/1
8510	Talking Magpies in Hitch Hikers (7)	12/12	6/5
8511	Mighty Mouse in Lazy Little Beavers (7)	12/26	6/5
8512	Felix the Fox (7)	1/	6/5
8513	The Talking Magpies in Taming the Cat (7)	1/	6/5
8514	Mighty Mouse and the Magician (7)	3/	6/19
8515	Chipper Chipmunk, The (7)	3/	8/21
8516	Hounding the Hares (7)	4/	6/19
8517	Mighty Mouse in the Feudin' Hillbillies (7)	4/	6/19
8518	Mystery in the Moonlight (7)	5/	6/19
8519	Seeing Ghosts (7)	6/	6/19
8520	A Sleepless Night (7)	6/	8/21

Rel. No.	Title	Rel. Date	Data
8521	The Witch's Cat (7).....	7/	9/4
8522	Magpie Madness (7).....	7/	8/28
8523	Mighty Mouse in Love's Labor Won (7).....	8/	9/11

TERRYTOONS

Technicolor-Reissues

8531	The Butcher of Seville (7)..	5/	.....
8532	Mighty Mouse in the Green Line (7)	5/	.....

DRIBBLE PUSS PARADE

8901	Album of Animals (8)....11/21		.....
8902	Dying to Live (9).....	5/	6/19

FEMININE WORLD

8601	Something Old—Something New (8)	2/	5/1
8602	Fashioned for Action (8)..	4/	6/5

MARCH OF TIME

1	Is Everybody Listening? (19)	9/5	9/6
2	T-Men in Action (18)....10/3		10/4
3	End of an Empire (18)....10/31		11/1
4	Public Relations . . . This Means You! 11/28		12/20
5	The Presidential Year ( ).12/26		12/20
6	The Cold War ( )	1/	.....
7	Marriage and Divorce ( ).	2/20	3/6
8	Crisis in Italy ( )	3/	.....
9	Life With Junior ( )	4/	.....
10	Battle for Greece (17)....	5/	.....
11	The Fight Game (19).....	5/	6/26
12	The Case of Mrs. Conrad (18)	7/	.....
13	White-Collar Girls (18)...	8/6	8/7

UNITED ARTISTS

LANTZ CARTUNES (7)

The Bandmaster (7).....12/		1/17
The Mad Hatter (7).....	2/	/6/19
Pixie Picnic (7).....		6/5
Banquet Busters (7).....		6/19
Kiddie Koncert (7).....		6/5
Wacky Bye Baby (7).....	7/16	.....
Wet Blanket Policy (7)....	8/27	.....

UNIVERSAL-INTERNATIONAL

NAME BAND MUSICALS (13)

3301	Alvino Rey and Orch. (15).10/22		2/14
3302	Drummer Man (15).....12/3		2/14
3303	Carlos Molina & His Orch. (15) 12/13		2/14
3304	Tex Beneke & His Orch. (15)	3/3	6/19
3305	Woody Herman & His Orch. (15)	3/31	.....
3306	Reg Ingle & His National Seven (15)	6/16	6/19
3307	Tex Williams and His Orch. in Western Whoopee (15)	6/23	7/31
3308	Jimmy Dorsey & Orch. ( ).	8/18	.....

TECHNICOLOR CARTUNES (5)

Reissues

3321	Knock Knock (7).....	3/	.....
3322	Syncopated Sioux (7).....	5/	.....
3323	Woody Woodpecker (7)....	7/	.....

THE ANSWER MAN (8)

3391	Wind, Curves and Trapped Doors (10) 12/22		2/14
3392	Hall of Fame (10).....	1/19	.....
3393	Men, Women & Motion (10)	3/15	6/19
3394	Flood Water (10).....	4/26	7/31
3395	Mighty Timber (10).....	6/21	7/31
3396	Rockets of the Future (10)	7/5	.....
3397	Water Battlers ( ).....	8/16	.....
3398	Home of the Iceberg ( )...	8/23	.....

Rel. No.	Title	Rel. Date	Data

VARIETY VIEWS (8)

3341	Tropical Harmony (9).....	9/29	11/22
3342	Chimp Aviator (9).....11/17		11/22
3343	Brooklyn Makes Capital (27)	2/9	6/19
3344	Whatta Built (10).....	6/7	6/19
3345	Copa Carnival (9).....	6/28	7/31
3346	Paris on the Plata ( ).....	7/12	.....
3347	Gaucho Fiesta ( ).....	8/16	.....

SING AND BE HAPPY SERIES (8)

3381	Spotlight Serenade (10)...	3/29	.....
3382	Singing the Blues (10)...	5/	7/31
3383	River Melodies (8).....	7/5	7/31

MUSICAL WESTERNS (3)

3351	Hidden Valley Days (27)..	2/5	6/19
3352	Powder River Gunfire (24).	2/26	.....
3353	Echo Ranch (25).....	4/1	6/19

SPECIALS (2)

3201	Snow Capers (19).....	2/18	6/19

WARNER BROS.

TECHNICOLOR SPECIALS (8)

4001	Celebration Days (20)....	1/31	2/14
4002	Soap Box Derby (20).....10/18		.....
4003	Teddy, the Roughrider (20).	2/21	.....
4004	King of the Carnival (20).	4/3	.....
4005	Calgary Stampede (20)....	5/29	.....
4006	A Day at the Fair (20)...	7/3	7/24
4007	The Man From New Orleans (19)	9/4	.....
4008	My Own United States (19).10/16		.....

MEMORIES FROM MELODY LANE (6)

4201	A Song of the West (10)..	9/27	.....
4202	An Old Time Song (10)..12/27		.....
4203	A Song About the Moonlight (10)	1/24	3/6
4204	Grandfather's Favorites ...	3/13	6/5
4205	A Stephen Foster Song (10)	5/8	6/19
4206	A Song From the Movies (10)	7/17	.....

BLUE RIBBON HIT PARADE (13)

(Revivals) Technicolor

4301	Dangerous Dan McFoo (7).12/20		.....
4302	Hobo Gadget Band (7)....	1/17	.....
4303	Little Pancho Vanilla (7).	3/20	.....
4304	Don't Look Now (7).....	4/10	.....
4305	Curious Puppy (7).....	4/24	.....
4306	Circus Today (7).....	5/22	.....
4307	Little Blabber Mouse (7)..	6/12	.....
4308	The Squawkin' Hawk (7)..	7/10	.....
4309	A Tale of Two Kitties (7).	7/31	.....
4310	Pigs in a Polka (7).....	8/14	.....
4311	Greetings Bait (7).....	8/28	.....
4312	Hiss and Make Up (7)....	9/18	.....
4313	Hollywood Steps Out (7)..10/2		.....

JOE McDOAKES COMEDIES (6)

4401	So You Want to Be a Salesman (10)	9/13	.....
4402	So You Want to Hold Your Wife (10) 11/22		12/20
4403	So You Want An Apartment (10)	1/3	3/6
4404	So You Want to Be a Gambler (10)	2/4	.....
4405	So You Want to Build a House (10)	5/15	.....
4406	So You Want to Be a Detective (10)	6/26	.....

SPORTS PARADE (13)

Technicolor

4501	Las Vegas Frontier Town (10) 11/1		.....
4502	Action in Sports (10)....12/13		.....
4503	A Nation on Skis (10)....	7/31	.....
4504	Sun Valley Fun (10).....	2/14	.....
4505	Trip to Sportland (10)...	3/6	6/5
4506	Ride, Ranchero, Ride (10).	3/20	6/5
4507	Holiday for Sports (10)..	4/17	6/19
4508	Built for Speed (10).....	6/5	.....
4509	Fighting Athletes (10)....	5/1	6/19
4510	The Race Rider (10).....	6/19	7/24
4511	Playtime in Rio (10).....	8/14	.....
4512	Sports Down Under (10)..	9/18	.....
4513	Gauchos of the Pampas (10) 10/9		.....

MELODY MASTERS BANDS (8)

4601	Freddy Martin & His Orch. (10)	9/13	.....
4602	Swing Styles (10).....10/25		.....
4603	Borrah Minevitch & Har. Sch. (10) 12/6		.....
4604	Rubinoff and His Violin (10)	1/10	.....
4605	Artie Shaw & His Orch. (10)	2/7	.....
4606	Henry Busse & His Orch. (10)	5/15	.....
4607	The Saturday Night Swing Club (10)	6/19	.....
4608	Joe Reichman & His Orch. (10)	7/17	.....

MERRIE MELODIES (18)

Cinecolor

4702	Bone Sweet Bone (7).....	5/22	7/24
4704	Up-Standing Sitter (7)....	7/3	....
4707	Dough Ray Me-Ow (7).....	8/14	.....
4709	Odor of the Day (7).....10 2		.....
4712	Daffy Dilly (7).....10 30		.....

MERRIE MELODIES

Technicolor

4701	Nothing But the Tooth (7).	5 1	..
4703	The Shell-Shocked Egg (7).	7/10	.
4704	The Rattled Rooster (7)...	6 26	.
4706	You Were Never Duckier (7)	8/7	..
4708	The Pest That Came to Dinner (7)	9 11	....
4710	The Foghorn Leghorn (7).10/9		.....
4711	A Lad in His Lamp (7)...10/23		.....

L. T. TECH. CARTOON

4713	Kit for Cat (7).....11/6		.....
4714	Stupor Salesman (7).....11/20		.....

M.M. BUGS BUNNY SPECIAL

4715	Riff Raffy Daffy (7).....11/27		.....
4719	Hot Cross Bunny (7).....	8/21	.....
4720	Hare Splitter (7).....	9/25	.....

ADVENTURE SPECIALS (6)

Technicolor

4801	Land of Romance (10)....	9/6	....
4802	Beautiful Bali (10).....11/15		12/20
4803	Dad Minds the Baby (10).12/20		.....
4804	What's Hatchin'? (10)....	2/28	.....
4805	Rhythm of a Big City (10).	3/27	6/5
4806	Living With Lions (10)...	6/5	7/24

1948-49

COLUMBIA

THREE STOOGES COMEDIES

1401	Heavenly Daze (16½)....	9/2	.....

ASSORTED & ALL-STAR COMEDIES

1421	Billie Gets Her Man (17)..	9/9	.....

COMEDY FAVORITES

Reissues

1441	Pest from the West (18½)	9/30	.....

COLOR RHAPSODIES

1501	Pickled Puss (6½).....	9/2	.....

COLOR FAVORITES

Reissues

1601	The Stork Takes a Holiday (8)	9/9	.....

WORLD OF SPORTS

1801	Diving Champions ( ).....	9/23	.....

THRILLS OF MUSIC

1951	Elliot Lawrence & Orch. ( )	9/23	.....

SCREEN SNAPSHOTS

1851	Hollywood Holiday ( ).....	9/2	.....

COMMUNITY SINGS

1651	Baby Face (9).....	9/16	.....

PARAMOUNT

NOVELTOON

P8-1	The Mite Makes Right ( )..10/15		.....
P8-2	Hector's Hectic Life ( )...11/19		.....
P8-3	Old Shell Game ( ).....	12/17	.....

SCREEN SONG

X8-1	Readin' 'Ritin' and Rhythmetic ( ) 10/22		.....

SPEAKING OF ANIMALS

Y8-1	The Gnu Look ( ).....	10/29	.....

G. RICE SPORTLIGHT

R8-1	Hot Rod Speedsters ( ).....	11/5	.....
R8-2	Acrobatic Illini ( ).....	12/10	.....

POPEYE

E8-1	Robin Hood-Winked ( )....11/12		.....
E8-2	Symphony in Spinach ( )...12/31		.....

UNUSUAL OCCUPATIONS

L8-1	The Glass Orchestra ( )....11/26		.....

POPULAR SCIENCE

J8-1	Solar Secrets ( ).....	12/24	....

RKO RADIO

WALT DISNEY CARTOONS

Reissues

94101	Pluto's Purchase (7).....	7/9	.....
94102	Trial of Donald Duck (7)..	7/30	....
94103	Catnap Pluto (6).....	8/13	9/11

UNITED ARTISTS

LANTZ CARTUNES

Playful Pelican (7).....10/8		.....
Dog Tax Dodgers (7).....11/19		.....
Wild & Woody (7).....12/31		.....
Scrappy Birthday (7).....	2/11	.....
Drooler's Delight (7).....	3/25	.....

WARNER BROS.

TECHNICOLOR SPECIALS

Reissues

5001	Sons of Liberty (20).....11/20		.....

JOE McDOAKES COMEDIES

5401	So You Want to Be in Politics (10) 10/23		.....
5402	So You Want to Be on the Radio (10 .....11/6		.....

MERRY MELODIES

	Hen House Henery (7)...	9/11	.....

SPORTS PARADE

5501	Jungle Man Killers (10)..11/6		.....

ADVENTURE SPECIALS

5801	Mysterious Ceylon (10)...	9/25	.....

FEATURETTES

5101	Football Magic (20).....	9/11	.....
5102	Grandfather's Follies (20).11/13		.....

SPORTS NEWS REVIEWS

5601	Roaring Wheels (10).....10/2		.....

BLUE RIBBON CARTOONS

Reissues

5301	An Itch in Time (7).....10/30		.....

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VIEWS ON NEW SHORT SUBJECTS

JUNGLE MAN KILLERS (WB—5501) Technicolor Adventure Special. 10 mins. Native of a village in India drive a Bengal tiger, which has turned into a man-eater, into range of the hunter's rifle. Release date, 11/6/48.

AN ITCH IN TIME (WB—5301) Blue Ribbon Cartoons. Re-issue. A pooch in a predicament because of the activities of a flea. Release date, 10/30/48.

SONS OF LIBERTY (WB—5001) Technicolor Special. Re-issue. 21 mins. Claude Rains, Gale Sondergaard, Donald Crisp, Montague Love, Henry O'Neill and James Stephenson in the story of Haym Solomon's contribution to victory in the American revolution. Release date, 11/20/48.

MYSTERIOUS CEYLON (WB—5801) Technicolor Adventure Special. 10 mins. Customs and manners of tea-raising inhabitants of Ceylon. Release date, 9/25/48.

FOOTBALL MAGIC (WB—5101) Adventure Special. 20 mins. A review of the 1947 football season. Release date, 9/11/48.

SO YOU WANT TO BE IN POLITICS (WB—5401) Joe McDoakes Comedies. 10 mins. Joe runs for election to the office of dog-catcher. Release date, 10/23/48.

MY OWN UNITED STATES (WB—4008) Technicolor Specials. 20 mins. Views of our country, from border to border and from coast to coast—its national parks, cities, beaches and mountains in addition to historical points. Release date, 10/16/48.

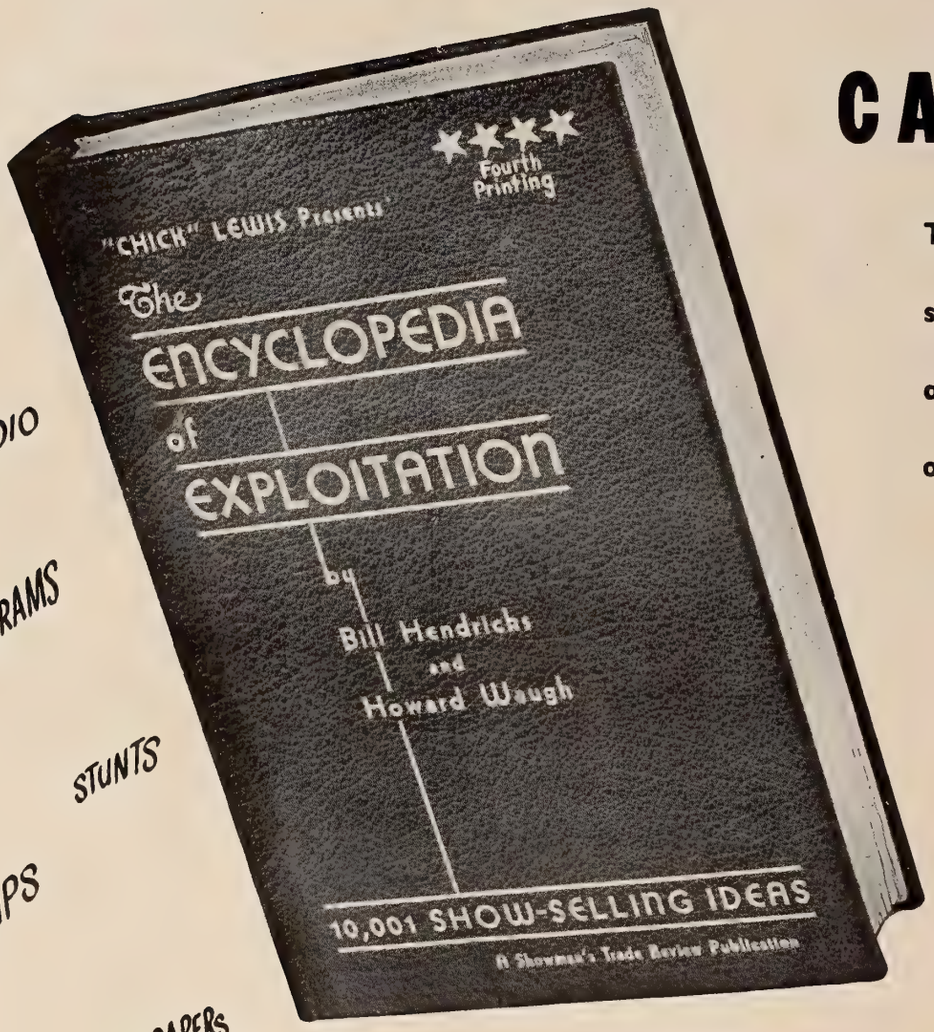
THE TRIAL OF DONALD DUCK (RKO Radio—No. 94102). 7 mins. Donald stands trial because he won't pay a waiter for food he brought from home Ordered to wash dishes in the restaurant, he does, and turns the tables. Release date, July 30/48.

ROARING WHEELS (WB) Sports Review. 10 mins. The highlights of the best races at the Indianapolis Speedway and the Bonneville Salt Flats in Utah from the turn of the century to the present are presented as proof of their contribution to the automotive industry.

REBEL RABBIT (WB) Bugs Bunny. 7 mins. Bugs Bunny goes to Washington to fight anti-rabbit discrimination. Having to prove himself obnoxious he decides to be super-obnoxious and lands in jail.

WATER BATTLERS (Univ.—3397) Answer Man Series. 7 mins. Educational short telling everything about salmon except how to cook them. How they battle swift rivers for hundreds of miles to spawn; how they even fight up-current and waterfalls. The picture then looks into the questions of why golf balls have dimples, what happened to the old horse-cars and what makes Egypt's pyramid the largest.

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Regional Newsreel
Hollywood Newsreel
Showmen's Silhouette
Selling the Picture
Theatre Management
Shorts Booking Guide
Feature Booking Guide

CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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Irving Berlin's "EASTER PARADE" (Technicolor)
"A DATE WITH JUDY" (Technicolor)
"HOMECOMING"
Frank Capra's "STATE OF THE UNION"
"ON AN ISLAND WITH YOU" (Technicolor)
"LUXURY LINER" (Technicolor)
"A SOUTHERN YANKEE"
"JULIA MISBEHAVES"
"THE THREE MUSKETEERS" (Technicolor)
"HILLS OF HOME" (Technicolor)
"FORCE OF EVIL"
"COMMAND DECISION"
"ACT OF VIOLENCE"
John Ford's "3 GODFATHERS" (Technicolor)
"NO MINOR VICES"
"SUN IN THE MORNING" (Technicolor)
"LITTLE WOMEN" (Technicolor)
"EDWARD MY SON"
"WORDS AND MUSIC" (Technicolor)
"THE BRIBE"
"BARKLEYS OF BROADWAY" (Technicolor)
"THE KISSING BANDIT" (Technicolor)
METRO COLA
"HAPPY DAYS! A NEW SEASON TOAST TO YOU IN SPARKLING METRO-COLA!"
The company that pepped up this industry all Spring and Summer long has plenty of good stuff to cheer you up for months ahead!
METRO COLA
100% VITAMIN M·G·M

THE EDITORIAL PAGE

TOA at the Crossroads

TOA reaches a birthday and a crossroad at one and the same time. Both are important. The first because it means another milestone has been reached and the second because the selection of the right road ahead can mean a great difference to strength and effectiveness in the field of exhibitor organization.

TOA started with several things in its favor, not the least of which was the undisputed fact that its officers and directors were all active exhibitors. Of equal importance was the manner in which the Board of Directors was set up so that the independent exhibitors always had the advantage of a majority voice in its governing body.

In Chicago this week the organization will meet to discuss and act upon many critical and vital matters. The outlook is promising from one important point of view, which is that in advance announcements emphasis has been put upon the business of the meeting rather than on the entertainment aspects. In other words, this is going to be a business meeting.

There was good reason for the effort to persuade Ted Gamble to reconsider his decision to retire from the presidency because he exemplifies the type of independent exhibitor to head TOA. However, his successor can count on Ted's active support, for we are sure Gamble will continue to give much of his time and all of his talent to the interests of the exhibitors, who can benefit materially by his inspiration and leadership.

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A Magnificent Affair

Last Saturday night in the Presidential Room of the Statler Hotel, Washington, D. C., the Variety Clubs International formally presented the organization's 1947 Humanitarian Award to Secretary of State George C. Marshall before an assemblage of official Washington, the Diplomatic Corps and many film industry representatives.

There can be no doubt that the motion picture industry was in the spotlight as much as the Clubs because in the final analysis they are one and the same. Thus, from a public relations point of view, the Clubs through this important function did the industry a great turn.

It was unfortunate, indeed, that more of our top executives did not attend. Perhaps some day, in the not too-distant future, they will recognize what they owe to this great body of show business and do a lot more to encourage and support its efforts.

A Great Decision

Speaking about the Variety Clubs' meeting, we got the thrill of a lifetime when delegates from all Tents, along with their International Officers, voted unanimously to take over the Will Rogers Memorial Hospital at Saranac Lake.

This great institution had been in financial trouble for the last few years, its operations thus severely hampered.

It is a compliment to the sincere and able men who have been responsible for the conduct of the institution during these recent trying times that the Hospital has carried on its great and necessary work.

In taking over the responsibilities the Variety Clubs will assume around the first of next year, the organization's officers and members are confident they will be able to adequately arrange the finances and operation of the Will Rogers Memorial Hospital to make certain that those of our industry who are victims of the dread disease will find haven and receive the best medical treatment in an institution whose purpose and aim is to help them regain health and return to normal, active lives.

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Add Monogram

After all the things we said last week about Monogram we are reluctant to add to it. However, since that comment was written before announcement about the releasing program for the new season we feel that follow-up is called for.

Steve Broidy has announced that his company will release sixty-one pictures during the new season. Broidy's statement is significant—as well as an attest of Monogram's confidence in its ability to stride ahead.

We have an idea that Monogram's large army of exhibitor friends are feeling happy about this ambitious and helpful undertaking.

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Realistic

U-I's Prexy Nate Blumberg this week said his company is "not pessimistic, not optimistic, but realistic."

We hope that mood spreads. Because a realistic look at current grosses for good pictures offers incentive to enterprise in all branches of the industry—to producers to make good shows, to distributors to sell 'em aggressively, to exhibitors to put on potent showmanship.

—CHICK LEWIS

WHAT'S NEWS

In the Film Industry This Week

Exhibition

Exhibitors who testify before the House Small Business Committee will be protected from reprisals, Rep. Walter G. Ploeser declared as the committee held hearings in Omaha this week. (P. 5) The committee to date has complaints against competitive bidding, clearance and other practices, Confidential Reports and National Screen. Ploeser wanted to know why exhibitors didn't use their screens to tell their story and when told they planned to, replied: "Don't just threaten, do it."

In Los Angeles trustees of the Pacific Coast Conference of Independent Theatre Owners came out against sneak previews, sex and crime themes in pictures and for the Industry Film Committee's program. Treasurer Hugh Bruen and Executive Director R. H. Poole were reelected. In Dallas, Texas, Allied elected Phil Isley as president to replace the retiring Col. H. A. Cole. In Wisconsin the attorney general ruled that checkers would have to take out licenses as private detectives and post bonds, a ruling which sent Confidential Reports' lawyers in New York into a huddle. In New York Universal, RKO, 20th Century-Fox and Warner Bros., killed the seven-day clearance RKO neighborhood theatres enjoyed over some houses of the Century, Randforce and Skouras circuits in Brooklyn, Queens and Long Island, making it a day-and-date deal. Independent exhibitors say: "More to come."

In New York also the Motion Picture Association of America announced it would conduct a census of theatres every two years; in St. Louis Fanchon and Marco will spend $4 million to improve the Ambassador and Missouri; in Kansas City the Kimo returns to foreign-language films after a summer of Americans; back again in New York, City Investment, which operates theatres, bought a fourth interest in Lopert Films, importers of foreign-language films, and way off in Japan moviegoers are paying 150 per cent taxes on attendance, a 50 per cent jump from before the war.

Distribution

Ninety per cent of Republic's releases for the next six months are ready, Vice-President James R. Grainger said this week announcing "Macbeth" would go into roadshow premiere at the Esquire in Boston on Oct. 7. Policy will be to roadshow the picture apparently, and Republic Ad and Publicity Director Steve Edwards has been assigned especially to the job, Grainger said. While Edwards is away, Milton Silver, his executive assistant, will take over the Edwards duties.

Universal-International has set its Unity Sales Drive with a series of four regional meetings to be held in New York, (Sept. 24-25), Cincinnati (Sept. 28-29), Chicago (Oct. 1-2), San Francisco (Oct. 7-8). Clay V. Hake has joined Paramount sales staff as special representative. Glenn McCarthy signed for distribution of his "The Green Promise" with RKO, and Gene Autry has closed a seven-year deal with Columbia.

In New York Realart closed its first sales convention which coincided with its first anniversary as a reissue outfit and announced it would have 35 reissues to offer exhibitors out of a backlog of 700.

Litigation

Question as to whether a contract that is illegal under a Supreme Court ruling can be the basis of a fraud suit was referred to a master in chancery for ruling by a federal court in Chicago this week. Paramount, 20th-Fox and Warner Bros. entered the fraud arena again this week with a suit against James R. Cook over the Missouri Theatre at Maryville, Mo.,

Validity of an out-of-court settlement which gave the Windsor at Baltimore half of 20th Century-Fox's product was upheld by federal court this week. The settlement came in an anti-trust suit by the Windsor and took away half the product from the rival Walbrook which had enjoyed priority. Walbrook may sue. The St. Louis Amusement Company asked the Supreme Court to review federal decisions against it which favored the American Arbitration Association and its cut of clearance in St. Louis.

General

Variety Clubs International moved to carry out its plans to take over the Will Rogers Memorial Hospital at Saranac Lake by ordering a preliminary survey of the hospital's needs.

Optimism over the present and future of the motion picture industry was expressed this week by Universal-International President Nate Blumberg. Other Blumberg observations: Universal ain't for sale; Leo Goetz and Bill Spitz ain't fighting; U will release 24 for 1948-49 and will produce 30 by 1950.

CIO Screen Publicists and Screen and Office and Professional employes unions in New York were mapping a strategy to take their fight against the home offices to the nation at large when their contracts expire this weekend. Screen Extras Guild has voted for union shop in Hollywood by 2,160 to 62, and the Hollywood AFL Council reelected all officers.

Television

NBC has signed a deal with Toby Anguish in Hollywood for television rights on 35 Hopalong Cassidys; Universal is making available scripts of 3,000 unfilmed stories in its vaults prior to 1946 for radio dramatization. WPIX is offering its new daily 10-minute video newsreel on a national basis. Paramount Vice-President Paul Raibourn wants television stations to stay on the air longer hours, he told the FCC in Washington Wednesday. He also was reported as saying video stations were losing money.

N.Y. Unions Plan Contract Fight

Will Appeal to Public; Strike Thought Unlikely

Both the Screen Publicists Guild (CIO) and the Screen Office and Professional Employes Guild (CIO) of New York will carry their employment negotiations with distributors to the public on a national scale, centering upon union support everywhere, officials of the unions announced at a press conference this week. Little likelihood of a strike was seen in union circles, however.

The national appeal to the public presumably will start next week when the SPG, whose contract expires Sept. 26, will no longer be bound by its contract provision against picketing and other propaganda activities. SPG President Jeff Livingstone announced that a publicity committee headed by Leon Roth had already been appointed and that its initial contacts for both unions with AFL, CIO and independent unions in other cities, have garnered assurances of support. SPG represents publicists in all home offices; SOPEG, whose contract expires Sept. 27, represents office workers at all but Universal and Warners.

No Deal

To date the companies have refused to negotiate new contracts, which seek pay raises, on the grounds that the unions have not filed affidavits that their officers are not Communists. The companies claim this is required by the Taft-Hartley Act. The unions deny this, asserting that it is required only of unions which wish to make use of the National Labor Relations Board.

Livingstone declared his union did not want this service since it believed the board "is an unfriendly board as far as the unions are concerned." He claimed that signing the affidavits would put the union under the board's jurisdiction where it might conceivably split up the publicists insisting on separate unions for copywriters, artists, etc. This together with the Board's definition of "supervisory" help is unsatisfactory, he said.

SOPEG President Sid Young added if the unions put themselves under the board they could be subject to the injunction provision of the Taft-Hartley Act, which, he said, had not been used to date, in his opinion, against unions because of the coming elections. He added that SOPEG was ready to contest a NLRB election ordered at United Artists where a rival IATSE union is reported involved and that it would seek a court test on the Taft-Hartley Act.

Asked about strike possibilities, Livingstone replied: "In a situation like this the possibility of a strike action is always present. It is a hardship for us to go on strike and we would not go on strike unless all other possibilities have been exhausted."

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British Balk

London sources said Tuesday that almost 40 per cent of Britain's motion picture houses would seek to be exempted in part from the British quota requiring 45 per cent of their first feature playing time for British pictures and 25 per cent for seconds. To date officials have 2,700 requests out of the country's 4,000 theatres, and it is estimated that a majority—1,500 of these applications—will receive favorable consideration.

Cut Gotham Clearance

Universal, RKO, 20th Century-Fox and Warner Bros. this week had cut the seven-day clearance RKO subsequent-run houses had enjoyed over Century, Randforce and Skouras houses in some sections of Long Island, Brooklyn and the Bronx in favor of a day-and-date basis. The move, which is expected to presage a fuller revision of clearance affects Century's Sunnyside, Great Neck, Lynbrook, Midwood and Marine; Randforce's Walker and Marlboro; Skouras' Embassy, Tuxedo, and Boulevard.

TOA Convention Opens in Chicago

Express Costs, Ascap Scheduled for Discussion

The Theatre Owners of America swung into the first day of its two-day convention at the Drake Hotel in Chicago Friday with film transportation costs and the status of the American Society of Composers, Authors and Publishers, apparently the principal topics for discussion.

Pre-convention gleamings indicated that the film transportation rates were particularly serious, insofar as the small exhibitor was concerned, especially in areas such as Oklahoma where it is claimed the express charges sometimes exceed the film rental. This problem probably will be referred to a committee.

The Ascap situation was scheduled to go to a legal committee consisting of Chairman Herman Levy and 30 lawyers.

Convention circles were agog over the possibility that retiring President Ted Gamble would throw a few oral punches at exhibitor leaders whom he has privately asserted were in "business for themselves" and not the exhibitors. To date Arthur Lockwood of Boston appears scheduled to succeed Gamble and if Leonard Goldenson does not accept renomination as first vice-president, the convention will probably nominate someone from the grass-roots areas.

Solon Promises Exhibitors Protection from Reprisals

'Will Fight With' Them Chairman of Business Inquiry Assures Showmen

Assurance that exhibitors will be protected from reprisals for the testimony they give the House of Representatives Small Business Committee, was given in Omaha this week by Rep. Walter G. Ploeser (Rep., Mo.), after the committee in its tours had heard attacks on competitive bidding, Confidential Reports, clearance and National Screen's alleged policies. The Congressman also asked exhibitors why they did not use their screens to tell their "story."

"You have the greatest weapon in the world—your own screen," he said. "Why don't you tell this story on the screen?"

"We have threatened to do that," replied Alvin C. Myric, president of Iowa-Nebraska Allied, who testified at the Des Moines meeting.

'Do It'

"Don't just threaten," said Ploeser. "Do it."

The Congressman gave his assurance of protection against reprisals at the end of the Des Moines sessions—fifth of a series of 21 cross-country meetings the committee is holding to listen to complaints of small business. Ploeser declared that the committee "will dig much deeper into the film industry" and "will fight with" exhibitors if there should be reprisals for their testimony at committee hearings.

Myric told the committee that exhibitors felt there was collusion in Confidential Reports and that they have to pay National Screen "what they ask" because they can't get ads and trailers any place else.

Elmer C. Huhnke of Minne Lusa, Omaha, complained about clearance saying he had to wait 59 days for pictures. He suggested that theatres not in direct competition be allowed to play day-and-date, and said that affiliated theatres get the pictures first "and take the cream off" for houses that charge the same admissions.

Leonard J. Leise of the Rand, Randolph, Neb., claimed that a salesman had forced him to take a block of pictures he did not want in order to get those he needed. In this connection, Vernon Monjar of the Mound, Ocheydan, Ia., said he had been forced to play a Catholic theme picture in a Protestant community in order to get action on a picture he wanted to rent.

Not Complying

John Preston of the Coronado, Humphrey, Neb., alleged that the distributors are not complying with the U. S. Supreme Court opinion and that salesmen in some instances are not allowed to sell pictures singly.

When the committee met in Kansas City, Mo., Rud Lohrenz of the Wanee Theatre, Kewanee, Ill., protested against competitive bidding.

Lohrenz acknowledged that the Wanee was finally getting sufficient first-run product but at prohibitive rentals.

Lohrenz declared that bidding confirmed the doubt expressed by the Supreme Court that it would offset for the independent the advantages an affiliated enjoyed. He said that as a result of bidding he believes his local competitor pays higher rentals "which just in our case can only result in operating losses," but that the chain which operates the Peerless can recoup by getting the same pictures "at substantially lower film rentals to much larger audiences" in other "and better towns."

Profits Some

"Its profits in these towns," he concluded, "will certainly enable it to continue bidding indefinitely in Kewanee. The ultimate effect can only be to force us, with our single theatre, out of business."

2500 Expected for TESMA-TEDPA, MPTO Conventions in St. Louis

Exhibitors, equipment and supply dealers, theatre architects, and engineers were descending upon St. Louis late Thursday as an advance guard of the 2,500 expected to attend the concurring conventions of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois and of the Theatre Equipment and Supply Manufacturers Association and the Theatre Equipment Dealers Protective Association to be held in Hotel Jefferson Sept. 26-30.

The conventions will interlock on matters of interest to both, such as the Tesma-Tedpa demonstration and exhibits.

Foremost among the problems confronting the MPTO will be a successor to veteran Fred Wehrenberg as president, who has said he will not run again. To date the names of Tom Edwards of the Edwards and Harris Circuit of Farmington, Mo., and of Clarence Kaimann of the Kaimann Circuit, St. Louis, have been suggested, but nothing definite will be known until after Monday when elections are held. Tesma will elect officers and directors during its sessions.

Also on the MPTO agenda are a discussion of television, with a practical demonstration by RCA, as part of the Tesma-Tedpa show and showing of a Technicolor film, "Carbon Arc

(*Continued on Page* 9)

Illegal Contracts Defense To Be Tested in Chicago

Question of whether a contract between an exhibitor and distributor has become illegal in view of the U. S. Supreme Court opinion in the Government anti-trust suit and if so whether such illegality is a valid reason for terminating a percentage fraud suit, was referred by Federal

(*Continued on Page* 9)

Variety Moves to Save Hospital; To Study Needs at Saranac Lake

Variety Clubs International this week followed up its decision to save the Will Rogers Memorial Hospital at Saranac Lake, N. Y., with plans for a special study of the hospital's present needs together with its requirements to operate at full capacity.

The study is the outgrowth of the unanimous decision reached at the Variety mid-year conference last Friday in Washington to take over the hospital which faced closing because of a shortage of funds which the industry was trying to correct with a special drive.

Decision to make a preliminary study of the hospital needs was agreed upon at a conference in New York Tuesday between International Chief Barker R. J. O'Donnell and National Publicity Director Charles E. (Chick) Lewis on behalf of Variety and Columbia's A. Monta-

(*Continued on Page* 8)

Whew!

Japanese moviegoers pay a tax of 150 per cent today or 50 times as much as they paid before the war, reports from Washington said this week. The average Jap now sees only seven pictures a year, half of what he used to look at.

'Nothing Wrong' with Film Industry, Declares Blumberg

'First Big Business to Be Deflated', He Says; Denies Universal Is For Sale

Optimism over the present and the future of the motion picture industry was expressed by Universal-International President Nate J. Blumberg this week as he announced that 16 of the 24 American-made Universal releases during 1948-49 were ready and emphatically denied the company was for sale.

Blumberg, who claimed there had been loose talk about U-I, emphasized the point that Leo Spitz and William Goetz would remain in charge of production with both having contracts for five years from Nov. 1.

On the subject of Universal's sale, he said: "If anybody has been interested in buying Universal I haven't heard about it. In the first place, no one can sell U," he continued, saying that it belonged to its 4,000 stockholders.

"This is the truth of it." he added, ". . . nobody has approached us, nobody has talked to us and the company is not for sale."

Blumberg's optimistic note was sounded when he discussed production.

"Our costs have gone down somewhat. If they all take off their coats," he continued, speaking of actors and all labor, "and do a job, pictures can be made at a reasonable cost. . . .

"I think there's nothing wrong with the business. I think it is the first big business to be deflated."

Denies Costs Ceiling

Blumberg denied U had a ceiling on production costs of any of its features.

Blumberg said that the studio (closed "in order," he added, "to give us an opportunity to take a good look to see where we were going") will commence camera work on October fourth and has a schedule calling for the production of 30 features between that time and January 1950. U, he said, would release 24 pictures during the current season, and would carry out its commitments with J. Arthur Rank, distributing from 12 to 15 pictures either through U or Prestige, depending upon the type of product.

Blumberg declared that U had no objection to a consent decree in the Government anti-trust suit, even though it was not involved in theatres, since a decree would end the suit and the present confusion attending it.

Rank Majority

Blumberg revealed that J. Arthur Rank with 133,500 shares of stock was U's largest stockholder, followed by production head William Goetz with 75,000 shares and studio executive head Leo Spitz with 62,500. The trio, together with management and the company's board, accounted for 450,000 of U's 960,398 shares, he said.

Universal to Hold Four Regional Meets

Universal International set dates this week for a series of four regional meetings which will spark the "U-I Unity Sales Drive," Vice-President and General Sales Manager William A. Scully announced. The company, which now has sufficient product available to set a releasing schedule for the next six months, will hold meetings in New York at the Waldorf-Astoria Sept. 24-25; in Cincinnati at the Terrace Plaza Sept. 28-29; in Chicago at the Blackstone Oct. 1-2; in San Francisco Oct. 7-8 at an unspecified location.

Hake Home at Paramount

Clay V. Hake, formerly on special overseas assignment for Paramount International, has been appointed a special home office sales representative, Vice-President Charles M. Reagan announced Thursday.

Hoffberg Has 3

Hoffberg Productions this week announced release of the following: "Memories of Shakespeare," which treats of the poet, his birthplace, origin of his plays; "The Works of Charles Dickens" with scenes from his novels; "The Pearl of Nyat San."

Autry Signs Deal

Gene Autry signed a new seven-year deal with Columbia.

McCarthy Signs Release Deal, RKO Says

Texas multi-millionaire Glenn McCarthy signed a releasing deal for his first film, "The Green Promise," to be released by RKO, a studio spokesman declared in Hollywood this week. Another deal with Cary Grant, to make five, was also concluded, the spokesman said.

Astor Will Produce Three in Italy

Negotiations for three pictures to be made in Italy were concluded by Astor Pictures with Dr. Alexis Pantaleoni and F. H. Fodor in Hollywood, Astor President Robert W. Savini declared upon his return to New York this week. The three pictures—"Children of the Sun," "Pocahontas" and "Danger Point"—will be made in English with American actors and directors. A fourth, an operatic version of "As You Like It," is being considered.

Jarrico to Produce Films in Budapest

Formation of a motion picture company to produce English and Hungarian versions of pictures in Budapest was announced this week by Paul Jarrico. Jarrico is reportedly associated with Alan Miller of the Music Corporation of America and his first, he said, would be "Temptation." Through arrangement with the Hungarian film combine, Magyar Films, the new company will retain its distribution rights in Hungary.

For Video

NBC television reportedly has leased 35 Hopalong Cassidys from Toby Anguish in Hollywood for television use under terms of a $100,000 guarantee plus 60 per cent when a sponsor is obtained. The films are to be telecast over the network excepting KNBH in Los Angeles. Jerry Fairbanks represented NBC in the deal.

For Radio

Universal has made available 3,000 unfilmed stories which it owns for radio adaptations by networks or local stations, reports from Hollywood declared Thursday. The material may be leased for single broadcasts and includes all unfilmed properties prior to 1946.

90% of Republic Releases Ready

Grainger Announces Six Months Schedule

Ninety per cent of Republic's releases for the six-month period from Oct. 1, 1948 to April 1, 1949, is in the can and the remaining 10 per cent will be ready within the next 60 days, Executive Vice-President James R. Grainger declared in New York last Friday.

Grainger, who pointed out that this schedule would assure exhibitors of regular delivery, said it was the first time in the company's history that it was able to furnish release information so far in advance. He also announced the roadshow world premiere of Orson Welles' "Macbeth" for Oct. 7 at the Esquire in Boston.

The schedule, as announced by Grainger, which includes reissue of two comedies—"Scatterbrain" and "Yokel Boy," and four Roy Rogers reissues, follows:

October—"Moonrise," "Macbeth," "Code of Scotland Yard," "The Denver Kid," an Allan Lane western, and Roy Rogers' reissue of "Shine on Harvest Moon."

November—"Drums Along the Amazon," Roy Rogers' "Grand Canyon Trail" in color, "Sundown in Santa Fe," "Renegades of Sonora."

December—"The Red Pony," "The Plunderers," "The Far Frontier," "Homicide for Three," Roy Rogers' "The Far Frontier" in color, and a Roy Rogers reissue, "In Old Caliente."

January—"Wake of the Red Witch," "Rose of the Yukon," "Sheriff of Wichita," and a Roy Rogers reissue, "Frontier Pony Express."

February — "The Missourians," "Montana Belle," "Daughter of the Jungle," and a Roy Rogers reissue, "Saga of Death Valley."

March — "Montana Belle," "Duke of Chicago," "Hideout," "Streets of San Francisco."

The serials include the 12-chapter "Federal Agents vs. the Underworld" and the 15-chapter Clyde Beatty "King of the Jungle," a revision of "Darkest Africa." The chapters will be released weekly.

Realart Convention Picks Reissue Program

Realart closed its three-day sales convention in New York Wednesday after selecting a group of reissues which it will distribute during the 1948-49 season and planning the Budd Rogers Jubilee Sales Drive in honor of its vice-president, Budd Rogers. The drive, which runs from Oct. 4-Feb. 9, divides the country in east, west and south zones.

Pictures selected for reissue by the convention, which marked the company's first anniversary, are:

"Phantom of the Opera," "Ali Baba and the 40 Thieves," "Saboteur," "I Cover the War," "Crazy House," "My Little Chickadee," "Diamond Frontier," "Frontier Badmen," "State Police," "Armored Car," "Give Out, Sisters," "Mr. Big," "North of the Klondike," "Ski Patrol," "Three Smart Girls," "It Ain't Hay," "Who Done It," "Sherlock Holmes and the Secret Weapon," "The Scarlet Claw," "Mutiny in the Arctic," "Bombay Clipper," "The Invisible Ray," "The Invisible Woman," "Frankenstein Meets the Wolf Man," "The Mad Ghoul," "You're a Sweetheart."

F&M to Spend $4 Million On Ambassador, Missouri

Fanchon and Marco plan a $4,000,000 improvement program for their Ambassador and Missouri Theatres, Harry C. Arthur announced this week. Progam includes complete renovation.

YOU CAN TEACH A PARROT TO SAY: "JUST AS GOOD!"



Honestly, Mr. Exhibitor, aren't we right in assuming that you want M-G-M to continue the high standard of our Short Subjects? We genuinely feel that your audience resents inferior shorts as an insult to their intelligence. Exhibitors put M-G-M Shorts up on the marquee because they are top quality, created with all the skill and studio resources of M-G-M's finest feature productions. As a result, M-G-M Shorts on your program bring in *extra* revenue in addition to giving *extra* satisfaction to your show. M-G-M Shorts rank high among Academy Award winners. Ask your M-G-M Branch to serve you with our entire line-up of sparkling Shorts. You'll be glad you did it all year long!

TOPS IN SHORTS!
M-G-M's 1948-'49 PROGRAM!

16 M-G-M CARTOONS *(Technicolor)*
Includes those box-office favorites Tom and Jerry!

★

4 GOLD MEDAL REPRINT CARTOONS
Proven hits!

★

10 PETE SMITH SPECIALTIES
Undisputed leader of live action shorts!

★

6 PASSING PARADES
From the inimitable story-teller, John Nesbitt.

★

4 M-G-M 2-REEL SPECIALS
Accent on action!

★

8 FITZPATRICK TRAVELTALKS! *(Technicolor)*
For the lure of far-off places!

★

104 Issues a year "NEWS OF THE DAY"
The NEWSreel that tops 'em all!

Variety Clubs Honor Marshall

State Secretary Gets Humanitarian Award

State Secretary George C. Marshall received the 1947 Humanitarian Award of the Variety Clubs International last Saturday night in a colorful ceremony which took place at the clubs' annual humanitarian award dinner in the Hotel Mayflower, Washington, D. C.

Presentation of the award plaque was made to the Secretary by Variety Clubs International Chief Barker Robert J. O'Donnell, before a gathering of almost 600 which consisted of Washington officials, members of the press and motion picture industry and of both the American and international diplomatic corps.

In expressing thanks, Secretary Marshall, who had rushed from important diplomatic work to attend, declared that he was continually impressed with "how much good heart and goodwill there is in the American people."

"We are," he said, "often misunderstood in what we are trying to do, because we are so open and so generous."

Award

The text of the award given Marshall read: "This award of 1947, presented to the Honorable George Catlett Marshall with deep appreciation of his measureless services rendered in behalf of world-wide peace. 'Blessed are the peace-makers for they shall be called the children of God'."

During the course of the speeches, Humanitarian Award Committee Chairman Albert K. Rowswell of Pittsburgh declared the Clubs have spent $2,000,000 to aid 250,000 children and teen-agers.

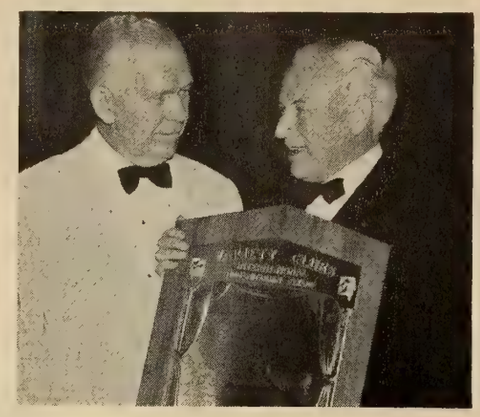
Variety to Study Hospital Needs

(*Continued from Page* 5)

gue and Paramount's Charles Reagan on behalf of the fund raisers and the hospital.

Following the New York meeting it was decided that Lewis, Murray Weiss, Variety Club member and Boston engineer and builder, together with an expert on medical supplies would visit the hospital next week. The trio would confer with Dr. George E. Wilson, chief physician of the hospital, on physical equipment and funds needed for operation.

A Variety spokesman said late Wednesday that no changes were planned in the major hospital personnel but that it was hoped to enable the hospital to operate at full capacity which he estimated to be approximately 90 patients. At present it is caring for approximately 50. He said further that he anticipated no legal difficulty in Variety taking over from the Will Rogers Memorial Fund, Inc.



AWARD PRESENTATION. International Chief Barker R. J. O'Donnell presents the plaque to Secretary of State George C. Marshall, recipient of the Variety Clubs International Humanitarian Award for 1947, during the ceremonies of formal presentation Sept. 18, in Washington, D. C.

Old Timer

The Will Rogers Memorial Fund has been operating the hospital since approximately November, 1933, when it took over from the NVA, a vaudeville actors' organization. The NVA built the hospital over 20 years ago for approximately $1,000,000. Variety hopes to assume management around Jan. 1, 1949.

The Variety Clubs decided to take over the hospital at the mid-year conference in Washington last Friday when O'Donnell, explaining the situation, asked from the chair for a motion to act. The motion was carried unanimously.

John R. Dillon Dies

Funeral services were held from St. Patrick's Cathedral Thursday morning for John R. Dillon, 58-year-old member of the 20th Century-Fox board of directors, who died last Monday after a lingering illness. Dillon, a partner in the firm of Hayden, Stone and Company, had been a 20th-Fox director since 1935. He is survived by his widow, Marie Treanor Dillon; a daughter, Mrs. Marjorie Pinches, and a son, John, Jr.

PCCITO Against Sneak Previews

Trustees of the Pacific Coast Conference of Independent Theatre Owners revealed this week that they were seeking advice on the "legality" of "commercialized previews" which they claim distributors are putting on in all major cities of the eight western states.

The trustees declared their action followed protests to the distributors which had gone unheeded. They also demanded that the Motion Picture Association of America take steps against distribution of motion pictures on sex or crime themes, claiming this was leading to protests by women's organizations.

Other steps taken were cooperation with Coordinator of the MPPA Industry Film Committee for its program on intra-industry films, and plans for a series of western exhibitor clinics on industry problems. The trustees re-elected Treasurer Hugh W. Bruen and Executive Director R. H. Poole.

Isley Succeeds Cole As Texas Allied Chief

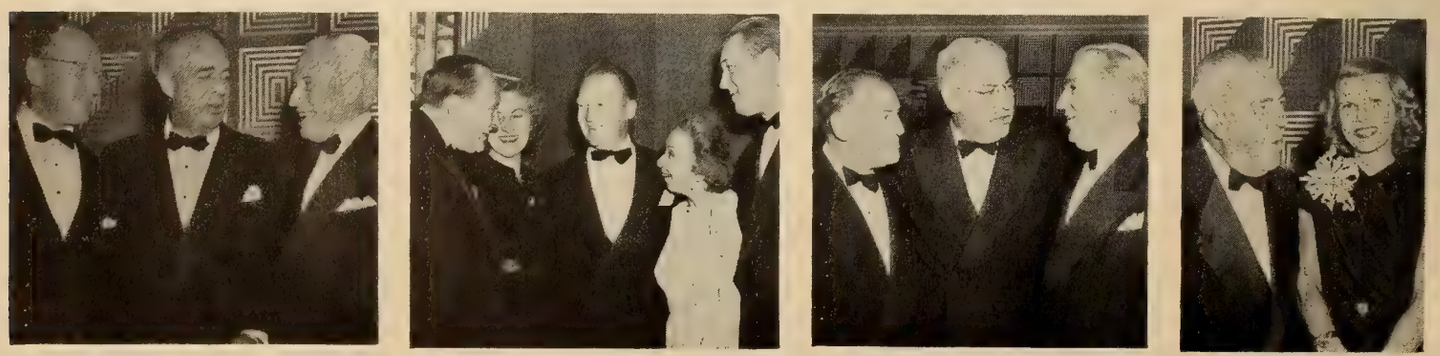
Directors of Allied Theatre Owners of Texas in Dallas this week elected Phil Isley of the Isley Theatres Circuit president to succeed Col. H. A. Cole, retiring. No other changes in officers were made.

Cole, who will remain board chairman until spring, has served Texas Allied as president since 1921. The directors also voted to postpone the state unit's convention until spring so as not to interfere with the national Allied convention in New Orleans Nov. 29-Dec. 1.

City Investing Negotiating Deal With Lopert Films

City Investing Company, operators of the Victoria, Astor, Bijou, Morosco, Fulton, 46th Street and Coronet theatres in New York, is negotiating a deal to buy a 25 per cent interest in Lopert Films, importer of foreign-language films, Lopert Vice-President Seymour Peyser announced last Friday.

The deal, which is coupled with the loan of additional money besides the purchase price of the interest, is presumably based on plans to establish a national circuit of art houses and to expand Lopert importing and distributing activities. Part of the deal provides that Lopert will take over management of the City's Bijou, probably early in December 1948 or early 1949. I. E. Lopert of Lopert Films privately owns, at present, interests in art houses in New York, Washington, Buffalo, Detroit and is reportedly attempting to buy a third house in Washington.



SEEN AT VARIETY CLUBS EVENT. Above are camera shots of groups seen at the Variety Clubs International mid-year meeting in Washington last week. Reading left to right: William O'Donnell of Dallas, Richard C. Fowler of the Coca-Cola Company, International Chief Barker R. J. O'Donnell; Nate Golden, Mrs. Frank Boucher, Carter Barron, Mrs. Golden, Frank Boucher, of the Washington Tent; Sam Switow of Louisville, International Dough Guy Marc Wolf, Murray Weiss of Boston; Frank Durkee of Baltimore, Mrs. R. J. O'Donnell.

Admissions Steady Survey Finds

Theatre admissions nationally were almost the same in August, 1948, as they were in March, Audience Research claimed this week, following one of its surveys covering 150 cities. The survey shows that in the east admissions tended to go up on an average of one third of a cent while in the western states, where they had been higher than in the east, they tended to drop two and a half cents. A tendency toward declines in smaller cities offset the tendency to rise in the larger cities.

The breakdown follows:

	August	*March*
West	55.3c	57.7c
East	54.1c	52.8c
Mid-West	47.9c	47.8c
South	44.7c	45.3c
The Nation	50.5c	50.4c

The price increase of ¾ of a cent in the large cities was offset by a comparable drop in average price in small cities and towns.

Cities	*August*	*March*
Under 10,000	44.1c	44.7c
10,000 to 100,000	49.8c	50.9c
100,000 to 500,000	54.9c	53.7c
Over 500,000	59.8c	59.1c

Illegal Contracts Defense To Be Tested in Chicago

(*Continued from Page* 5)

Judge William Campbell of Chicago this week to a master in chancery.

The judge's reference came in the suit of Loew's (MGM), Warner Bros., Columbia, 20th Century-Fox, RKO United Artists and Universal against the Alger Theatres of Illinois, and included other points in question raised at the hearing. Federal courts occasionally refer doubtful questions to a master for determination in order to speed action and not block the court docket. The master's ruling is then made to the court judge where if it is upheld it can be appealed. The ruling came as the distributors sought a court order to inspect the Alger books.

Seek Supreme Court Rule in St. Louis Suit

The St. Louis Amusement Company asked the Supreme Court to take jurisdiction in its unsuccessful suit to establish that the American Arbitration Association tribunals are illegal, Washington reported this week.

The request, which would be an attempt to upset rulings of both the St. Louis federal court and U. S. Circuit Court of Appeals, which ruled against the amusement company and in favor of the AAA, is based on the grounds that the consent decree which established arbitration had no right to force it upon non-defendants in the suit, such as the St. Louis Amusement Company. The AAA had reduced clearance previously granted St. Louis Amusement houses on appeal of the Apollo Theatre.

They're Ready

Twentieth Century-Fox's production has been arranged to meet the company's 30-feature release program during the next 12 months well ahead of time, Joseph M. Schenck and Darryl F. Zanuck told the national sales convention which closed in Hollywood last weekend. Zanuck declared that 20 scripts are now in the hands of writers to serve the 1949-50 program and said:

"This will provide an opportunity to advertise and exploit our pictures far in advance of exhibition. . . . This is most important since a recent survey disclosed that it requires almost three months to reach the saturation point in advertising and exploiting a major production."

Up It Goes

Motion picture industryites indulging in anti-trust suits in Chicago and requiring stenographic reports of the hearings will find their bill going up shortly. The court reporters are asking for a 30 per cent increase.

Court Upholds Out Of Court Settlement

Validity of the out-of-court settlement reached by 20th Century-Fox and the Windsor Theatre of Baltimore in the $600,000 anti-trust suit brought against it and other majors, was upheld in federal court this week by Judge F. Dickinson Letts.

The settlement, which assures the Windsor first-run neighborhood rights on half of 20th-Fox's product was challenged by the competing Walbrook which has had first-run privileges since 1946. The Walbrook, across the street from the Windsor, indicated it might sue to regain its priority on both 20th-Fox and other product.

File 3 Fraud Suits

Paramount, 20th Century-Fox and Warner Bros. Tuesday entered suits alleging percentage fraud in the federal court at St. Joseph, Mo., against James R. Cook over the Missouri Theatre at Maryville.

Confidential Studies Wis. Detective Rule

Lawyers for Confidential Reports this week were studying the recent ruling of Wisconsin's Attorney General that checkers operating in that state must be licensed as private detectives and post bond.

The ruling, made by Attorney General Grove L. Broadfoot is the outgrowth of several years' agitation, originally begun by Harold Berkholtz, a West Bend, Wis., exhibitor, and taken up by the Independent Theatre Owners of Wisconsin and Upper Michigan (Allied).

The exhibitor organization took the stand that such licensing would insure a higher "caliber of checkers." In answer to queries, Confidential declared it had nothing to say until its "legal counsel had rendered a statement."

Kansas City Kimo to Go Back to Foreign Films

Kansas City's Kimo will return to a policy of foreign-language films on Oct. 1, 1948 with "The Dammed" at 65 cents night and a matinee of 45 cents. Bill Scott will manage for the Dickinson circuit which switched the house from foreign films to American films and subsequent-runs last spring.

Crowds Gathering For St. Louis Meets

(*Continued from Page* 5)

Projections," by National Carbon Company. Both these events are scheduled for Thursday with RCA's Barton Kreuzer handling the television demonstration and National Carbon's C. C. Ollinger lecturing on the arc.

Finishing Touches

Workingmen were busy late this week putting the finishing touches on the Tesma-Tedpa displays which promised to reach an all-time high with over 100 companies exhibiting, according to Tedpa President Ray C. Colvin. Already the displays which will open Sunday are crowding the large floor space offered by the Jefferson Hotel's Crystal and Ivory Rooms. Scheduled also for Sunday is a meeting for RCA.

The MPTO will open its convention with registration Monday, Sept. 2, at 10 A.M. This will be followed with a luncheon in the hotel's Gold Room where the city of St. Louis will extend its welcome and will introduce the convention speakers — RKO's Leon Bamberger, MGM's Henderson Richey, TOA General Counsel Heran Levy, who will discuss Ascap, and Tesma President Oscar F. Neu.

Election of MPTO officers and directors will also be held at this session which will be followed by a cocktail party in the early evening and a dinner session at 8 P.M., with Tom Edwards of the Edwards and Harris Circuit as toastmaster. The principal speaker at the dinner will be TOA Executive Director Gael Sullivan, and guests at the table will include Tesma's Neu, Tesma Secretary Roy Boomer and TOA Director W. F. Ruffin.

Also scheduled for Monday will be a meeting of RCA dealers in Room 1. Tesma's directors will hold a luncheon at 12:30 P.M. in Room 6, and Tedpa directors will meet in Room 6 at 2 P.M. RCA has a dealers' dinner scheduled for the Crystal Room at 7 P.M.

Tedpa will open Tuesday's sessions with a luncheon in the Gold Room with Former City Counselor Joseph F. Holland as toastmaster and Mayor Aloys P. Kaufmann as guest speaker. The exhibits will be open Tuesday from 10 A.M. till noon and from 2 P.M. till 11 P.M.

At 6 P.M. there will be a reception in Room 8. At 6:30 P.M. Ideal Seating will hold a dinner for dealers, and shortly after the Ballyntyne dealers will dine in Room 9.

Business Meets

On Wednesday, Tesma will hold its annual business meeting at 10:30 A.M. in the Gold Room while Tedpa opens its business meet in the Crystal Room. At 11:55 A.M. there will be a sightseeing tour for the ladies. Exhibits will close for the day at 5 P.M. At 6:30 P.M. there will be a cocktail party in the Crystal Room followed by the annual Tesma-Tedpa banquet in the Gold Room with a floor show and dinner dancing.

On Thursday, the convention will close after a meeting of Tesma directors in Room 6 and Tedpa directors in Room 4. Both sessions start at 2 P.M. The exhibits will close at 11 P.M.

Regular Census

The Motion Picture Association of America will take a census of motion picture theatres in the United States every two years, Research Department Director Robert W. Chambers announced Thursday. The Department concluded its first survey of 18,351 theatres earlier this year.

20th CENTURY-FOX

invites the entire indus

With the most important national conven
in its history completed . . . the entire per-
sonnel of the company that leads the
entire industry* is ready to do
the most important job
in its history!



UNFAITHFULLY YOURS

REX HARRISON • LINDA DARNELL
RUDY VALLEE • BARBARA LAWRENCE
in "UNFAITHFULLY YOURS" with Kurt Kreuger, Lionel Stander, Edgar Kennedy, Alan Bridge, Julius Tannen, Torben Meyer
An Original Screen Play Written, Directed and Produced by PRESTON STURGES



WHEN MY BABY SMILES AT ME

Color by TECHNICOLOR

BETTY GRABLE • DAN DAILEY in "WHEN MY BABY SMILES AT ME" • Color by TECHNICOLOR • With JACK OAKIE, JUNE HAVOC, RICHARD ARLEN, JAMES GLEASON • Directed by WALTER LANG Produced by GEORGE JESSEL • Screen Play by LAMAR TROTTI • Adaptation by Elizabeth Reinhardt • From a Play by George Manker Watters and Arthur Hopkins • Lyrics and Music: "By The Way" "What Did I Do?" by Mack Gordon and Josef Myrow • Dances Staged by Seymour Felix and Kenny Williams



THE SNAKE PIT

Darryl F. Zanuck Presents OLIVIA de HAVILLAND in "THE SNAKE PIT" also Starring MARK STEVENS and LEO GENN with Celeste Holm • Glenn Langan and Helen Craig, Leif Erickson, Beulah Bondi Lee Patrick, Howard Freeman, Katherine Locke, Natalie Schafer, Frank Conroy, Ruth Donnelly, Minna Gombell • Directed by ANATOLE LITVAK • Produced by ANATOLE LITVAK and ROBERT BASSLER Screen Play by Frank Partos and Millen Brand • Based on the Novel by Mary Jane Ward



YELLOW SKY

GREGORY PECK • ANNE BAXTER
RICHARD WIDMARK in "YELLOW SKY" with Robert Arthur, John Russell, Henry Morgan, James Barton, Charles Kemper
Directed by WILLIAM A. WELLMAN
Produced by LAMAR TROTTI • Screenplay by Lamar Trotti • Based on a Story by W. R. Burnett

**More Champions than any other company on Motion Picture Herald's list of Boxoffice Champions . . . the on*

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SPYROS P. SKOURAS

35th Anniversary Celebration

SEPT. 26 to DEC. 25
INCLUSIVE



CRY OF THE CITY

"CRY OF THE CITY" Starring VICTOR MATURE • RICHARD CONTE with Fred Clark, Shelley Winters, Betty Garde, Berry Kroeger, Tommy Cook, Debra Paget, Hope Emerson, Roland Winters, Walter Baldwin Directed by ROBERT SIODMAK • Produced by SOL C. SIEGEL • Screen Play by Richard Murphy • From a Novel by Henry Edward Helseth



APARTMENT FOR PEGGY

Color by TECHNICOLOR

JEANNE CRAIN • WILLIAM HOLDEN and EDMUND GWENN in "APARTMENT FOR PEGGY" • Color by TECHNICOLOR • With Gene Lockhart, Griff Barnett, Randy Stuart Directed and Written for the Screen by GEORGE SEATON • Produced by WILLIAM PERLBERG • From a Story by Faith Baldwin



ROAD HOUSE

IDA LUPINO • CORNEL WILDE • CELESTE HOLM • RICHARD WIDMARK in "ROAD HOUSE" with O. Z. Whitehead, Robert Karnes, George Beranger, Ian MacDonald Grandon Rhodes • Directed by JEAN NEGULESCO • Produced by EDWARD CHODOROV • Screen Play by Edward Chodorov • Story by Margaret Gruen and Oscar Saul

THE NATIONAL BOARD OF REVIEW OF MOTION PICTURES

company to make the list every month to date in '48 . . . more hits than any other company on Variety's Scoreboard!

Selling the Picture

News and Ideas Concerning Profitable Advertising, Publicity and Exploitation

Painted Footsteps Still a Winner

An old exploitation stunt that fits the title or the type of feature may still be better than some new gag for attracting patrons. Manager Howard Griffin of the Durwood Circuit's State Theatre, Jefferson City, Mo., proved this anew when he grabbed the old-painted-footsteps-leading-into-the-theatre idea out of the bag of exploitation tricks. It was particularly fitting, for the title of his feature was "Step by Step." It's a pedestrian step, he asserts, into which any manager can walk when he plays that picture. Griffin painted footprints on the sidewalk in front of the theatre and had them leading up to the box-office, to the doorman, to the concession stand and also to the lobby display built to plug the film. He went further, stencilled the word "step" in each print, joining one print to another by a connecting "by."—KC.

Memorial Service for Babe Ruth Nets Cumberland Press Splurge

Credit for a most astute and comprehensive promotion campaign for Allied Artists' "Babe Ruth Story" goes to Manager Ray Light of the Maryland Theatre, Cumberland, Md., and Darnell Theatres District Manager Harry D. Stearn which resulted in a newspaper space-grabbing splurge. They made practically the entire campaign hinge on a memorial service for Babe Ruth, who had died not long before playdate, to be held in the theatre. Manager Light contacted Robert "Lefty" Grove famous left-hand pitcher for the Philadelphia Athletics and the Boston Red Sox, and invited him to appear on the stage the opening night and be interviewed by the new WCUM radio station sports announcer Charles Krapf and its program director, Sammy Cozad. As Grove had a previous engagement, the memorial service was staged the night before the opening.

Light and Krapf then arranged for two local all-star baseball teams to appear on the program along with a locally popular Catholic priest. The local newspaper played ball with the theatre, running a two-column spread on the sports page, a two-column spread on the evening of the memorial, and a three-column news spread with a cut of the radio men interviewing Grove over the air, on opening day, and a follow-up two-column sports editorial the following Sunday. Campaign was the biggest free space-grabber Cumberland had known.

Grove told a number of anecdotes about the Bambino, recalling that in the season the Babe made 60 homers, the 57th was hit off Grove himself. Members of the two ball teams were presented to the audience. Grove was presented with a gold lifetime pass to all Darnell theatres good for himself and wife.

The memorial service was preceded by a number of promotion events including a dinner

(*Continued on Page* 13)



'MOST HEAVENLY MISSES.' Edith Mae Zilli and Joan Coyle, winners of Brooklyn's "Most Heavenly Miss" beauty contest, which was held in connection with Golden Productions' "Texas, Brooklyn and Heaven," pose for the cameras while three judges show they don't mind this kind of work at all. Left to right: Producer Edward "Doc" Golden; Howard LeSieur, United Artists advertising and publicity director, and Lou Melamed, UA radio director.

NSS Mailing Piece for 'Showmanship' Campaign

A special printed piece entitled "How to Win Friends and Influence Patrons" is being distributed to exhibitors by National Screen Service in connection with its "Get Back to Showmanship" campaign for the George Dembow Tribute.

Top selling suggestion is Headers and Trailerettes to plug Greater Movie Season and a series of institutional trailers are also featured.

'Mozart Story' Premiere At Little Carnegie Oct. 2

Screen Guild's "The Mozart Story," based on the life, loves and music of the great composer, Wolfgang Amadeus Mozart, will have its world premiere Oct. 2 at the Little Carnegie Theatre in New York.

An extensive newspaper, radio and exploitation campaign will launch the film, which is the first "class" release to be handled by Screen Guild.

'Macbeth' Premiere

World premiere of Republic's "Macbeth," the Orson Welles special, will take place in the Esquire at Boston, Oct. 7, Republic Distribution Vice-President James R. Grainger announced this week.

Honor Olympic Athletes Prior to Film Opening

A citywide "welcome home" celebration for Olympic Game athletes from the New York area, beginning with a public rally in Columbus Circle, followed by a parade down Broadway to Gotham Theatre, where the athletes attended a preview of "The Olympic Games of 1948," preceded the opening of the J. Arthur Rank Technicolor film this week. The celebration took place on Thursday evening, with the Eagle Lion release beginning its regular run on Friday.

Following a special dinner at the New York Athletic Club, the athletes were escorted to Columbus Circle where they were officially welcomed by Mayor William O'Dwyer. The parade to the Gotham Theatre, in which Boy Scouts, Girl Scouts and representatives of New York's Police Athletic League participated, as well as the more than 50 athletes, was led by John Lefakinis of Athens College, Athens, Greece, who carried the official Olympic torch used in the opening ceremonies at Wembley Stadium in London.

Guessing Contest Keystone Of 'Two Guys' Campaign

A guessing contest sponsored by a newspaper in Hartford, Conn. was the keystone of the campaign by Manager James F. McCarthy of the Warner Strand for Warners' "Two Guys From Texas." Question readers were asked was: "How many pictures have Dennis Morgan and Jack Carson appeared in together?" Contest guessers received guest theatre tickets. —HFD.

Hudson Bay Fur Tieup

By arrangement with the Hudson Bay Fur Company, the Centre Theatre, Salt Lake City, put on a Fall Style in Furs fashion show in conjunction with the showing of 20th Century-Fox's "That Lady in Ermine." It paid off well.



PERMANENT DISPLAY. This shadow box is used as a permanent window display by Manager L. W. McEachern of Century's Kingsway Theatre in Brooklyn and his assistant, S. Stromberg. Copy and picture are changed weekly. Are YOUR displays as attractive?

SHOWMANSHIP SLANTS

Current Theatre Exploitation Briefed Down to Basic Ideas

Charles Sugarman, manager of the World Theatre, Columbus, O., reaped the benefit of an all-out promotion on the March of Time subject, "White Collar Girl" (released through 20th-Fox), which played his showcase coincident with the Lazarus department store's plugging of the subject. Two style shows, window displays and ads highlighted the tieup. Manager Sugarman had a special screening for Lazarus executives.—COL.

Helen Wabbe, publicist at the Golden Gate Theatre, San Francisco, instituted a strong public relations play for the showing of RKO Radio's "Good Sam" by integrating her campaign with a local safe-driving project. Tieing in with the National Safety Council in cooperation with a morning newspaper, Miss Wabbe rewarded safe-driving winners with tickets to the Gate. Street placards were used extensively. —SF.

Gerry Wollaston, manager of the State Theatre, Harrisburg, Pa., in his campaign on Warners' "Two Guys from Texas," arranged for a personal interview with Tex Beneke, which was broadcast over WCMB, together with Beneke's recording of the film's "Hankerin'." In addition, Wollaston and Assistant Mike Todorov set up seven music store and music department tieups for the hit tunes. They offered tickets on the Red McCarthy show over WHGB.

House Manager **Charles Pincus** of the Utah Theatre, Salt Lake City, tied up with the local *Tribune-Telegram* for a coloring contest in connection with the newspaper's daily comic section. Contest was open to members of the theatre's Mickey Mouse Club, who were to color a single comic strip. Awards went to 20 boys and girls.—SLC.

Managing Director **Ted Harris** of the State Theatre, Hartford, Conn., arranged an essay contest as part of his campaign for Allied Artists' "The Babe Ruth Story." Contest was based on the question, "What Was Babe Ruth's Greatest Contribution to Baseball?" Harris tied-in with a sporting goods store for displays, cooperation on prizes, etc.—HFD.

Walter Wilson, manager of the Capitol Theatre, Edmonton, Canada, staged a "Loveliest Mother" contest in connection with RKO Radio's "I Remember Mama." Extensive newspaper coverage, through the cooperation of the Edmonton *Bulletin,* raised local interest to fever pitch. The winner, Mrs. Anna Anholt, was flown to Hollywood for a visit at the RKO Studios and tea with Irene Dunne, star of the picture. On her return, the winner made a personal appearance on the stage of the theatre and related her experiences.

'Red Shoes' Premiere In Washington Oct. 14

American premiere of J. Arthur Rank's "Red Shoes" will take place at the National Theatre, Washington, D. C., on Oct. 14, Eagle Lion Distribution Vice-President William J. Heineman announced this week.

The Washington premiere will start a series of two-a-day roadshowings of the picture, Heineman said. The National, one of the oldest and most colorful of the nation's theatres, dropped the legitimate policy for which it had been famous recently when Actor's Equity forced the issue on race segregation in that house.

Fred Reeth 'Shouts'

Manager Fred Reeth of Warners' Capitol, Madison, Wis., keeps the public informed of his coming attractions through a six-page throwaway, measuring 3x6 inches folded. On the front is the picture of a man leaning over backward, with this copy: "We are bending over backwards shouting about the big hits coming to Warner Bros. Capitol." Inside are ads for the next five features to play the theatre.

The throwaway ads are distributed at all restaurants and hotels, and Reeth got two merchants to enclose them in their monthly statement envelopes. He finds that this "shouting" gets results.

Ruth Memorial Service Nets Press Splurge

(*Continued from Page* 12)

for Mr. and Mrs. Grove attended by President Jack Stuart of WCUM and his lieutenants, Krapf and Cozad sports and Sunday editors, the State Attorney, bankers and others.

Station WCUM gave the picture and memorial service about two score spots in addition to stories about the Babe which it gleaned from various sources. It made a tape recording of the memorial and played it back over the air at 11 P.M., following the service, cancelling other programs to do so. Art Mooney, who was playing the Cumberland in person prior to the film's opening, announced the memorial at all four shows during his engagement, and announcements were made over the public address system at all games at the local ball park.

'Peggy' in Detroit Spearheads Premieres

Opening of "Apartment for Peggy" at the Fox Theatre, Detroit, on Sept. 30 will spearhead a series of world premieres to be staged by 20th Century-Fox during the coming weeks. Second on the schedule is "The Snake Pit," due to bow at the N.Y. Rivoli Nov. 4.

Stars William Holden and Edmund Gwenn, Director-Scripter George Seaton, and Colleen Townsend will attend the Detroit premiere.

GRIST for the SHOWMANSHIP MILL

Film Classics Advertising and Publicity Director Al Zimbalist has arranged a national tie-up with Aristocrat Leather Products, makes of "Inner Sanctum" wallets, through which the manufacturer will award 50 prizes to exhibitors who do the best exploitation jobs for FC's forthcoming picture, "Inner Sanctum." First prize is a 1949 Crosley station wagon. Others are five sets of de luxe cowhide bags, four cowhide two-suiters, six men or women's wrist watches, and 35 Inner Sanctum wallets. Every showman who enters the contest will receive one of the wallets. Contest ends April 15, 1949 and all entries should be sent to Inner Sanctum Contest Judges, Aristocrat Leather Products, 292 Fifth Avenue, New York City.

* * *

Because the use of disc jockeys in plugging "So This Is New York" during its run at the United Artists Theatre, San Francisco, had such good results officials of Screen Plays, Inc., announced the company is planning to allocate 90 per cent of its radio budget to disc jockey plugs in engagements in the east. One-minute spot pitches for the picture will be made by the film's stars.

Puts on 'Flesh' Ballyhoo To Introduce His Trailer

When Reg Streeter moved from the Mission Theatre in Santa Barbara to the Forum in Los Angeles he found he had a theatre with an honest-to-goodness stage. You could hear the wheels in his brain whirling: he would use that stage. Well, what he came up with was a ballyhoo for "Up in Central Park" put on just before the trailer.

His assistant and one of the usherettes rode a tandem bicycle across the stage and drew after them a fifteen-foot banner advertising the picture. The banner slid along a wire so that it remained readable at all times. The couple also rode the bike around the streets.

IF YOU ARE A PROGRESSIVE, GOING-PLACES MEMBER OF THE THEATRE BRANCH OF THE FILM INDUSTRY YOU CAN PROVE IT BY SHOWING YOUR MEMBERSHIP CARD IN I.M.P.S. JOIN NOW. YOUR MEMBERSHIP CARD WILL BE SENT IMMEDIATELY UPON RECEIPT OF YOUR APPLICATION. USE BLANK BELOW.

Chick Lewis, General Director
Institute of Motion Picture Showmanship
Showmen's Trade Review
1501 Broadway, New York 18, N. Y.

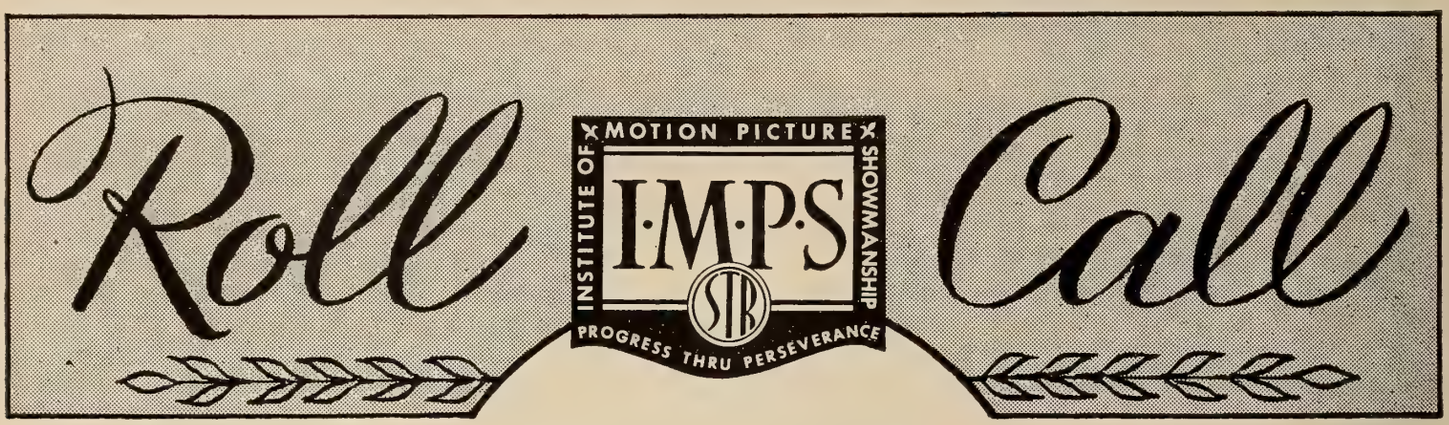
I hereby apply for membership in the Institute of Motion Picture Showmanship, with the understanding that such membership in no way obligates me to pay dues nor spend money for any commodity or article by reason of such membership.

Name .....

Theatre .....

Street .....

City ..... **State** .....



2nd Roll Call: Showmen Admitted to Membership During the period July 29, September 15, 1948

TOM ANDERSON
Chief Theatre
Roswell, N. M.

MALCOLM E. ADAIR
Paramount Downtown
Los Angeles, Calif.

JOHN BERTOTH
Columbia Theatre
Clinton, Ind.

WILLIAM BRIEMANN
Ambassador Theatre
Baltimore, Md.

LEO BARRON
Rialto and Rex Theatre
Aransas Pass, Texas

DONALD G. BAIER
Fort Theatre
Fort Atkinson, Wisc.

J. H. L. BOOTH
Okotoks Theatre
Calgary, Alberta

HUGH S. BORLAND
Louis Theatre
Chicago, Ill.

VINCENT BEFORCE
RKO Palace Theatre
Trenton, N. J.

JIM BARNES
Warner's Huntington Park
Huntington Park, Calif.

HAROLD D. BARNES
Capitol Theatre
Clinton, Iowa

JAMES R. BONHOLZER
Warner's New Bijou
Aberdeen, Wash.

CLAYTON J. BOSTEN
Palace Theatre
Muscantine, Iowa

RUSSELL W. BARRETT
Warner Bros. Capitol
Willimantic, Conn.

CHARLES H. BOWERS, JR.
Warner's Hollywood
Hollywood, Calif.

WAYNE B. BERKLEY
Adler Theatre Co., Inc.
Marshfield, Wisc.

LILLIEN BERTOTTI
Columbia Theatre
Clinton, Ind.

R. E. BALDWIN
State Theatre
Shafter, Calif.

J. W. BEACH
Appalachian Theatre
Boone, N. C.

STANLEY BERNSTEIN
Embassy Theatre
Brooklyn, N. Y.

ROBERT CAMMANN
Loew's 72nd St. Theatre
New York, N. Y.

L. ANTHONY CHURNETSKI
Woods Theatre
Chicago, Ill.

J. RAY COOK
Missouri Theatre
Maryville, Miss.

KEN COBB
Cameo Theatre
Rochester, N. Y.

JAMES A. CAREY
Hiway Theatre
York, Pa.

GEORGE C. CRONIN
Warner's Wiltern
Los Angeles, Calif.

A. BRUCE CARDEN
Big Stone Theatre
Big Stone Gap, Va.

WALLACE R. COWEN
Elsinore and Capitol Theatres
Salem, Oregon

HALBURTON S. CLOUGH
Lorin Theatre
Berkeley, Calif.

LLOYD R. CONRAD
Casino Theatre
Halifax, Nova Scotia, Canada

NAT CUTLER
Electra Theatre
Brooklyn, N. Y.

J. V. CAUDILL, JR.
Parkway Theatre
West Jefferson, N. C.

M. G. CAUDILL
Spartan Theatre
Sparta, N. C.

ALLIE COMBS
Franklin Theatre
Frankfort, Ky.

MICHAEL JOHN CARROLL
American Theatre
Bridgeport, Conn.

F. G. DONEY
Royal Theatre
Guelph, Ontario

R. H. DEUTERMAN
Palace Theatre
Atlanta, Ill.

KENYON DAVIES
Odeon-Roxy Theatres
Brampton, Ontario, Canada

JAMES G. DAVIS
Paramount Theatre
Lynn, Mass.

DUDLEY DUMOND
State Theatre
Toronto, Ontario

A. S. DART
Broadway Theatre
Los Angeles, Calif.

GEORGE W. DRUM
Port Theatre
North Charleston, S. C.

FREDERICK B. DRESSEL
Ritz Theatre
Newark, N. J.

JOHN J. DEEB
Parks Theatre
254 Chestnut St.
Meadville, Pa.

T. D. DAVIES
Roxy Theatre
Owen Sound, Ontario, Canada

PAUL ERICKSON
Alki Theatre
Wilbur, Wash.

OTTO ESPOSITO
Astor Theatre
Bridgeport, Conn.

HAROLD W. ENGEL
Loew's Elsmere
Bronx, N. Y.

CHAS. M. EDWARDS
Sharon Theatre
Sharon, Tenn.

DEANE H. EMLEY
Winter Garden Theatre
Jamestown, N. Y.

JAMES E. FLOYD
Senate Theatre
Phila., Pa.

EDWARD J. FRIEDWALD
Alhambra Theatre
334 W. Wisconsin Ave.
Milwaukee, Wisc.

FLOYD FAUBION
Lee and Star Theatres
Teague, Texas.

NORMAN P. FULLMAN
Rio Theatre
Wharton, Texas

FRED H. FINK
Crown Theatre
Toronto, Ont.

JOE FINK
Rhodes Theatre
Atlanta, Ga.

HANK FUCHS
Loew's Brevoort Theatre
Brooklyn, N. Y.

MILDRED A. FITZGIBBONS
Skouras Roosevelt
Flushing, N. Y.

JIM FOSTER
Durwood Electric Theatre
St. Joseph, Mo.

DAVID U. FARLOU
Rouge Theatre
Detroit 18, Mich.

FRED W. FERGUSON
Marco Theatre
Waterford, Calif.

LES FLOOD
Rose, Wallace, Lynn Theatres
Tahoka, Texas

JOSEPH H. FULLER
Loew's Metropolitan
Brooklyn, N. Y.

BILLY J. FITE
Rialto Theatre
Amarillo, Texas.

CHARLES WM. FELTER
600 Second Ave.
Troy, N. Y.

MURRAY GREENE
Century Vogue Theatre
Brooklyn, N. Y.

PHIL GRODY
Ambassador Theatre
Brooklyn, N. Y.

VINCENT GULLI
Roxy Theatre
Brooklyn, N. Y.

TOM GALLACHER
Century Theatre
Trenton, Ontario

WILLIAM C. GUSE
Abbey Theatre
Milwaukee, Wisc.

D. W. GOODWIN
Urban Theatre
Dallas, Texas

TONY GONZALEZ, JR.
Capitol Theatre
Palacios, Texas

HARRY GREENFIELD
State Theatre
Niagara Falls, N. Y.

VOGEL GETTIER
Harris Clifton Theatre
Huntington, Pa.

BERT GREENE
Interboro Theatre
Bronx, N. Y.

RICHARD JAMES HUG
Ritz Theatre
Inglewood, Calif.

LOUIS HIGDON
Yucca Theatre
Roswell, N. M.

JOHN P. HARMACY
Winfield Theatre
Winfield, Alberta, Canada

CHARLES HARRIS
Chavez Theatre
Roswell, N. M.

CHARLES D. HULBERT
Colonial Theatre
Richmond, Va.

SAM HEBSCHER
Savoy Theatre
Hamilton, Ontario

EDDIE C. HOUGH
Blair Theatre
Marshville, N. C.

HAROLD M. HORN
Regal Theatre
Elvins, Mo.

LEE JAMES HRUBY, JR.
4 Star Theatre
Chicago, Ill.

EDGAR HELLER
Loew's Columbia Theatre
Washington, D. C.

ELLIS HARTLEY, JR.
Dixie Theatre
Jacksonville, Fla.

BOB HALLIDAY
Williamette Valley Theatres
Albany, Oregon

EUGENE IRWIN
Loew's 72nd St. Theatre
New York, N. Y.

CHARLES JANES
Gem Theatre
Breckenridge, Mo.

CHARLOTTE JANES
Gem Theatre
Breckenridge, Mo.

CHARLES R. JACOBS
American Theatre
Roundup, Mont.

EARL JONES
Warner's Aberdeen Theatre
Aberdeen, Wash.

GEORGE H. KLINE
State Theatre
Boyertown, Pa.

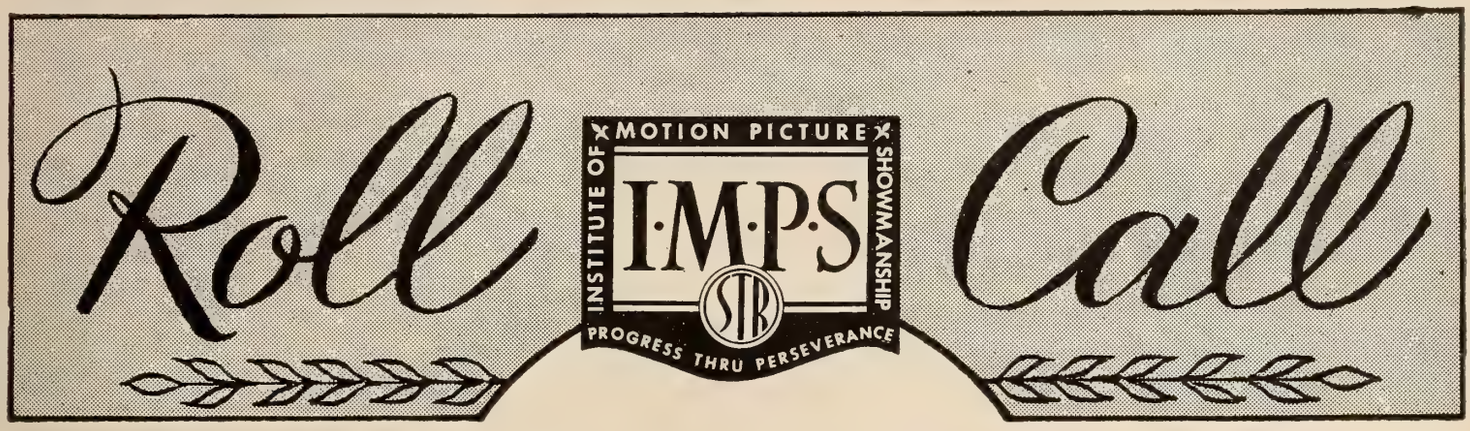
SIDNEY H. KLEPER
Loew's College
New Haven, Conn.

CHRISTY A. KALAFAT
Lans Theatre
Lansing, Ill.

CLAUDE E. KENNER
Warner's San Pedro
San Pedro, Calif.

D. C. KELLER
Community Theatre
Hughesville, Pa.

TOM KILLEEN
Strand Theatre
Spruce St.
Scranton, Pa.



LARRY KENT
Plaza Theatre
Houston, Texas

RICHARD E. KEPLER
Meadville Park Theatre
Meadville, Pa.

KENNETH W. KORNAHRENS
Dillon Theatre
Dillon, S. C.

MELLEN J. LEAVITT
Empire Theatre
Rahway, N. J.

TAYLOR LOVORN
Strand Theatre
Georgetown, S. C.

HANK LOWRY
Beacon Theatre
Port Washington, N. Y.

SAM W. LAWRIE
Gem Theatre
Fairview, Alberta, Canada

C. W. LOCKE
Time Theatre
Memphis, Miss.

NORMAN W. LOFTHUS
California Theatre
Santa Barbara, Calif.

JACK E. LYKES
Colony Theatre
Toledo, Ohio

MALCOLM WADE LEAPHART
Waylin Theatre
Naval Base, S. C.

A. D. LABBE
Vermillion Theatre
Vermillion, Kansas

WARREN H. LE COMPTE
Rivoli Theatre
Belmar, New Jersey

LESTER LLOYD
Home Theatre
Oklahoma City, Okla.

JOHN LA BARBERA
Maspeth Theatre
Maspeth, N. Y.

RAYMOND LESKANIE
Ritz Theatre
Garfield, N. J.

Frank Lesmeister
Century Thea're
Blair, Wisconsin

PAUL LAUBE
Riviera Theatre
New York, N. Y.

FRED LIND
Ute Theatre
Rifle, Colo.

AVERY C. LESTO
Park Theatre
Wells, Minn.

C. E. MITCHELL
Iris Theatre
Ray, Arizona

H. McMAHON
Loew's 72nd St.
New York, N. Y.

JAMES A. MOORE
Camden Theatre
Camden, Maine

BEN MINDLIN
Valley Stream Theatre
Valley Stream, L. I.

J. C. McCULLOUGH
Capitol Theatre
North Bay, Ontario

ALLEN MARGELEFSKY
Colony Theatre
Brooklyn, N. Y.

H. R. MILLER
Skouras Ward Theatre
Bronx, N. Y.

GUS NESTLE
Warner's Palace
Jamestown, N. Y.

ROBERT F. NETZEL
Palace Theatre
Crandon, Wis.

MICHAEL A. NOVOSEL
Sun-set Drive-In Theatre
Kingston, Pa.

BUDDY NEVSTEIN
Loew's Brevoort Theatre
Brooklyn, N. Y.

THOMAS W. NIELSEN
State Theatre
Bismarck, N. D.

HOWARD G. NELSON, Asst. Mgr.
RKO Grand Theatre
Chicago, Ill.

HENRY E. NOWICKI
State Theatre
Jersey City, N. J.

CPL. GEORGE OWENS, JR.
T. E. C. R. Hq. Bn.
Fort Belvin, Va.

ROY OWENS
Plains Theatre
Roswell, N. M.

LEON OSIER
Odeon Biltmore Theatre
Oshawa, Ontario

L. E. O'KEEFE
Empire Theatre
Block Island, R. I.

W. A. PARKER
Capitol Theatre
Gadsden, Ala.

R. A. PRITCHARD
Rhodes Theatre
Mt. Vernon, Ore.

CLAUDE E. POOLE
Colonial Theatre
Hagerstown, Md.

STURGES PARRY
Maplewood Theatre
Maplewood, N. J.

JOHN E. PERRY
Keystone Theatre
Towanda, Pa.

FRED PUTNAM
Strand Theatre
Port Arthur, Texas

FRANCES PARTYKA
Sheldon Theatre
Buffalo, N. Y.

E. C. QUALLS, JR.
State Theatre
Burlington, N. C.

MOREY A. QUATROCHE
Westhampton Theatre
Westhampton Beach, N. Y.

VINCENT J. QUATROCHE
Greenport Theatre
Greenport, N. Y.

FRANK RIO
Skouras Riverside Theatre
New York, N. Y.

TED C. RODIS
Pilgrim Theatre
Bronx, N. Y.

HARRY A. ROSE
Loew Poli Theatre
Bridgeport, Conn.

CHARLES RICH
Tuxedo Theatre
Brooklyn, N. Y.

W. J. RAYNER
Rayner Cinemas
Sudbury, Suffolk, England

ARTHUR M. ROSENBUSH
Orpheum Theatre
Somerville, Mass.

HERBERT RICK
Warner's Wiltern
Los Angeles, Calif.

MARTIN ROSEN
RKO Fordham Theatre
Bronx, N. Y.

JOS. W. REAL
Warner Theatre
Oklahoma City, Okla.

WALLACE SHAFFER
Strand Theatre
Dubuque, Iowa

KENNETH SOLOMON
Yucca Theatre
Roswell, N. M.

OSCAR SHINE
Dover Theatre
Bronx, N. Y.

DAVID R. SABLOSKY
Norris Theatre
Norristown, Pa.

EDWARD STERNBERG
New Amsterdam Theatre
42nd Street
New York, N. Y.

AL STEVENS
Ritz Theatre
Lyndhurst, N. J.

ALLEN W. H. STERRY
Ridgefield Playhouse
Ridgefield, Conn.

CHARLES H. SLEDGE
Skyway Drive-In
College Station, Texas

RAYMOND D. STEPHENSON
Starlite Drive-In
Weldon, N. C.

LARRY STICKLEY
Enid Drive-In Theatre
Enid, Okla.

MONTAGUE SALMON
Rivoli Theatre
New York, N. Y.

James L. Smith
Essaness Lake Theatre
Oak Park, Ill.

REG STREETER
Warner's Forum
Los Angeles, Calif.

SOL L. SORKIN
RKO Keith's Theatre
Flushing, N. Y.

NICHOLAS J. STARINIERI
Jackson Theatre
Phila., Pa.

FRANK H. STILES
Richland Theatre
Richland, Wash.

A. M. SULLIVAN, JR.
Lucas Theatre
Savannah, Ga.

HAROLD A. SMITH
World Theatre
St. Louis 13, Mo.

BEN H. SOMMERS
State Theatre
Winnipeg, Canada

BERNIE SEIDEN
Century's Sunnyside
Woodside, N. Y.

RUSSEL D. SWIFT, JR.
Pastime Theatre
Boone, N. C.

DELMAR SHERRILL
Playhouse Theatre
Statesville, N. C.

JACK TUPLER
4914 N. Spaulding St.
Chicago, Ill.

WILLIAM TURNER
Paradise Theatre
Vancouver, Canada

SAMUEL TORGAN
RKO Keith Theatre
27 Bridge St.
Lowell, Mass.

DALE C. TURVEY
Joy Theatre
Pawnee, Ill.

CHARLES J. TOBOLT
Palace Theatre
Lacona, Iowa

RALPH G. TIEDE
Granada Theatre
Napanee, Ontario, Canada

LEWIS TURNER
Roxy Theatre
Franklin, Ky.

GEO. R. TRIMYER, JR.
Riverview Theatre
Norfolk, Va.

LEONARD C. UTECHT
Essaness Lake Theatre
Oak Park, Ill.

AL UNGER
Fulton Theatre
Jersey City, N. J.

MANUEL GARCIA VEGA
Loew's Delancey Theatre
New York, N. Y.

ANNA BELL WARD
Ward Enterprises
Lexington, Ky.

GRANT D. WEST
Avoca Theatre
Avoca, Iowa

MONTE WRIGHT
Peccos Theatre
Roswell, N. M.

WALLACE T. WITT
Rialto and Rex Theatres
Aransas Pass, Texas

JOHN R. WILLIAMS
Star Theatre
Morris, Okla.

NORMAN J. WILKS
New Amsterdam
New York, N. Y.

WALTER E. WOODS
Embassy Theatre
Chicago, Ill.

GILBERT S. WOLFE
Joy Theatre
Newmanstown, Pa.

HARRY A. WILLIAMS
Falls Theatre
Minneapolis, Minn.

THOMAS J. WOLF
Roxy Theatre
Kansas City, Mo.

LLOYD A. WIRTZ
Eugene Drive-In Theatre
Eugene, Ore.

ROY E. WILLIAMS
Rialto Theatre
Orlando, Fla.

JACK WHITFIELD
Capitol Theatre
Niagara Falls, Ontario, Can.

ROBERT H. WEST
Roxy Theatre
Kansas City, Mo.

GEORGE O. ZANE
Capitol Theatre
405 Cleveland St.,
P. O. Box 509
Clearwater, Fla.

JOE E. ZAHER
Imperial Theatre
Jacksonville, Fla.

MAX ZIDENBERG
Searboro, Family, Pix, Manor
Theatres
Toronto, Ontario

The Box-Office Slant

Current and Forthcoming Feature Product Reviewed from the Theatreman's Standpoint

Night Wind

20th Century-Fox Drama 68 mins.

AUDIENCE SLANT: A good boy-dog picture, with unusually serious overtones, that will please the average patron.

BOX-OFFICE SLANT: The only name is the dog, Flame, so you have to do some selling. It will go fine with a strong top feature.

Cast: Flame, Charles Russell, Virginia Christine, Gary Gray, John Ridgely, James Burke, Konstantin Shayne, William Stelling, Guy Kingsford, Charles Lang, Deanna Woodruff. **Credits:** Production, Sol M. Wurtzel. Direction, James Tinling. Original story, Robert G. North. Screenplay, Arnold Belgard and Robert G. North. Photography, Benjamin Kline.

Plot: Flame, a former war dog, lives with the Benson family and is a close pal of Gary Gray, son of Mrs. Benson (Virginia Christine). Because his father died in the war, Gary can't quite make himself accept his stepfather, Charles Russell. Flame later discovers the man who killed his war master and, in the process of getting revenge, kills two men. He is sentenced to be killed, but it develops that the men were former German intelligence men after a U. S. Rocket secret. The boy and dog are reunited.

Comment: Flame, a huge police dog, is the real star of his film, and can certainly be said to give a good performance. The human actors are also more than adequate. The story is rather heavy for this type animal picture, with two killings by the dog. However, this feature is handled so well it isn't likely that anyone will object to allowing children to see the film. It is primarily a boy-dog offering, and as such you know what to do with it.

The Honorable Catherine

(French Dialog—English Titles)

European Copyrights, Inc. Comedy 85 mins.

AUDIENCE SLANT: (Adult) Typical fast and crazy French farce is a little too foreign for most of us, although Edwige Feuillere has plenty of charm and the others are skillful comedy fencers.

BOX-OFFICE SLANT: It's too risky for experiments in regular houses, so seems limited entirely to the art situations—and not all of them, at that.

Cast: Edwige Feuillere, Andre Luguet, Claude Genia, Raymond Rouleau, Charles Granval, Denise Grey, Pasquali, Hubert de Malet, Irene Lud, Sincel, Pally, Jeanne Fusier, Gir. **Credits:** Production, Marcel L'Herbier. Direction, Georges Lanpin. Screenplay, S. H. Terac. Photography, P. Montagel.

Plot: Edwige Feuillere sells clocks to people she discovers cheating at love (a polite form of blackmail); in her peculiar way she feels she is doing a lot of good, although she manages to get 3,000 francs per clock. She sells several to Raymond Rouleau, and then gets him involved in another case. At first against their will, they fall in love and everything ends happily with Edwige giving up her clock-selling for good.

Comment: This zany French farce, it develops, was made in 1942 shortly after Paris was captured by the Germans. As a result the production looks somewhat shoddy and hastily put together. The story and the French method of playing farce—with much running around, excessive gesticulations, and loud speech—are completely foreign to American audiences. Edwige Feuilliere, a fine actress in serious films, here turns loose a lot of skill on poor material, and the others can be said to do the same. It can be said to be a French "B" picture. Because of its nature the film can not be experimented with in a regular house and will be limited to the arts, and even in those theatres it will be limited to neighborhoods where a French-speaking audience is assured.

National Reviewing Committees' Classifications

THE BABE RUTH STORY (Allied)
FAMILY—National Board of Review.
CLASS A—SEC. 1—National Legion of Decency.

KIDNAPPED (Mono.)
FAMILY—National Board of Review.
CLASS A—SEC. 1—National Legion of Decency.

LUCK OF THE IRISH (20th-Fox)
FAMILY—National Board of Review.
CLASS A—SEC. 1—National Legion of Decency.

BAD SISTER (U-I)
MATURE—National Board of Review.
CLASS B—National Legion of Decency.
(Objection: Reflects acceptability of divorce.)

FEUDIN' FUSSIN' & A FIGHTIN' (U-I)
FAMILY—National Board of Review.
CLASS A—SEC. 1—National Legion of Decency.

Shanghai Chest

Monogram Mystery 65 mins.

AUDIENCE SLANT: (Family) The kids will go for this, but its disconnected story and slapstick antics will have little appeal for the average adult.

BOX-OFFICE SLANT: This Charlie Chan series is so well established now that a relatively inept release like this won't hurt it any.

Cast: Roland Winters, Mantan Moreland, Deannie Best, John Alvin, Victor Sen Young, Tim Ryan, Pierre Watkin, Russell Hicks, Philip Van Zandt, Willie Best. **Credits:** Producer, James S. Burkett. Director, William Beaudine. Original story, Sam Newman. Screenplay, W. Scott Darling and Sam Newman. Photography, William Sickner.

Plot: Charlie Chan, with the help of his ever-loyal son and chauffeur, solves a baffling series of murders. The police are stymied by the order in which the victims are killed, inasmuch as it's in alphabetical order. Charlie gets his man, however, a crooked insurance racketeer who has used a supposedly dead man's fingerprints to shelve suspicion.

Comment: The kids will go for this, but its disconnected story and slapstick antics will have little appeal for the average adult. One never learns how the film even got its title, which apparently has no connection with the actual plot. Roland Winters is adequate in the title role and Victor Sen Young performs capably as his son. Mantan Moreland's eye-rolling, stereotyped colored character will get a few laughs. Technical departments are okay, except the music seems slightly out-of-mood in a few spots, and one climactical scene is badly cut. The Charlie Chan series is so well established now that a relatively inept release like this won't hurt it any.

Jungle Patrol

20th-Fox Drama 72 mins.

AUDIENCE SLANT: (Adult) Average moviegoers will find exciting, suspenseful entertainment in the exploits of a squadron in the South Pacific. Not a war story, but a human interest yarn.

BOX-OFFICE SLANT: Lack of name-draw should be no detriment, for with advance exploitation and subsequent word-of-mouth, the picture should attract patrons and keep them coming.

Cast: Kristine Miller, Arthur Franz, Ross Ford, Tom Noonan, Gene Reynolds, Richard Jaeckel, Mickey Knox, Harry Lauter, Bill Murphy, G. Pat Collins. **Credits:** Directed by Joe Newman. Screenplay by Francis Swann. Adaptation by Robertson White. Based on the play by William Bowers. Photography, Mack Stengler. Associate Producer, Hugh King. General Manager in Charge of Production, Lewis J. Rachmil. Produced by Frank N. Seltzer.

Plot: This is the story of eight boys and a girl in New Guinea in the fall of 1942. The boys are eight pilots, stationed on this advanced airstrip near Port Moresby, waiting desperately for reinforcements. The girl is a U.S.O. entertainer.

Comment: An offering of this kind (good dramatic fare with splendid performances and a powerful tale) has all the makings of a box-office winner. It is a tense, exciting picture loaded with the kind of exploitation angles that can put it across in any situation. Lack of name draw should be no detriment, for it has all the entertainment elements in its favor: a tightly-knit, human-interest story, finely-etched, vivid characterizations by each and every member of the cast and good overall production handling. Correct advance exploitation plus the word-of-mouth to bring in patrons and keep them coming should boost its take everywhere. Excellent cast is headed by Arthur Franz and Kristine Miller, with Gene Reynolds, Ross Ford, Bill Murphy and the others all turning in expert, individual delineations under Joe Newman's direction. Frank Seltzer produced.

Son of God's Country

Republic Western 60 mins.

AUDIENCE SLANT: (Family) Latest in the Monte Hale series, this routine western will satisfy the fans because it has the usual quota of action and excitement.

BOX-OFFICE SLANT: Should do average business where westerns are popular.

Cast: Monte Hale, Pamela Blake, Paul Hurst, Jim Nolan, Jay Kirby, Steve Darrell, Francis McDonald, Jason Robards, Fred Graham. **Credits:** Directed by R. G. Springsteen. Original screenplay by Paul Gangelin. Additional dialog, Bob Williams. Photography, John MacBurnie. Associate Producer, Melville Tucker.

Plot: The range land around a small cattle town is being ravaged by a gang of crooks whose leader, himself a rancher, is doing this nefarious work in order to gain control of the land. Reason: he has first-hand knowledge of the right-of-way for the railroad. As U. S. marshal, Monte Hale is sent to clear the matter up, which he does.

Comment: A standard offering in the

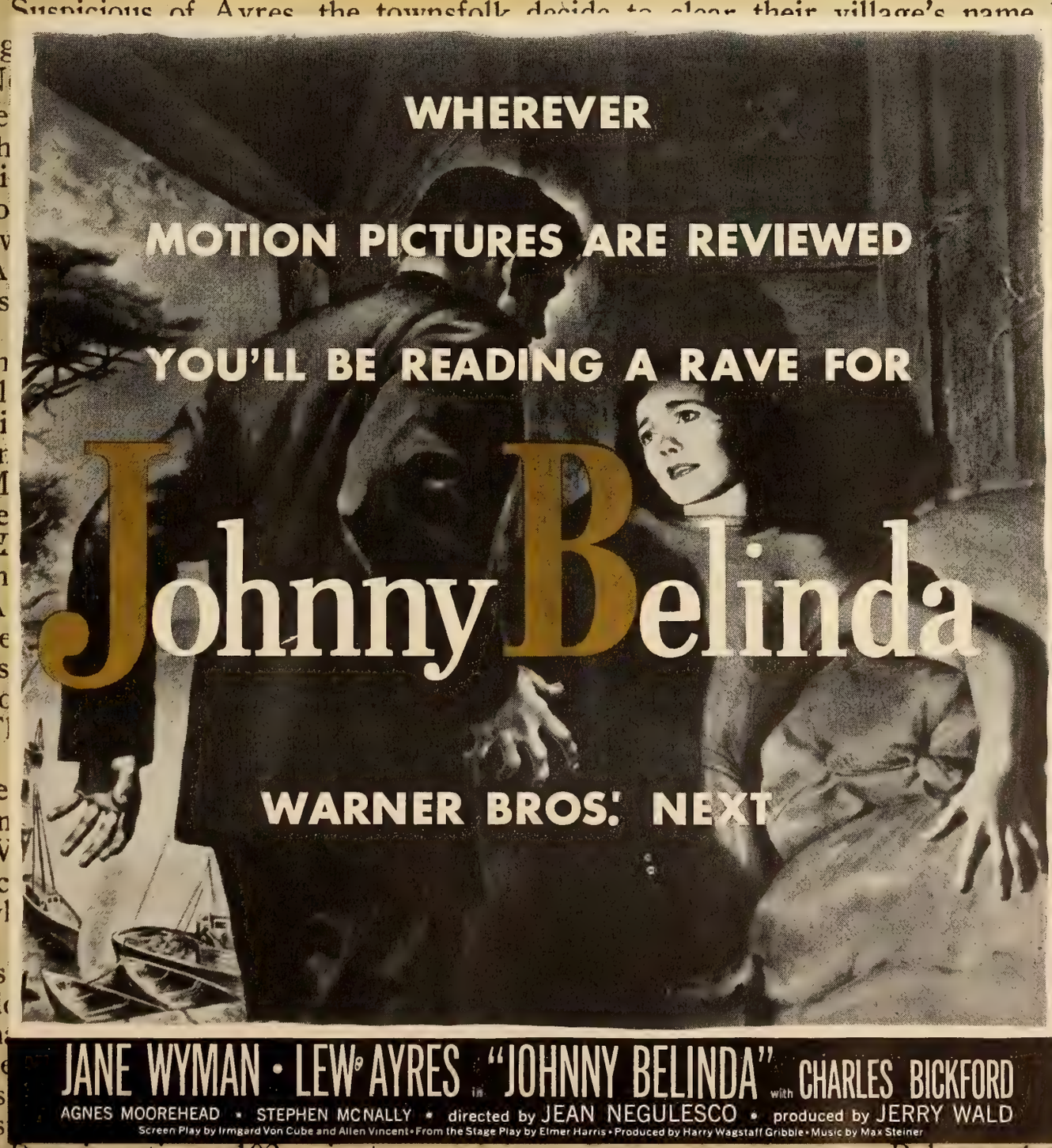
(*Continued on Page* 18)

"Johnny Belinda" [*Warner*]—A Very First-Class Drama

JANE WYMAN'S illuminating performance will be talked about widely once "Johnny Belinda" gets under way. While she literally shines in a very difficult role, the attraction which she well nigh dominates has considerable merit on its own.

Out of Elmer Harris' play Irmgard von Cube and Allen Vincent have worked out a sensible and intelligent script dealing with material explosive enough to make many producers gun-shy. In such firm hands as Jerry Wald's, who produced, and Jean Negulesco's, who directed, and a top-grade cast, the outcome is one of decided merit and dramatic power. Adult in its appeal, "Johnny Belinda" in all likelihood will prove to be one of those infrequent films combining a popular attraction—particularly for women—with an appeal for those who only part with their money when Hollywood delivers for discriminating grown-ups.

Suspicious of Ayres, the townsfolk decide to clear their village's name by



Box-Office Slants

Son of God's Country

(*Continued from Page* 16)

Monte Hale series, with enough of the necessary heroics and excitement to satisfy the kids and outdoor action fans. Story is similar in pattern to many other westerns, with only a change of time making it different from many of its predecessors. However, the entertainment elements are there, so the picture should do average business where westerns are liked. Monte Hale does okay as the U. S. Marshal, with good support given him by Paul Hurst, Jim Nolan and Pamela Blake. R. G. Springsteen's direction has seen to it that there is plenty of fast-moving action and Associate Producer Melville Tucker has supplied the picture with the usual production elements.

Road House

20th-Fox **Drama With Songs** **95 mins.**

AUDIENCE SLANT: (Adult) An excellent melodrama guaranteed to thrill and entertain audiences with its laughs, drama, suspense and romance. Topnotch performances by Ida Lupino (she's a NEW Ida in this one), Cornel Wilde, Richard Widmark and Celeste Holm.

BOX-OFFICE SLANT: You've got four big names to sell, plus the fact that the picture delivers a full quota of the elements noted above. Don't promise the greatest picture since "The Birth of a Nation," but at least let 'em know you've got a picture that entertains from beginning to end. And get in some angles on the NEW Ida Lupino —still the same splendid actress but all blossomed out in a "new look" type of beauty and chanting three songs in a husky-voiced, intimate sort of way that wins and holds every spectator's attention.

Cast: Ida Lupino, Cornel Wilde, Celeste Holm, Richard Widmark, O. Z. Whitehead, Robert Karnes, George Beranger, Ian MacDonald, Grandon Rhodes. **Credits:** Produced by Edward Chodorov. Directed by Jean Negulesco. Screenplay by Edward Chodorov. Story by Margaret Gruen and Oscar Saul. Photography, Joseph LaShelle. Art direction, Lyle Wheeler, Maurice Ransford. Music, Cyril Mockridge. Musical direction, Lionel Newman. Songs: "Again," music by Lionel Newman, lyrics by Dorcas Cochran; "The Right Time," music and lyrics by Lionel Newman, Don George, Charles Henderson; "One For My Baby," music by Harold Arlen, lyrics by Johnny Mercer.

Plot: The owner of a road house near the Canadian border falls in love with one of his entertainers who loves the manager. The owner frames the manager, who is convicted but placed on probation in the owner's custody. When the owner tries to prevent the girl and the manager from fleeing into Canada, the girl kills him. And by this time, the manager has the evidence proving that he had been framed.

Comment: The brief plot outline sounds familiar—after all, the basic theme of the eternal triangle (in this case two men and a girl) is used again here. But don't let that throw you. This may be the same old story, basically, but—"it isn't WHAT you do that counts, it's HOW." And that HOW makes a big difference insofar as "Road House" is concerned. It makes the difference between "just another picture" and "great show, wasn't it?". Edward Chodorov, who produced this picture from his own screenplay which he adapted from a story by Margaret Gruen and Oscar Saul, has opened wide the entertainment stops, and with the skillful directorial assistance of Jean Negulesco, the fine performances of Ida Lupino, Cornel Wilde, Richard Widmark and Celeste Holm, and the competent help from other members of his acting and technical staffs, has delivered an excellent melodrama guaranteed to thrill and entertain audiences and send them out satisfied. The nice thing about "Road House" is that there is no limit to its appeal as far as adult audiences are concerned—the Park Avenue matron will find it entertaining, as will also the machine shop worker in Kokomo, Ind., or the stenographer in Baton Rouge, La. In the leading role of the entertainer, Miss Lupino is somewhat of a revelation; not as far as her performance is concerned, for she has always been a splendid actress, but in the manner of her appearance. Attractive heretofore but confined to dramatic roles in which her glamor had little opportunity for display, Miss Lupino emerges in this new offering with sufficient oomph to make spectators rub their eyes in wonder. Maybe it's the hairdo, maybe it's the role she plays, maybe it's that warm, husky-throated voice chanting songs in an intimate sort of way that wins and holds the attention of every listener; whatever it is, she's a treat to the optic nerve, and what's more, she still does a bang-up acting job. Wilde does well as the hero, Widmark captures a lot of critical praise for himself as the psychopathic road house owner, and Miss Holm acquits herself creditably. You have entertainment to offer here—laughs, drama, suspense, romance, and —don't forget—a NEW Ida Lupino. Don't promise the greatest picture since "The Birth of a Nation," but at least let 'em know you've got a picture that entertains from beginning to end, and they'll agree with you on the way out.

Loves of Don Juan

(Italian Dialog—English Titles)

Superfilm **Drama** **93 mins.**

AUDIENCE SLANT: Fun for those who like to watch a handsome guy make love to another woman every fifteen minues and seem to get away with it until justice and virtue triumph. Music by Mozart helps set the mood.

BOX-OFFICE SLANT: The title and the story of the most famous lover in history might bring them to your box-office.

Cast: Adriano Rimoldi, Dina Sassoli, Paolo Stoppa, Elena Zareschi, Rina Morelli, Elli Parvo, Carla Candiani, Giorgio Constantini, Guglielmo Barnabo, Cesare Fanton and Vittorio Capanna. Directed by Dino Falconi. Music by Wolfgang A. Mozart.

Plot: Don Juan makes love to women for a pastime. He enjoys the chase but not the chaste and when one woman is attained he goes on to the next. He trifles with the affections of lady and maid with the same degree of faithlessness until he meets the daughter of the Duke whom he killed; then he loses his somewhat heartless heart and swears to remain at her side. But his sins catch up with him and in the end he meets death when a gigantic marble statue of the Duke topples over and kills him in just retribution.

Comment: This has all the trappings of a famous period piece—the comic servant of Don Juan who throws the book at him without results; a heartless, swashbuckling lady-killer and the spice of watching forbidden love-making in large proportions. But it gets monotonous by reasons of its single theme, proving the old adage that too many sweets can be cloying too. Had it been made in Hollywood with really good-looking women, this might not be bad, but female beauty seems to be wearing a bit thin as could be expected where there is a different beautiful woman required every so often. Elli Parvo as the gypsy and Dina Sassoli as Anna best fill the bill. The acting isn't bad and Adriano Rimoldi in the title role can sing as well as swashbuckle. But the picture seems more suitable for Italian language houses.

'10,000 Kids and a Cop'

Dealing with the Lou Costello, Jr., Youth Foundation, "10,000 Kids and a Cop" is a heart-warming, entertaining 20-minute featurette that should be show by every exhibitor interested in the welfare of his community and his country and in tackling the problem of juvenile delinquency. The subject which was directed by Charles Barton and put together by Producers Edward Nassour and David Garber, features Bud Abbott and Lou Costello, William Bendix, James Stewart, Brenda Joyce and Jan Garber and his orchestra. Although release plans have not been completed, it is evident that this subject would be a fitting tiein for Youth Month.

The Blind Goddess

(Reviewed in London)

Rank **Drama** **88 mins.**

AUDIENCE SLANT: (Adult) Unpretentious, but thoroughly satisfying, drama built around a libel action. Holds the interest throughout due to sympathetic direction and good acting.

BOX-OFFICE SLANT: For Britain, this is an excellent popular offering, but even where the players are not well known, it is a worthy addition to the program.

Cast: Eric Portman, Hugh Williams, Anne Crawford, Michael Denison, Nora Swinburne, Claire Bloom, Raymond Lovell, Frank Cellier and others. **Credits:** Adapted from Sir Patrick Hasting's play by Muriel and Sydney Box. Executive producer, Betty E. Box. Produced and directed by Harold French. A Gainsborough Picture presented by J. Arthur Rank. UK distribution, GFD. Canadian distribution, Eagle Lion of Canada.

Plot: Michael Denison, discovering that his rich and influential employer, Hugh Williams, is defrauding the nation, writes to the prime minister. Williams sues for libel and claims he is being blackmailed by his former clerk. He engages the best counsel, Eric Portman, and wins the case, plus $50,000 damages through Anne Crawford, his wife and Denison's former girl friend, committing perjury. Subsequent evidence proves Denison's integrity.

Comment: This straightforward, unpretentious drama woven around a libel action moves at a good pace and holds the interest through the sympathetic direction of Harold French who has built up the suspense and the human elements. He has been helped in no mean manner by the sensitive performance of Michael Denison, a most promising newcomer, as the young man who fights power and money for right. Eric Portman gives a strong performance as the counsel for the prosecution and Hugh Williams is at home as the plaintiff. Less happy is Anne Crawford as his wife. Raymond Lovell as the defending counsel turns in his usual competent performance. With romance nicely blended into the proceedings, "The Blind Goddess" is a very good offering for Britain and a useful addition to programs elsewhere.

Theatre Management

Guide to Modern Methods in the Administrative and Executive Phases of Theatre Operation

Reade Circuit Resumes Vaudeville October 5

Professional vaudeville successfully presented on a circuit-wide basis last season will be resumed October 5 after a summer layoff by the Walter Reade Theatres.

Shows will open at the Paramount Theatre, Long Branch, N. J., on Tuesdays, and will play the Majestic in Perth Amboy, N. J., on Wednesdays, the Oxford in Plainfield, N. J., on Thursdays, the Broadway in Kingston, N. Y. on Fridays and Saturdays, and close at the Congress in Saratoga Springs, N. Y., on Sundays. It is probable the Monday date will be filled by another circuit house by the end of the year.

Long Branch is the only new town on the list—taking the spot filled last year by Asbury Park, N. J. For Kingston the policy will merely be a continuation of stage shows; that city was the only one in which vaudeville played through the entire summer.

Five acts will be presented each week, specially selected for the family trade. One matinee and two evening shows will be played daily, in addition to a first-run screen attraction.

Two Managerial Changes

Bierney Feld, manager of Walter Reade's Paramount Theatre, Asbury Park, N. J., has been named to replace John Kohler, resigned, as manager of the circuit's Oxford Theatre in Plainfield, N. J. Betty Riesely leaves the assistant managership of the Broadway, Kingston, N. Y., to assume management of the Kingston, replacing Walter Kirchofer, resigned. A new manager for the Paramount is to be named shortly.

Free Candy Kid Draw

With "Superman" serial chapters booked into four of San Francisco Theatres' houses in San Francisco to open the circuit's back-to-school kiddie matinee programs, Divisional Director Irving M. Levin announced free candy would be given to each youngster attending any of the four theatres. Results: resounding.—SF.

Cautions Motorists

The management of the Picture House, Sydney, England, has taken steps to protect children attending its morning GB Club meetings from traffic accidents. Shortly before the show lets out a stanchion carrying a large sign: "Caution: Children leaving cinema," is placed on the sidewalk not far from the exit doors.

Something New !!!

New use for drive-ins when they aren't operating as theatres has been found for the only one in the Milwaukee area. The spot, located on Blue Mound Road, has been turned into an auction field for used cars when it is not operating with pictures. The cars are displayed on the ramps and are cleared away in time for the night show.



The Brass Tacks of Efficient Picture Theatre Management*

SMART STUNTS THAT BOOST BUSINESS

By Jack Jackson

I'm just full to bustin' with smart showman tricks encountered on my recent ten-state trip and, since just about everybody who reads this weekly word porridge has one or more theatres to look out for, getting them on the record while they're still fresh in my slightly fragile memory seems advisable. So-o-o, without trying to offer proper credit (because I don't remember where I encountered most of them), let's get at the job of chronicling what the fellows 'round and 'bout where I've been loafing and lazying have been doing to keep their cashiers from growing Chinese fingernails.

The old Treasure Hunt is in high stride again. Of course there are a couple of new curves added to give it the '48 look, but it's still the same old gag of getting merchants to foot the prize bill in return for the publicity that brings 'em to store and theatre with purse strings untied and their minds made up.

One of the more clever twists to the Grandad stunt was tabbed a "Lucky Star" event with local merchants providing an impressive list of prizes running from a washing machine to glassware sets and laundry service. Here's how it worked:

The manager obtained an imposing number of gum-backed gold stars of various sizes ranging from tiny ⅛ inch to full 2 inch in size. These were distributed to the cooperating merchants in numbers commensurate with the degree of their participation (the fellow giving the washing machine getting the most, and so on). The merchants stuck the stars on various articles in various departments of their establishments. The theatre placed them on bags of popcorn, candy, under seats, on handbills and on the backs of tickets sold from the machine. Because of screen mention as well as prominence in merchants' newspaper ads, windows, etc., the community quickly became "Lucky Star" conscious and began trekking from one store to another in search of articles bearing the insignia. No purchases were necessary in the merchant establishments. All that was required of star seekers was that they locate the stars (which were not hidden but placed on articles in plain sight of the observers) and ask that the clerk remove it and "hand it over." Needless to say the theatre handbills never had as many grabbers, and the search on, under and around the seats became quite a nuisance before the period ended. Candy and popcorn sales jumped to new records.

The prizes were displayed in the lobby of the theatre, and then on "the big night" they were moved to the stage.

Swell Way to Get Your Theatre Back in Minds of Stayaways

Red Skelton's "Fuller Brush Man" was hooked to the Fuller Brush representatives in just about every place I visited. If it so happens that you haven't yet played this lobby-jammer, by all means get after the Fuller man in your territory at once. Tieups are being arranged on many angles, with as many as 300 brushes being given away in some situations. Others are getting free postcards printed with ads of the picture and only slight mention of the cooperator for mailing to potential customers. The numbers of these seems unlimited and offers a swell way to get your theatre back in the minds of the stayaways without cost other than the effort of addressing and mailing. In still other localities the door knockers of the Fuller Company were leaving printed plugs for the picture carrying playdate and theatre copy with the housewives they visited.

Maybe it's been going on a long time and I never noticed it before, but the return courtesy to the Fuller Company of a lobby display showing the range of their wares was so spotted as to suggest continuing the location of future coming attractions. Practically every Fuller display I encountered was located behind the candy stand where it was certain to come in line of vision for the longest possible period.

Nate Bernstein, the Indiana dynamo now kicking his heels up around Miami, has one of his theatres tied up for a full year of giveaways at merchant expense. The activity was in its third month when I sat in with manager Windle and had reached the bicycle stage. This one seems well knitted and, aside from cleaning the slate of merchant solicitation for a twelvemonth, contains variety to a degree certain to escape the always-to-be-avoided "boring to the customer" trap. Four weeks of advance buildup precede each six week period of giveaways which are paid for by merchants who are charged a lump sum for participation and receive creeper trailer

(*Continued on Page* 20)

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Branton Sets Circuit-Wide Tri-States Courtesy Campaign

Calling for a return of prewar standards of patron service, Tri-States Theatres' General Manager G. Ralph Branton announced a circuit-wide "Courtesy Campaign" at the company's recent three-day outing at the Okojobi Club at Lake Okojobi in northern Iowa.

To insure success of the endeavor, Mr. Branton said a contest would be held to pick Tri-States' most courteous theatre as well as the circuit's King or Queen of courtesy, with the public voting to pick the winners.

Between Oct. 1 and Dec. 31, a 13-week period, a "Mysterious Courtesy Investigator" will visit every Tri-States theatre several times to check the service given the patrons. Only Mr. Branton will know the identity of the investigator.

The circuit head expressed the hope that other theatres throughout the country would take up the campaign, as well as department stores, restaurants, hotels and other businesses catering to the public. He added that the public is all through standing for being "pushed around" and henceforth those theatres offering the friendliest and most helpful service will find themselves entertaining the biggest crowds.

The attitude of some businesses which have been known to post such signs as "Please be nice to our employes—we can get plenty of customers," was deplored by the executive.

"It is time for us to get down off our pedestal," he declared, "and say to the public we're glad you're here."



NEW SHOWHOUSE-NEW SHOWS TIEUP. Here's how Ruffin Amusement Co., Inc., limelighted the opening of the circuit's new Ritz Theatre, Hickman, Ky. The forthcoming shows as well as the luxurious new place in which Hickman citizens could see them were played up in the advertising bid for heightened interest in moviegoing.

Jackson

Smart Stunts That Boost Business

(*Continued from Page* 19)

and lobby display mention in return. Prizes are all of the high value order, with six radios followed by six bicycles. Then on to vacuum cleaners, pressure cookers, etc.

Bernstein is also engaging in a kinda smart Kiddie Klub tieup that makes no drain on the theatre disbursement fund. A local concern recently instituted a party catering service and have gone pretty heavily for Saturday morning theatre entertainment and refreshments as well as advertising on their trucks, etc. A lobby display and the prominent mention of their services during the Saturday shows compensate for all expense, including mention of the theatre parties on all mailing pieces sent by the company in soliciting business. They even provide an MC for the show. Kinda cute, huh? Maybe there's some outfit—a restaurant, candy store, etc.—that you can influence to go along on a similar deal.

Seemed Surprised

On the silly side was a theatre giving away tickets to a weekly hillbilly show and square dance as a lure for theatre customers. The chap seemed surprised when I suggested that a reverse of the process would be more profitable and that he arrange for the square dance operator to give tickets to his theatre as prizes to the better dancers, etc. It should not have to be pointed out that in this instance the theatre man is working against his own best interests in sending his patrons to a competing enterprise. There is always the danger that they might like it and arrange to spend their other leisure evenings partaking of the same kind of entertainment. Never, except in case of important civic enterprise where goodwill and good citizenship are at stake, engage in any cooperative activity that has its award or so-called "blow-off" taking place elsewhere than at your theatre. Your job is to bring the customers to the theatre, not to send them elsewhere for entertainment.

Bought at Bargain

I encountered no end of situations where smart showmen were teaming up pictures of similar titles—most of them from the reissue vaults—to garner business commensurate and in instances exceeding the grosses enjoyed on currently popular attractions. Of course, these films are bought at bargain prices, and the wise operators use the difference to engage in special fronts, extra advertising effort, newspaper space, etc. to broaden the customer range and heighten the prestige of their theatres. Two or three of these stand out in my memory. They are: Monogram's "Enemies of Women" and "Women in Bondage," Republic's "Gangs of New York" and "Gangs of Chicago" and RKO's "Nevada" and "Dakota." (Editor's Note: If you think those are good, what about "Ingagi" and "Ubangi" which we saw double-billed in Chicago?)

In still other situations I found astute managers scanning the records for films in which current popular stars had been featured in minor roles, and were cashing in on the circumstance. As an instance: Rod Cameron, now among the favorites, has an unfeatured spot in "Gung Ho." One house made 8x10 blowups of the film frames where Cameron was in prominence and featured them on his theatre front. If you happen to go for either of these, be sure of the entertainment quotient of the pictures to make certain that you don't hoax the customers. It's better to even mention in the ads that "this is one of his earlier films." In cases like "Gung Ho," the other players are of sufficient prominence to guarantee satisfaction.

'Contest' Angle

Another exhibitor was telling me of an occasion when he had inadvertently booked two pictures featuring the same star on one bill. The mistake was not encountered until it was too late to permit change. The situation looked hopeless until the fact dawned on him that the star was cast in widely separated walks of life in the two features, and he immediately coined ads to give a "contest" angle to the dual bill. The customers were made to feel that their judgment was needed to decide which part was the better performed, and the box-office clicked merrily throughout the engagement.

Well, that "column's full" sign is up again, so I'll have to call quits for this session. Hope you got some ideas that will make box-office music.

He Makes Hobbies Pay Dividends

When A. N. Niles who runs the Eminence at Eminence, Ky., got to be a shutter bug with a movie camera, he knew he had taken up an expensive pastime. He also likes to travel, and that, too, is an expensive pastime. But then he got an idea.

Like all amateurs, Niles would show his picture records to friends, relatives and others who couldn't get out of it and noticing that they actually did seem interested once they had had their first glimpse, he got the idea that maybe he could help his theatre that way.

So he started a local travelogue and newsreel for his theatre. And brother, it pays off. The folks every week are there to see local affairs, school activities, picnics, beauty pageants, baby shows, etc. These Niles runs as straight newsreels. But four times a year he brings out a travelogue which usually follows one of the lengthy trips he likes to take. Usually then he tries to tie in some local angle with the travelogue to make it homey.

The newsreels and travelogues are shot on 16-mm. and run off on a 16-mm. projector with which he has equipped the theatre. Up until recently they were all black and white but more recently Niles has experimented quite successfully in color.

Shaker, Cleveland, Full For Benefit Matinee

A matinee sponsored by the Council of Jewish Women, at which donation of an article for re-sale at the Council-sponsored Thrift Shop served as admission, filled the auditorium of the Shaker Theatre in Cleveland one afternoon recently. In addition to refreshment, patrons saw a preview of "Miss Tatlock's Millions." Mrs. Meyer Fine, wife of the president of the circuit, was one of the hostesses.—CL.

DAY AFTER DAY
THE HEADLINES SAY:

Paramount Helps Set Records For American Exhibitors

TODAY
THE HEADLINES SAY:

American Exhibitors Help Set Record For Paramount

AS

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Thank you, Paramount customers, for making possible this major booking achievement in motion picture history. In 1947 our trademark was on 17,009 screens during PARAMOUNT WEEK—a record up to that time. Now this figure has been exceeded by PARAMOUNT WEEK of 1948.

We congratulate you on the effective showmanship you put behind our special PARAMOUNT WEEK attraction, "Beyond Glory" starring Alan Ladd and Donna Reed which, in big and small situations, has now overwhelmingly established itself as the leading Ladd grosser in the last two years.

The resounding success of PARAMOUNT WEEK is happy evidence of our mutual friendship and esteem. Now we promise that your record-setting vote of confidence will be answered with product of unusual excellence for the balance of the year. Typical is "Sorry, Wrong Number" which at its premiere engagement is topping every attraction but one since the N. Y. Paramount opened its doors in 1926.

In addition, telegrams from key cities—following sneak previews of "Miss Tatlock's Millions"—indicate that, on the evidence of audience reaction, this will be one of the strongest releases this company has ever scheduled for Thanksgiving business.

Again to all our friends who participated in PARAMOUNT WEEK, we repeat our appreciation and thanks.

—PARAMOUNT PICTURES

Regional Newsreel

News of Events and Personalities Reported by Correspondents Throughout the Nation

BOSTON

The Charity Citation, highest award of Variety Clubs International, was awarded to the Variety Club of New England, Tent No. 23, at the Tent's annual banquet at the Hotel Statler Monday evening (20). The award was given Tent 23 for having performed "the greatest amount of good for the greatest number of people" during 1947. International Chief Barker R. J. O'Donnell and International Executive Director William McCraw presented the award. Tent 23 earned the citation for being the founder and sponsor of the Children's Cancer Research Foundation which publicized the purposes of the Foundation through its "Jimmy Fund." The Tent, in addition has been giving free movies for shut-ins in 36 institutions throughout New England. Harold E. Stoneman was general chairman of the committee in charge of arrangements for the banquet. Co-Chairmen were Walter Brown, Louis Gordon, Charles Kurtzman, Arthur Lockwood, Philip Marget, Martin J. Mullin, Samuel Pinanski, Harry Rogovin, Ben Rosenwald, Ralph Snider and Murray Weiss. On the treasurer's committee were James S. Marshall, Theodore Fleischer, Albert M. Kane, Max Levenson, Stanley Rothenberg, Philip Smith, Arnold Van Leer, Benjamin Williams, Abraham Yarchin, Maurice N. Wolf and Harry Browning.

Foremost among those honored at the banquet were President Leo Perini who accepted an award on behalf of the Boston Braves of the city's National Baseball Club for the team's outstanding contribution in spearheading the "Jimmy Fund." The members of the Braves, led by Manager Billy Southworth attended the testimonial banquet.

United Artists Salesman Ken Robison attended the graduation of his son from a school in Albany, N. Y. Jim Shannahan, Loew's State publicist, is back from a vacation in Hyannis, Mass. and Warner Publicist Art Moger's secretary, Joan Mansfield, from Maine. Sam Horenstein, local Manley Popcorn representative, will soon undergo a minor operation at the Waltham, Mass., hospital.

Mr. and Mrs. Bishop of Bolton, Mass., were recent visitors. Bishop plans a tour of one-night stands in western Massachusetts which show 16-mm. films in town halls. Richard Powers, coordinator between MGM's music companies and the studio, visited his mother here last weekend.

PORTLAND

Paramount Western District Manager Hugh Braly and Harold Wirthwein, assistant to Assistant Division Manager George Smith from California conferred here with Manager Henry Haustein and his sales staff. RCA District Salesman Bob Schultz is covering key spots in the territory introducing the company's life-size television equipment which Modern Theatre Supply will distribute. Columbia's Bob Parnell has returned from a two-week trip to Alaska.

The staff of Evergreen Theatres and special guests are observing the forty-fifth wedding anniversary of Frank L. Newman, Sr., and his wife. Universal-International Western District Sales Manager Barney Rose is here from San Francisco for conferences with Manager George DeWaise and members of his staff. Here on booking trips were Joe Rosenfield of Spokane, Vance Weskil of Colfax, Mickey DeLeo of Port Townsend, W. B. McDonald of Olympia, Chester Nillson of Tacoma, Frank Willard of Parkland and Frank Barovic of Puyallup.

Local theatres have experienced a pick-up in attendance with the return to the city of vacationists plus ideal weather.

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NEW ORLEANS

A preview showing of the MGM Technicolor film, "Secret Land," an MGM release, was shown here at the Naval Air Station. The 72-minute movie of Admiral W. H. Byrd's last exploratory trip to the South Pole was made by the Navy, Marine Corps, Coast Guard and Air Corps. The movie will probably be shown in New Orleans during Navy Week, Oct. 21-27.

Wilma Graham, booker at Republic is vacationing in Detroit. Will Thomas, now Mississippi territory salesman for Republic recently replaced J. T. Uptown, who resigned to go into the heating business.

Warner Bros. has a new cashier, Elwood Davis of New Orleans, who replaced Lucille Sarrat. Mrs. Leona Smith, booker at Universal is now on her vacation.

Amateurs Tabooed

In Los Angeles National Theatres is in a squabble with the American Guild of Variety Artists over the circuit's proposed "Talent Quest" promotion plan. The AGVA says it will not tolerate amateurs on the stage of any theatre on the grounds that it will kill work for professionals.

NEW YORK

Abe Kronenberg, head of Warner Bros. promotion department, with a neat 73 led a field of 118 entrants who teed off for 18 holes of golf in the Warner Club's annual tournament Friday (17) at Vernon Hills Country, Tuckahoe, N. Y. Other winners in the event which was climaxed by a dinner at which Distribution Chief Ben Kalmenson presented the awards, included: Harry Rosenquest, first low net; Tony Bills, second low net; Joe Goldstein, third low net; Leonard Palumbo, longest drive; Bill Cannon, second longest drive; Bill Heineman, nearest to pin.

Managerial shifts in Loew's New York theatres include: William Carroll from Avenue B to Berland; Buddy Neustein from Brevoort to Bedford; John O'Connor from Bedford to Woodside; Larry Stark from Burland acting manager to Breevort manager; Martin Gallagher, Jr., from assistant manager at the Capitol to acting manager of the Willard (Queens); Sigmund Schwartz from the 46th Street (Brooklyn) to the 175th Street, succeeding Archie Adlman, resigned; Paul Swater from the Willard to the 46th Street.

Mrs. Robert Nashick, wife of a member of Loew's Theatres publicity department, is recovering at a Meadowbrook, L. I., hospital from injuries sustained in an auto crash. Paula Gould, Capitol publicist, is vacationing.

OMAHA

A daughter was born recently to Mrs. Al Campbell, wife of the Columbia shipper. This is Harold Schoonover's 35th year in the theatre business; he owns the Mazda, Aurora, Neb. Universal-International Manager Sam Deutsche is visiting his mother in New York. Twentieth-Fox Manager Joe Scott attended the company's Los Angeles meeting. Downtown stores are again drawing from Monday nights' attendance at theatres by remaining open until 8:30 P.M.

Murray Greenbaum has joined the sales staff of Eagle Lion. Morris Smead, Council Bluffs, Ia., exhibitor, is back from an extended west coast vacation. Cost of the Riverview drive-in at Sioux City, Ia., is estimated at $275,000.

Lawrence Kuhl, who had the American Theatre, Corning, and the Grant at Greenfield, Ia., is dead following a heart attack. Sol Novitsky, brother of 20th-Fox Salesman Hymie Novitsky, died in Sioux City, Ia.

CLEVELAND

Eagle Lion Eastern Division Manager Milton E. Cohen spent most of last week with Manager Bob Richardson closing circuit accounts. Ohio Theatre Service has added the Ace, which Al Eisenberg and Sanford Zass recently acquired from Paul Bader, to its accounts. Julius Lamm, welcomed back as manager of the Uptown after several months on the coast will bring his wife and daughter on when he locates an apartment. John Forkin has bought the Community, Cadiz O., from Mrs. Ethel Clark; Cooperative Theatres of Ohio is doing the booking and buying. Community Theatre circuit, after a

(*Continued on Page 24*)

Keep Posting!

SHOWMANSHIP
Built SHOW BUSINESS!

SHOWMANSHIP can
Better SHOW BUSINESS!

"The motion picture good enough to sell itself has not yet been made"



NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

REGIONAL NEWSREEL

(*Continued from Page 22*)

$50,000 remodeling job on its recently-leased 714-seat Lake, is seeking a new name for it, with Esquire being in the lead so far.

Leo Jones of Upper Sandusky, in Columbus for the Independent Theatre Owners convention, visited the Children's Hospital in which he is actively interested. Theatrecraft Manufacturers General Sales Manager David Sandler will exhibit his Mobiltone combination speaker-heater for drive-ins at the TESMA convention in St. Louis. The heater, it is claimed, will heat the average car to 70 degrees within five minutes and lengthen the open-air theatre season from two to 12 months. Edward Salzberg has acquired an interest in Al Dezel's Cleveland Screen Guild exchange. Manager Ed Wise of Associated Circuit's Fairview has resigned after 21 years with the circuit.

RKO Manager Harry Walders went to Chicago to attend the funeral of Mrs. Walders' father. Ben Fain, partner of Charles Gottlieb in the Milo, is dead from a heart attack. Warner Supply Shipper Tony Stern broke his wrist in a fall and its head shipper, Sigmund Clayman, is convalescing from a serious eye operation at Lakeside Hospital.

BALTIMORE

Sam Goldberg, who recently sold his Imperial, Brunswick, Md., has returned from a western trip and expects to leave for a permanent residency in Florida in October. Nan Wilson, wife of Sterling Wilson, Warner salesman, is convalescing in Union Memorial Hospital. Morris and Mrs. Oletsky spent the weekend in Philadelphia. Tom Goldberg's injunction case against the Windsor Theatre and 20th Century-Fox has been dismissed.

Jack Fruchtman, former Monogram representative, has opened the Park in Southern Maryland. I. Makover is set to operate the new theatre and bowling alleys in Edmonson Village. Gordon Contee, 20th-Fox, is in town visiting Morris Mechanic at the New Theatre. Herb Thompson is replacing Jack Bryant as Baltimore representative and sales manager for Paramount. Hilda Hicks has returned from an Ocean City vacation. Harry Kahn, RKO representative, became a grandfather for the third time this week. Mr. and Mrs. Izzy Rappaport left for Hot Springs, Va., this week, and son Bobby has returned to Syracuse University.

Columbia Branch Manager Ben Kaplan and Chick Wingfield are visiting here. Jack Seidman, Paramount Decorating Company, is visiting the Levin brothers at the Irvington. Clem Outten, Outten Theatre, Snow Hill, Md., spends most of his time fishing in the Chincoteague Bay, on his yacht.

Mrs. Earl Harrison, New Theatre, Cheapside, Va., is taking a trip through Canada. Marsh Gollner, Shore Amusement Co., is in Florida. Variety Clubs of Washington and Baltimore annual football game between the Chicago Bears and Redskins was a big success. Wounded veterans from the nearby Veterans' Hospitals were transported to the games as guests of the Club.

Fire Fighter

Lou Colantuono, manager of Stanley-Warner's Lane, Philadelphia, is such a firm believer in theatre service that last week, when a patron's auto caught fire, he grabbed a theatre fire extinguisher, ran out and quickly put out the blaze.

LOS ANGELES

The Alex Glendale was opened Thursday night, reconditioned after fire damage. Manager Carl Meeker gave the re-opening a premiere touch, with Marilyn Maxwell, Kay Kyser, Michael North, Roddy MacDowall and Lois Butler on hand. Bunny Davis, secretary to MGM Office Manager Jack Valpey, is now recuperating at home from an operation. Louise Vigna is substituting.

MGM Pacific Coast Sales Chief, George A. Hickey, held a conference in his newly-remodeled office last week. Managers from Portland, Seattle, San Francisco, Denver and Salt Lake City were on hand. Fox West Coast is going to roadshow "Hamlet" at the Four Star Theatre. Assistant General Sales Manager Al O'Keefe came out from the east for Universal-International to set the deal.

MGM Branch Manager Tom Aspell, Jr., flew to Detroit to get a new Chrysler from the factory, and drove it back. Hal Goldstein is now booker at Screen Guild. He used to be with Eagle Lion. Sam Decker, SG and Realart franchise holder, left for New York to attend the Realart convention. Film row Attorney Edward Ezra Stern returned from New York, where he spent a week on business.



PCCITO TRUSTEES HOLD ANNUAL MEET. Annual trustees meeting of the Pacific Coast Conference of Independent Theatre Owners was held Sept. 14-16 at the Ambassador Hotel, Los Angeles. In the group above are: Front row (l-r)—Stanley Steck, observer; Constance Titus, secretary; Ben Levin, trustee. Second row (l-r)—Hugh W. Bruen, trustee; M. W. Mattecheck, trustee; R. H. Poole, executive secretary; George Diamos, trustee; Clarence Severson, trustee. Back row (l-r)—Trustees William Graeper, Jack Suckstorff, Leroy V. Johnson, L. O. Lukan, Max Lloyd, Roy Firmage, Rotus Harvey.

KANSAS CITY

Doug Burrill, press agent for the Durwood circuit, is the new public relations officer for the 35th Division. Burrill had over three years in the Army, and recently shifted from the Reserve Corps to the National Guard. He's a first lieutenant.

Fox Midwest city division had two of its assistant managers laid up last week when brothers Bob and Bill Collier and Bill's wife and daughter were in an auto accident. Bob is back on the job at the Tower with a stitched-up wing, but Bill is still at home. Mrs. Collier is in the hospital, but the little girl got off easy and is at home. Wayne Sisson is doubling for Bill as assistant manager at the Granada.

Howard Griffin, manager of the State, Jefferson City, Mo., is off on vacation in Texas and Old Mexico. Johnny Lynn, assistant manager, is handling the Durwood house in the meantime.

Downtown first-runs have a new avenue of publicity in *Town Magazine,* now a pictorial monthly about the city. In its September issue it inaugurated an eight-page section devoted to coming theatre attractions.

The 800-seat Jayhawk, second-run in Kansas City, Kans., closed for 30 days last Sunday (19) to undergo complete remodelling at a cost of $30,000. A new front, new lights, new concession, new heating plant, etc., will be installed. Rest rooms are being remodelled and extensive redecorating and painting will complete the job.

Dickinson circuit has extensive renovating underway on the Rialto, King and Joe, in St. Joseph, Mo. The Rialto front is being redone in glass bricks, with painting and other redecorating. The King and Joe are getting new paint and other refurbishing. Work is under the supervision of Bill Meyer, Kansas City manager. Art Perry, formerly in charge of St. Joseph houses, is in Kansas City on the circuit's new drive-in-to-be in Johnson County.

PHILADELPHIA

Despite all rumors, it is reported that vaudeville will not go into the Stanley-Warner Earle as a regular policy this season. Whenever a stage attraction is available, however, it will be played, it was said.

Universal-International District Manager John Scully visited the local exchange last week. Harold Coltun has resigned as Eagle Lion booker to go into another industry. Jim Riemel, formerly with MGM and Warners, may replace him. Columbia Stenographer Elaine Gerber suffered an infected foot from an accident while on vacation. Harry Appel, shipping clerk at 20th Century-Fox, has entered Jewish Hospital for an operation. Eagle Lion tub thumper Max Miller celebrated his fifth wedding anniversary last week.

Art Kerns, manager of Goldman's Keith, arranged with the local Boy Scout Headquarters for a scout lore display for his foyer in conjunction with the celebration of Pennsylvania "Youth Month." Joe Minsky, former Eagle Lion district manager has opened his second war surplus store in Mansfield, Ohio.

The feminine contingent of Paramount held a farewell party and shower for account clerk Eleanora Sokoloski, who is leaving to be married. Monogram Sales Manager Samuel Phalen is on the sick list. Stanley Goldberg, Harry Low and Ben Stern of National Screen Service,

(*Continued on Page 26*)





She owes her "ripe old age" to him . . .

HOWEVER skillfully she might play her part, this young actress would still seem more girl than grandmother—save for the creative ingenuity of the make-up man.

By deft application of grease paint and putty, he has added years to her appearance . . . and conviction to her role.

This is but one instance of the magic at the make-up man's command. He does as much and more for film folk who must be transformed to Jekyll, Cyrano, gnome, or Manchu.

When these characterizations reach audiences successfully, it is because the make-up man combines cosmetic artistry with full knowledge of his medium. And, in knowing films, he is aware of what is done to help his work by the versatile members of the Eastman motion picture family, famous films for more than fifty years.

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REGIONAL NEWSREEL

LONDON OBSERVATIONS

BFPA Aloof to 'All-American' Decree; May Discuss Joint Screen Time and Other Problems With MPA

By JOCK MacGREGOR

Strange as it may seem the Johnston decree on "all American" programs was apparently not discussed at the September meeting of the British Film Producers Association. Queried about this, Sir Henry French said it was regarded as a distributor - exhibitor problem.



Jock MacGregor

The BFPA did decide on playing a lone hand regarding the new French import restrictions and are not joining forces with the MPA for concerted action. They have asked the Board of Trade to guard their interests in this matter.

However, they "look forward" to a date for the meeting with the MPA when joint problems can be discussed. One will be screen time in the respective countries.

From conversations, I get the impression that certain self-opinionated producers are so pleased with their product that they believe it remains only to bill their pictures at theatres in the U. S. for patrons to line up for it from coast to coast. They advance all sorts of theories as to why their offerings are not going in America. These range from hidden forces to anti-British salesmen who prefer selling Hollywood subjects. Too many believe that pre-selling is entirely the distributor's job. They forget that Hollywood tells the world from the day it plans a picture.

That their stars are not known in the U. S. or that the English accent is not followed in the middle west is regarded as just silly. It is this ostrich approach which has resulted in the retention of the quota for a third stanza and the current dog-in-the-manger attitude.

* * *

An event which one might reasonably have expected to be widely exploited was dismissed with a small private luncheon, when, last week, Lt. Col. A. C. Bromhead, CBE, celebrated the fiftieth anniversary of his entry into the industry and his forming of the Gaumont Co. From a small start in 1898 in a Soho alley grew the Gaumont-British Picture Corporation which today, with its 250-odd cinemas, studios, newsreel and servicing companies, is part of the Rank Group. To the cinema patron, this auspicious achievement went unheralded, and a great opportunity for showmanship was missed.

* * *

CEA President Dennis Walls strongly believes in the cinema playing an important part in communal affairs. At his Cosmo, Derby, he has arranged with the local vicar to hold a short service complete with choir after the Sunday evening performance. This was widely reported by the national as well as the local press. Incidentally, Dennis, who is general manager of the Emery Circuit, has now personally acquired the Empire, Derby, which is the opposition to his Cosmo.

* * *

Producers generally are getting extremely tired of the British Board of Film Censors. As one said this week, "It's next to impossible to get a 'U' certificate these days if a person is so much as seen taking a drink." When you consider that "A" certificates (which prohibit under-16s seeing a film unaccompanied by an adult) have been given to "Life With Father," "Wall Flower" and "April Showers," you will see what they are beefing about.

* * *

Ealing have now completed their second Australian picture, "Eureka Stockade," and the event was celebrated with a cocktail party. Director Harry Watt has used the documentary technique and believes that he will have succeeded if the audience really feels it is on a gold mine. Personally, I am apt to think that he will have succeeded if the exhibitor finds that he is on a gold mine.

* * *

Said a producer to me: "You know, too many publicists these days are too keen on seeing their own name in print." Maybe he has something there, but the following names make news. Sally Sutherland has joined 20th Century Productions to handle "GI Male Bride" which is being made in Germany with Cary Grant and Ann Sheridan. Cinemanager Geoffrey Foster has forsaken Brighton Odeon and is feeling his way around the Shepherds Bush studios with the object of injecting showmanship into handouts. John Ware, recently with Columbia, has joined Independent Sovereign. Reg Wolff is to publicize "Paper Orchid" at Walton on Thames. This, incidentally, is being produced by UA's David Coplan for Columbia release. Work that one out!

* * *

For the record: Danny Kaye's "Secret Life of Walter Mitty" will play the legit Prince of Wales. . . . The COI screened a couple of shorts and in "Thee and Me," a one-reeler, revealed just how badly the taxpayers money can be mis-spent . . . it is a shocker and I pity the audiences who have it inflicted on them. . . . The Rank cartoons are divided into two series, "Animaland" and "Magic Paint Box." . . . It is understood that any British producer who has not an Italian location subject on his schedule is considered lacking in initiative.

Lone Burlesque House

San Francisco's burlesque theatres are to be reduced to a single house, according to plans under consideration. The lease of the Liberty on Broadway, near the old Barbary Coast section, held by Harry Ferris expires on Oct. 31, and it is believed that, with its planned remodeling, it will quit the burlesque circuit in favor of a foreign-film policy. The downtown President is the only remaining girly-show in the city.

(*Continued from Page 24*)

have returned from the company's general sales meeting at the William Penn Hotel, Pittsburgh. Marie Schaeffer, bookers' stenographer at 20th Century-Fox, is suffering from hay fever. Mrs. Beatrice Miller was named by Governor James H. Duff as secretary, Pennsylvania State Board of Censors, replacing Mrs. Lucy H. Love, resigned. Mrs. Miller, who has been with the board for eight years has been assistant censor.

NEW HAVEN

Harry McWilliams, exploitation manager of Columbia, together with Exploiteer Harry Bernstein from Boston, are in New Haven conferring with Harry F. Shaw, division manager of the Loew Poli N.E. Theatres; Lou Brown, publicity and ad chief.

Max Herschman of Filmack Trailers is in New Haven on business with John Hesse of Warner Bros. theatres. Barney Pitkin chief barker of the Variety Club of Connecticut, Tent 31, is back from Washington, D. C., where he attended mid-winter meeting of Variety International.

Doris M. Chapman, cashier of the West End, Bridgeport, became the bride of Derro Costas at the Little Church Around the Corner in New York.

Joe Wolf of Embassy Films, Boston, was in town on picture deals, likewise Jack Meyers from same city.

Mike Tomasino, local independent operator, was seen lunching with Lawrence Hackett and MGM Branch Manager Harry Rosenblatt.

WASHINGTON

Laurence Olivier's "Hamlet" will play two local art theatres simultaneously on Oct. 20 at both the Playhous and the Little. All seats will be reserved, and there will be two shows a day at each theatre. The Little and Playhouse are owned by Mrs. Louise Noonan Miller and Ira Lopert. "Henry V" played the Little in 146 and stayed 28 weeks.

The Variety Club of Washington was given a window display at the Hecht Co., local department store, in connection with a new television program "Civic Washington Speaks" at Station WNBW. The Variety Club, as a civic organization that aids underprivileged children, was given a prominent spot on this program.

Loew's Capitol, Palace and Columbia Theatres, plus National Airlines, are offering an all-expense two-week vacation in Havana, to a lucky patron. The contest is called "Lucky Loew Patron" and patrons will ballot on their favorites or a prepared list of pictures soon to be seen locally. Each week 25 ballots will be placed in a special bowl and be eligible for the final choosing Oct. 11 on the Capitol stage.

ST. LOUIS

St. Louis Alderman Herman Novack introduced bills to repeal the city's five per cent city tax on film theatres and other amusements and to reduce its city tax from three to two cents per package, when the aldermen reconvened Sept. 17 after vacations. Novack planned to introduce a third bill later to reduce the city's gross tax on sports from five to three per cent.

J. E. Spaulding has completed installation of a glass alcove between the two front doors of

(*Continued on Page 28*)



"**HARPOON**". . . . . A Danches Bros. Production
Produced and Directed by Ewing Scott
Released by Screen Guild Production, Inc.
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Dean Spencer, recordist, operating the "300" System mounted on a light truck in the field in Alaska.

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(*Continued from Page 26*)

his 900-seat Florine Theatre at Flora, Ill. and the enlargement of the lobby. J. Nathan Gould of Kansas City, Mo., has been named manager of the Dickinson Star theatre at Quincy, Ill., recently bought from John C. Miller. The theatre at Cottage Hills, Ill., closed for two weeks because of polio, has reopened. The Creve Coeur (Mo.) Memorial Post of the American Legion will continue and expand its policy of free motion pictures for children during the winter. Max Krutsinger expects to open his St. Francisville Theatre, St. Francisville, Ill., about Oct. 1. George Pliakos, owner of St. Louis Criterion, has let a contract to replace the theatre's roof.

Fred Wehrenberg and Paul Krueger have opened their 1,000-car drive-in on Highway 99. A son, Patrick F., Jr., was born to RKO City Salesman Patrick F. Byrne and his wife. George P, Skouras hosted a party at Jim Mertikas' restaurant here Sept. 16 in celebration of the closing of the Skouras brothers' $6,000,000 deal to acquire the Ambassador, Missouri and Grand Central theatre buildings. Universal District Manager Joe Garrison and St. Louis Manager Harry Hynes, Sr., will attend the regional sales conclave in Cincinnati Sept. 28-29.

Private funeral services were held here Monday for Hugues Jacques (Hugh James) Jean-Marie Brussel, 29, associated with Paramount after air service in the Pacific area. He is survived by his widow, two children and his parents.

DENVER

C. E. McLaughlin, owner of the Ritz, Los Animas, Colo., is now an oil baron having an eighth interest in an oil well now gushing in Oklahoma. Lester Dollison, owner of the Studio, East Vaughn, N. M., has bought the Pecos, Santa Rosa, that state, from Max Kygelman. Walter Smith has opened his 580-car, $100,000 drive-in at North Platte, Neb. J. T. Sheffield, former Republic franchise owner, was here for two days from his Seattle home. F. A. ("Bud") Lewis of Manley Popcorn has gone to live in Albuquerque where he will handle New Mexico and Arizona. Arlie Beery has set up a Manley warehouse here. Mr. and Mrs. Sam Langwith of Western Service and Supply attended the equipment dealers' convention in St. Louis.



AT OPENING. Gus H. Eyssell (left), managing director of Radio City Music Hall, welcomes Robert Mochrie, RKO vice-president and general sales manager, and Mrs. Mochrie, to the New York opening of Leo McCarey's "Good Sam," an RKO release.

John Merhege will open his new 300-seat theatre in Mora, N. M., about Nov. 1. It is equipped with RCA sound and Brenkert projectors. The Victory, Denver, has reopened following a $75,000 remodeling job.

Manager Frank Culp of the Taber, is back on the job following an operation. Sam Rosenthal, owner of the Bison, Buffalo, Wyo., is about after an attack of pneumonia. National Screen Service Salesman Sebe Goodlett was taken to St. Luke's Hospital in a serious condition following a breakdown brought on by a smashed finger. Tests are being made to find out if an operation will be necessary. At last reports he was somewhat improved.

LOUISVILLE

Louis Arru of this city, who has completely re-equipped his comparatively new Skyway drive-in, has designed and supervised the construction of five other open-airers during the past year. They are located at Kokomo, LaFayette, Vincennes and Bloomington—all in Indiana—and in Champaign, Ill. He plans additional drive-ins but with no sites announced. Edgar Barnett has named his recently-opened new theatre in Sacramento, Ky., the Gala.

Savoy Amusement Co-Owner Mrs. Gratia Locke has returned from a tour of Alaska and the west coast. She plans to attend Theatre Owners of America convention in Chicago, returning in time for the convention of the Kentucky Association of Theatre Owners in October. Manager H. S. Davidson of the Capitol and Shelby here for Parkview Amusement has returned from a two-week vacation trip to the lake regions of Wisconsin, Michigan and Canada. Hilltop Theatre Projectionist Melvin Honnaker has left on a six-week trip which will include the west coast.

Russell Morga of the Shelby staff has bought a new home. Airway Amusement Company of Memphis, Tenn., is now operating the Orpheum, Louisville, formerly leased by Madge Dolan and Robert Whayne. Vernon Powell, manager of the Airway here, will manage the Orpheum also. Moonlight Theatres Corporation of Hartford, Ky., has changed its name to Starlight Corporation.

Dr. and Mrs. Morrison Ewers of Somerset, Ky., announced the engagement of their daughter Kathryn Jane to John Thomas Edmunds, Jr., son of Mr. and Mrs. J. T. Edmunds of Hopkinsville, Ky., and secretary of the KATO. Wedding was held Sept. 18.

DES MOINES

Managers and executives of Tri-States Theatre Corporation, at its recent outing at Lake Okoboji, announced the opening of a new drive-in. A. H. Blank and Leo McKeachneay left after the outing to spend a week on business in New York. Clifford Custard of Huntsville, Ark., is the new manager of the Grand, Wellman, Ia., succeeding Mrs. Vic Rumpelberg. Owner of the house is Boyd Roberts of Huntsville, Ark.

Central States officials attended the opening of the remodelled Palace, closed since last June, at Burlington, Ia. Construction is now under way on RKO's new theatre to replace the burned-down Capitol at Marshalltown, Ia. Harry Pace's new Sunset is nearing completion at Summer, Ia. Raymond Nichols has reopened the Villa at Lovilla, Ia., after a summer closing.

Lawrence Kuhl, owner of theatres at Corning and Greenfield, this state, died recently at Creston after being stricken with a heart attack. He had owned theatres in the territory for the past 15 years.



BIG DEAL. Five million dollars is involved in the negotiations by which Wolfberg Theatres, Inc., will gain possession of the 2,200-seat Paramount in Denver for an 80-year period. Fox Intermountain now operates the house and will continue to do so until the expiration of its lease in 1952 at which time Fox hopes to have another deluxer ready. Discussing the deal and plans for the Paramount which they will operate as a stage show house in addition to their Broadway and three drive-ins are (left to right): Vice-President and General Manager John Wolfberg; his father, President Harris P. Wolfberg; Theatre Operations Manager Mickey Gross and Real Estate Agent B. B. Herding.

HARTFORD

Mrs. Helen Hadley, who operates theatres in Fairhaven, Vt., and Scattercook, N. Y., has bought the Playhouse, Manchester, Vt., from the estate of the late Charles Nanton. Larry Kent, formerly assistant manager of the Loew-Poli Palace here, is reported managing the Plaza in Houston, Tex. Western Massachusetts circuit has named Richard Martin assistant manager of the Bijou, Holyoke, Mass. Norman Rowe of the Plaza, Winsor, Conn., has returned from a Canadian vacation. Ed Kelleher of the Princess, Hartford, is in New York on business. Shirley Bennett is the new cashier of the Colonial, Hartford.

Manager Raymond Mangaudis of the Camp, Spencer, Mass., was married recently to Lorraine St. Denis of that city. Mike Piccirillo of the Center, Hartford, went to New York on business. The Central, West Hartford, has installed 1,000 new Kroehler push-back seats. The board of selectmen, Easthampton, Mass.,

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has refused Ralph Leveille permission to build a drive-in there. Warner Theatres Hartford District Manager Henry L. Needles has been named head of a theatre committee to work with the Hartford Fire Prevention Week campaign during the week of Oct. 3.

Sam Horwitz, assistant manager of Loew's Poli, Hartford, has been promoted to Loew's New York publicity staff. He is succeeded here by Norman Levinson assistant manager of Loew's Poli College, New Haven.

MINNEAPOLIS

The third drive-in theatre to be operated by Minnesota Entertainment Enterprises will be built in Brooklyn township, Minneapolis suburb. The new project will have a capacity for 750 cars and a holdout for 300 cars, with a completely equipped playground for children. It will open early next spring. MEE's fourth drive-in, to be located on Highway 100 and South Robert Street, at the St. Paul city limits, has been cleared and work will begin immediately. MEE also plans to build a fifth drive-in in the greater Twin Cities area, according to William Sears, general manager.

New on film row are Angela Zappa, inspectress at Columbia; Rosemary Lang, contract clerk at Paramount, and Marily Cohen, contract clerk at Paramount. Bill Mussman, Paramount sales manager, is back at work, fully recovered from his recent illness.

Late vacationers include Ruth Dickie, cashier at Monogram, who is relaxing at home; Edna Bjornson, inspectress at National Screen Service, who is in Canada; Mrs. Esther Turner, NSS office manager, who is in southern Minnesota; and Fred Finnegan, RKO booker, who is staying at home.

Universal District Manager Manning Gottlieb was in for a few days conferring with Manager LeRoy Miller. Warren Burke is the new Star-Lite drive-in manager at Rapid City, S. D.

TORONTO

A policy of advance midnight showings is expected to be adopted at the new Odeon, Toronto, following a special midnight preview of J. Arthur Rank's 112-minute Olympic Games picture on Sept. 17 before an audience which paid a 75-cent admission. "Oliver Twist" is in its second week at the huge Odeon. The Imperial, Toronto, used its big stage again for the presentation of the Dr. Leslie Bell Singers during the showing of the National Film Board's short "It's Fun to Sing," and the feature, "Coroner Creek."

The Glebe, Ottawa, opened Sept. 23 with a regular engagement of the Olympic Games picture in which that city's Barbara Ann Scott, Olympic skating champion appeared. Oscar R. Hanson is back from his English trip during which he discussed 16-mm. operation in Canada with Rank's representatives. I. H. Allen's Astral Films will distribute the United Nations short, "Highlights of the United Nations," in Canada, 30 prints of which are being prepared for Canadian release.

Warner Bros. Canadian General Manager Haskell M. Masters is back at his office following an illness. Consolidates Theatres of Montreal President Arthur Hirsch was a visitor here at Famous Players headquarters.

Canadian paid $62,279,000 for film entertainment in 1,700 theatres during 1947 according to preliminary government report which gives the 1946 gross as $58,889,000. With revenue at an all-time high, attendance dropped about 7,000,000 to 220,715,000. Amusement tax total in 1947 was $16,375,000, so that patrons actually paid $72,600,000 for their film entertainment.

Local Featurette

A 30-minute featurette, "Our City," is being shot in Hartford, Conn., by the Hartford Theatre Circuit. Three New York cameramen are in the city filming points of civic interest in and around Hartford. The circuit will screen "Our City" in its five neighborhood theatres.

COLUMBUS

Columbus City Attorney Richard W. Gordon will rule on the question of whether or not the city's three per cent admissions tax will apply to Ohio State University's million-dollar receipts from football games. The University may appeal to the Attorney General's office if Gordon's ruling is favorable to the city.

United States premiere of the English film "A Canterbury Tale," was held at Granville, O., especially for Mrs. Franklin W. Sweet, whose son, former Sergeant John Sweet, appeared in the film while in service in London. Organist-Manager Roger Garrett of the University Theatre is giving noon-day concerts in the Lyon and Healty music store. Leo Kessel has named Mrs. Flora Clagett, cashier of the Broad at Lancaster, O., to succeed the late Herbert Kneller as manager of the house. Her husband, Charles Clagett, is manager of Kessel's Palace in Lancaster.

Fox Movietone News shot the 1948 Brown Jug race at Delaware, O. Martha Babington, assistant to RKO Publicity Manager John Barcroft, underwent an emergency appendectomy. Bucyrus City Council is considering revision of the city's building code. P. J. Wood, secretary of Independent Theatre Owners of Ohio, has named ITOO's Allied caravan committee: Urban Anderson, chairman; Jack Armstrong, Jerry Anderson, E. L. Biggio, Frank Slavik,

(*Continued on Page* 30)

New Theatres

Philadelphia—Mayfair Amusement Company will operate a 2,000-seater to be built here by Melvin J. Fox on Frankford Avenue.

Martin, Tenn.—Charles Barnett, new theatre.

Albuquerque, N. M.—Albuquerque Theatres to erect a 750-car drive-in near the Cutter-Carr Airport road.

Olympia, Wash.—A 1,000-seater under construction here for Attorney Thomas L. O'Leary.

San Jose, Calif.—Work is under way on a 1,076-seat, $300,000 theatre, in the Willow Glen area of this city.

Encino, Calif.—A $300,000 theatre is under construction here for Lee Theatres.

Omaha—Cliff Sherron, former Nebraska exhibitor, plans a drive-in at Grand Island, Neb.

Hartford, Conn.—Sunset Park Auto Theatre plans a new drive-in at Lanesboro, Mass. Earl Sweeney, Pittsfield, Mass., is seeking permission to build a drive-in at Clarksburg, Mass.

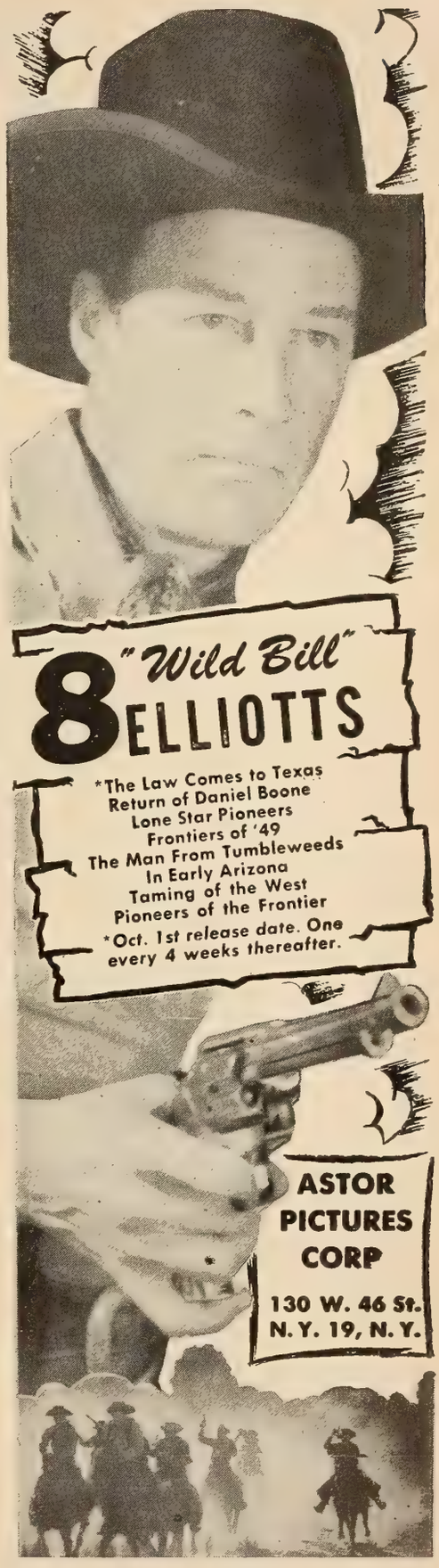
Jacksonville, Fla.—Tropical Drive-In Theatres of St. Cloud, Fla., has awarded contract for the 1,700-car Normandy Outdoor Twin Theatre. There will be room for 900 cars on one side of the screen, 800 on the other, with seating facilities for 1,000 persons.

Harrison, N. J.—Work is set to start here in October on a 2,200-seat theatre.

Columbus, O.—H. J. Knight, operator of the New, Royal and Russell here, has started erection of 600-car drive-in for Findlay Drive-In, Inc., in which J. B. Knight, H. L. Solomon and Dean Dennis are associated with him.

Milwaukee—A permit has been granted for a new theatre at Hayward, Wis.

St. Louis—Russell Baker is building 600-car Metro Drive-in, at Metropolis, Ill. Sparta Theatres, Sparta, Ill., has revived plans to build a new house to replace the Grand.



Astor—Atlanta; Bay State—Boston; Pam-o—Buffalo; Astor—Charlotte; Capital—Chicago; Screen Guild—Cincinnati; Imperial—Cleveland; Astor—Dallas; Selected—Denver; Allied—Detroit; Selected—Kansas City; Astor—Los Angeles; Astor—Milwaukee; Independent—Minneapolis; Connecticut Films—New Haven; Dixie Film—New Orleans; Bell Pictures—N. Y. C.; Capital—Philadelphia; Astor—San Francisco; Crown—Pittsburgh; Special Attractions—Seattle; Screen Guild—St. Louis; Equity—Washington, D. C.; Peerless Film Canada—Toronto—Winnipeg—Montreal.

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(*Continued from Page 29*)

H. L. Russell and Leo T. Jones. Irvin Dantzic is managing Central Ohio's seventh drive-in, the Miles East Main Street. Myron Hubler succeeds Dantzic as manager of the West Broad drive-in. Proceeds from a recent show at the Broad Street open-airer go toward the Boy Scout program of the southwest district.

HARRISBURG

E. G. Wollaston, manager of the State and Fabian city manager here, played host to the presentation of a radio show ,"Spot the Sound," between showings of 20th-Fox's "That Lady in Ermine." Organist Carl Henke played 20 songs about which questions were asked to determine the winners. Mrs. Emma Stabman, who had won the WCMB radio show some weeks ago, accepted at the presentation at the State her awards, totaling around $4,000 in value. One of the awards for the "Spot the Sound" show was a season pass for two at the three local Fabian theatres.

New ushers at the State are Ronald Bear and Charles Crist, Sam Gilman and Bill Blankinship of Loew's Regent staged a "Teen Queen" contest for MGM's "A Date With Judy," and Manager Jack O'Rear of the Colonial presented a Babe Ruth trophy to the Keystone Legion boys' basketball team at his showing of Columbia's "The Babe Ruth Story."

CHICAGO

Great States circuit has sent a special bulletin to all managers on the care that must be taken in handling repairs to refrigeration plants following the asphyxiation of Pearson Bolander, 42, engineer of the Century Theatre. Manager Herbert Chatkin was overcome by fumes escaping when a pipe broke during repairs.

Appointments: E. E. Baker, manager of the Mode, Onargo, Ill.; Ivan Cooper, manager, Great States Theatre, Kewanee, Ill.; Albert Tovey, manager, Castle, Bloomington, Ill.; Guy Bove, manager, Palace, Fairmount, Ind.; Bob Carlson, manager, Galva, Galva, Ill.; Stanley Lester, manager, Des Plaines, Des Plaines, Ill.; Will Carroll, manager, *Herald-American* amusement ad department.

B&K is withdrawing stage shows at the colored Regal, due to musicians' demand for an eight-man orchestra in the pit, though the circuit runs but occasional stage shows. Ideal Pictures has signed a $100,000 contract with Coronet Films for Coronet's 17 branches in this country and Hawaii. Owner Saul Meltzer of the Rockmead and Rivoli has obtained improved clearance from film companies, advancing from general release to B week. Doris Franks' Richmond, Richmond Hill, Ill., has opened with complete Motiograph equipment. Eagle Lion Publicity Director Leon Brandt has gone to Washington and New York for trade conferences.

Revere Camera President Sam Briskin is reported giving $100,000 to the Babe Ruth cancer fund. The Times, Danville, and the Avon, Decatur, are reported to have obtained first-run RKO films, bidding against competitive theatres. Alliance Promotion Manager Pete Panagos is conferring in Fort Wayne, Ind. Alliance's summer contest has just closed with record business.

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"Voice of Theatre Speakers"
JOE HORNSTEIN has it!



TRAIN FOR EXECUTIVE POSTS. The first six trainees in MGM's Executive Training Course, are greeted, above, by Vice-President and General Sales Manager William F. Rodgers (right) at the New York home office. The candidates selected for the first of a continuing series of four-week courses in all phases of the organization's headquarters operations are (l to r): H. Russell Gaus, Los Angeles; A. B. Padgett, Atlanta; Louis J. Webber, Dallas; Michael J. Ford, Chicago; Philip F. Gravitz, New Haven; Louis Marks, Cleveland. At a luncheon Tuesday (21) Mr. Rodgers introduced the trainees to members of the trade press as "future executives of our company," said they will meet and confer with 58 executives of "our company and companies associated with us," will take a Dale Carnegie course in public speaking and be given every opportunity to become acquainted with the policy and administrative program of MGM.

INDIANAPOLIS

Theodore Parvu operator of the Lyceum, Terre Haute, Ind., reports the arrival of a son born Sept. 2. H. L. Richards has acquired the State, Crothersville, Ind. Joe Schilling, operator of the Auditorium, Connersville, Ind., flew to Los Angeles, where he will visit his son at the RKO studios. Roger Scherer, general manager Mallers Circuit, Ft. Wayne, went to Hot Springs, Ark., for a rest. James Ackren succeeds his sister as booker for the Mallers Circuit with headquarters in Ft. Wayne. Ind. Joe Barr, general manager, Williston Circuit here, is recuperating from an appendectomy. He was stricken while in Urbana, Ill.

Larry Leshansky, assistant supervisor of branch operations, Warner Bros., is at the local branch on business. Richard Coffey, file clerk, National Screen Service, Inc., reports the arrival of a baby boy, born Sept. 7. Marty Hargity, succeeds Helen Holthaus as cashier at RKO. The latter has accepted a similar post at Universal-International.

Al Borkenstein, operator of the Wells, Ft. Wayne, was host to the film industry at a stag party Sept. 12, at his summer cottage at Lake Wawasee, Ind. W. D. Thomas has resigned as southern Indiana territory for National Theatre Supply. The Prewitt, Plainfield, Ind., operated by Mrs. Jane Prewitt, has installed new Simplex 4-Star sound system.

MILWAUKEE

Film Service's Al Sickles has returned from undergoing a checkup at the Madison General Hospital, Madison,, and is again on the job. Independent Theatres of Wisconsin has moved to new quarters at 1027 West Wells Street, Milwaukee, the building housing its former offices having been sold. Fox exchange personnel held its annual outing at Lake Beulah. Mrs. J. Harold Rupp wife of the manager of the Middleton, near Madison, has resigned as assistant woman's page editor of the *Wisconsin State Journal*. The Rupps are moving into their new home in Madison.

Otto Danielson has been named manager of the Community, Clear Lake, Wis., succeeding Byron Sadler; he was projectionist at the house for about five years. Charles Trampe of the local Monogram exchange gave an outing recently for the office personnel at his summer home at Phantom Lake, Wis. Traffic police were called on to untangle a "mile-long line of cars" seeking to get into the 600-car new Badger Outdoor Theatre near Madison on the occasion of its Saturday night opening.

VANCOUVER

Famous Players Supervisor Maynard Joiner spent his two-week holiday in the Cariboo district hunting and fishing. Odeon District Man-

New Ideal Theatre Chairs
JOE HORNSTEIN has it!

REGIONAL NEWSREEL

ager Howard Boothe has returned from a five-week trip to Toronto headquarters where he attended the opening of J. Arthur Rank's Canadian show-case, the Oden Carlton.

Les Toffey has opened the new Ladner at Ladner B. C., replacing the old Community hall which he operated for eight years. Jack Barron of the Grand, Calgary, has bought the 359-seat Oak Bay, Victoria, from P. Willis. It will be managed by Mrs. Ella Pearson, formerly of the Grand in Calgary.

Bob Kerridge of Auckland, N. Z., who operates 133 theatres on that island and distributes the product of six United States and British companies, was a Vancouver visitor on his way to Britain. On his return he will stop off in Hollywood. Orpheum Manager Ivan Ackery was awarded a four-day Hollywood trip as the escort of Margaret Brain, 17-year-old Prince Rupert girl, who was crowned "Miss PNE," in a contest to help business at Famous Player houses.

ATLANTA

Wil-Kin Theatre Supply Sales Manager Charlie Fordson has added Jim Daly, Paul Dawes, Harold Williams and John Youngblood to his staff, and Mrs. Pat Atkins is back on the job there after an illness. I. C. Ryder, who recently bought the Joy, Curley, Ala., from Grady Dennis, is managing the house. Film Classics Manager Ralph McCoy was called to Springfield, Mo., by the illness of his father; his secretary, Mrs. Ray Collins, is back at her desk.

Mrs. Flo Tucker has resigned from Astor Pictures to go into business for herself in Miami. R. V. Graber, special Monogram representative, called on the local office and then left for New Orleans. Astor Pictures of Georgia President William Richardson and Jimmy Bello, special sales representative, checked in from an Alabama visit. Astor's Dallas, Tex., Representative John Jenkins conferred here with Richardson. Monogram Manager Jimmy Hobbs was in Miami on business.

Younger Ellis has opened the 200-seat Five Points at Huntsville, Ala. Richard and Duncan have opened the Fairburn. Fairburn, Ga. Screen Guild Booker Claudia Linker is back from vacation. Monogram Florida Salesman Jack Barrett has returned to Lakeland, Fla., after hospitalization in Ft. Myers from a heart attack.

SALT LAKE CITY

RKO District Manager Al Kolitz will spend several days here conferring with Manager Giff Davidson and his salesmen. Paramount Manager F. H. Smith is on vacation on the west coast. United Artists Manager Carroll Trowbridge flew to Montana to cover the main spots there. Warner Bros. District Manager H. M. Herbel was a visitor at the local exchange. Paramount has promoted Shipper Bob Steed to booker.

Viking Pictures of Chicago will take color motion pictures of the Tabernacle choir as part of its film on this city and vicinity for the state's publicity and industrial commission. A battery of high-powered lights is being installed in the Tabernacle. Capitol Manager Robert Workman is taking a two-week vacation with Lou Sorenson, former assistant at the Utah, filling in.

New Mirrophonic Sound
JOE HORNSTEIN has it!

More Light

More light for theatre operation was obtained this week by the Motion Picture Theatre Association of Ontario. The exhibitors' group got the restrictions on power laid down because of anticipated water shortages raised from one watt to two watts per square foot on the marquee, as well as an increase from 30 watts to 100 watts over exits and entrances. Fifteen watts per 100 square feet are allowed for theatre parking lots instead of five watts as in the past.

Columbia Booker John Dahl is another vacationer but he is devoting it to filling in the driveways at his place, which he himself built. Monogram Manager Don Tibbs is back from a sales trip and Fox Intermountain District Manager Hall Baetz is heading north on one of his regular tours.

Among the winners at the golf tournament of the Motion Picture Club were K. O. Swanson, Hugo Jorgensen of Montpelier and Rigby, Idaho, and Russ Daughterman of the Egyptian, Park City, Utah.

SAN FRANCISCO

The Variety Club of Northern California Tent 32 and the Friars Club of Hollywood are promoting a mammoth "Friars Frolic" in the Opera House Friday, Oct. 22 with such male stage and screen stars as George Jessel, Bob Hope, Eddie Cantor, Al Jolson, Jack Benny, Danny Kaye, Frank Sinatra, George Burns, Lou Holtz, Ed Wynn, Abbott & Costello, Mickey Rooney and a host of songwriters to perform and not "merely take a bow," Variety Chief Barker Abe Blumenfeld states.

Opera house boxes are pegged at $100 and scale down to $5 a seat with the intake expected to reach $68,000. Proceeds will be divided between the San Francisco Variety group's nursing home for blind babies and the Friars of Los Angeles who are constructing a new club house. A repeat show will be given in Los Angeles on Oct. 23.

Joy Frankie, dancer seeking the title of Queen of the Portola Festival, is appearing at the Embassy during the contest in connection with the support of Dan McLean, owner of the Embassy. John Peters and David J. Bolton, owners of the Del Rio, Los Angeles, Calif., are here shopping for equipment for their 1,000-seat Crest, which opens about Christmas. Morris Israel, former manager of Oakland's Broadway, has been appointed canteen manager of the new Starlite drive-in at South San Francisco by owner Rex Stevenson. Worthington McGraff of the managerial staff of the Verdi was married this week to Lydia Gunnerson, Federal finance office employe and Verdi statistician.

Republic Sales Manager James R. Grainger, here to discuss release of "Moon Rise," before returning to New York. Tom P. Hal, manager of the Empire, Placerville, was hospitalized at Sacramento for an appendectomy. Barney Burnett, Santa Cruz district manager for Golden State Circuit, is recovering from an auto accident near Santa Cruz, in which he suffered an ankle injury. Martin Goulson, Altec service operator, was also slightly injured.

Norma Minkin, theatrical advertising copy writer for Harold Wilson Agency, has resigned.



Hollywood Newsreel

West Coast Offices—6777 Hollywood Blvd., Hollywood 28, Calif.—Ann Lewis, Manager

PRODUCTION PARADE

By Ann Lewis

Bing Crosby will have a new leading lady in his next film "Diamond in a Haystack": Ann Blyth, the young lady who has earned for herself an enviable reputation both on the stage and screen. Miss Blyth is being borrowed from Universal-International, where she is under contract. Barry Fitzgerald will co-star with Bing, with David Miller set to direct. Robert Welch is producing for Paramount.

* * *

With the signing of Lloyd Nolan and Jane Wyatt to co-star with Audie Murphy in "Bad Boy" for Allied Artists release, Producer Paul Short is practically set to start shooting. Nolan and Murphy were in Washington, D. C. where they attended the Humanitarian Award banquet given Secretary of State George C. Marshall by the Variety Clubs. While there they conferred with Attorney General Tom Clark, who with Chief Barker Bob O'Donnell, were among the founders of the Copperas Cove School in Texas upon which picture is being based.

* * *

Universal-International has signed Chester Erskine to a new 15-month contract. The deal calls for Erskine to direct and produce "Take One False Step," which he is currently preparing. Upon completion of this film, he will write and produce two additional films. Erskine made two for the studio, "Egg and I" and "All My Sons."

* * *

Warner Bros. announces the signing of Imagene Williams, 18-year-old Los Angeles high school graduate, to a long-term acting contract. The young actress, blue-eyed and blonde, is the third from this part of the country, to be singled out in recent months for a film future by this studio.

* * *

The first independent deal to be set up by Howard Hughes for RKO, under the studio's new regime, is a three top-budget features contract starring Ann Sheridan. The three pictures are to be made within a period of two years by Polan Banks Productions from stories by Polan Banks. First will be "Carriage Entrance," to be made early in January, immediately upon Miss Sheridan's return from Europe, where she is now co-starring with Cary Grant in "I Was a Male War Bride."

* * *

Jack Wrather, John Wayne and James Edward Grant have formed a new company, Epic Pictures, Inc., which will produce three pictures in the next three years in Technicolor. "Incident in Illinois," a post-Civil War story, written by Grant, will be the first to go, around the first of the year. Grant will direct, Wrather will produce and Wayne will star. No releasing deal has been set as yet.

* * *

Yellow Knife, Northwestern Territories, Canada has been tentatively selected as the location site for an important portion of the shooting of Regal Films' "Mrs. Mike," the Dick Powell starring vehicle, to be produced by Sam Bischoff and Edward Gross, to be directed by Andre de Toth. Preliminary shooting starts late this fall, and will be resumed early next spring. At the present time, tests are being conducted for the co-starring title role. United Artists will release.

* * *

An original screenplay by Charles Lederer, called "The Broadway Story," has been purchased as the next vehicle Paramount will make with Betty Hutton in the starring role. Film will get under way early in November with John Farrow directing. At the present time Betty is breaking all records in the London Palladium Theatre, where she is making her first vaudeville appearance in the British capital.

* * *

With Lana Turner back on the home lot, MGM has speeded up plans for the production of "Madame Bovary" by announcing Vicente Minnelli to direct. Film is slated for the sound stages the first of November, with Pandro S. Berman producing.

* * *

Rosalind Russell's first picture on her return to her own company, Independent Artists after completion of her RKO commitment, will be a new comedy, "You Can't Judge a Lady." Picture will start after Miss Russell finishes "A Woman's Place" at RKO which is scheduled to start shooting shortly. This, too, is a comedy.

* * *

Cy Howard, young radio executive who created "My Friend Irma," makes his film debut as an associate producer of the forthcoming filmization of the radio show, to be made by Hal Wallis Productions. Richard Flournoy is doing the screenplay.

* * *

"The Great Adventure," an original screenplay by Cyril Hume, will be co-produced by John Ford and Merian C. Cooper in British East Africa in March. It will be the first of their Technicolor overseas adventure pictures, to be followed by two others.

Studio Roundup

Hollywood, which does things in cycles, now has as one of its latest, the Louisa May Alcott trend. On Sept. 20, the 19th century American authoress again got the nod when "An Old Fashioned Girl" went before the lensmen for Eagle Lion release. Joseph Levinson is associate producer with Arthur Dreifuss, who also directs this first of four musicals that Vinson Productions is making for Harry Thomas' Equity setup. It's the classic story of Boston's Commonwealth Avenue in 1870, converted to music that includes Shubert, Stephen Foster and Mendelssohn.

Veteran independent producer Sig Neufeld started "File 649, State Department," in Cinecolor for Film Classics release, Sept. 22 at Nassour Studios.

Margie Dean, former "Miss California," was assigned the feminine lead by producer Ron Ormond opposite Robert Lowery in "Shep Comes Home," another of Bob Lippert's productions for Screen Guild. Initial shooting started Wednesday in Topanga Canyon on location.

"Make Believe Ballroom," a musical with just about every popular musician in it, began shooting at Columbia last week. Ted Richmond is producing, with a lineup that includes Los Angeles disk jockey Al Jarvis, whose radio program gives the film its name; Kay Starr, Jack Smith, Toni Harper, The Sportsmen, Frankie Laine, King Cole Trio and Jimmy Dorsey's band. Regular actors set include Jerome Courtland and Ruth Warrick, who brings a change of pace from straight dramatic roles to her first comedy assignment.

With a combined total of 77 years in show business, the Hearn brothers—Sam and Lew—were cast together for the first time in "Happy Times" at Warner Bros. They were made up as twins in the Danny Kaye starrer. Sam is "Schlepperman" on Jack Benny's air show and Lew does a sketch in Ken Murray's "Blackouts," stage perennial.

To expedite daily delivery of rushes to the studio, a new landing strip was completed near

Frost Latest Texas Addition to Hollywood Production



Robert Frost

Sons of Texas have been branching out toward Hollywood during the past few years. First, of course, was Howard Hughes; then came Dallas oilman Jack Wrather, Houston's Glenn McCarthy, Midland's Bill Moss, and Robert Frost, also from Dallas. All have one thing in common: either they themselves or their fathers have garnered umpty-umph millions of dollars from oil or cattle.

Young Robert Frost, whose father, Jack Frost (no kiddin', podnah) has millions in barrels and beef, explained to SHOWMEN'S TRADE REVIEW that the money and climate are the chief magnets: "We saw a lot of people making profits from picture production, so we figured 'why shouldn't Texas have its share?'"

Frost added that besides the known figures from his home state, there are scores of other Texans secretly backing a number of film companies, especially independents. While "Shed No Tears," Eagle Lion release, his first production venture, strayed afield, Frost revealed that his program from now on will contain at least one element of Texas in it: his next feature, "Mr. Ghost Goes to Washington," stars a Texas Congressman of the Will Rogers type; then will come "Six-Shooter Junction Lil," a story suggested by Gov. Beauford Jester about Lillie Brennan, the state's only female trucking operator. The picture will be made as a documentary. Frost also plans a story of the rise of the Hereford cattle industry.—JAY GOLDBERG.

PICTURES STARTED LAST WEEK

COLUMBIA. Make Believe Ballroom—Principals: Jerome Courtland, Jimmy Dorsey, Frankie Laine, Kay Starr, Jack Smith. Director, Joseph Santley.

EAGLE LION. An Old-Fashioned Girl—Principals: Gloria Jean, Jimmy Lydon, Frances Rafferty. Director, Arthur Dreifuss.

PARAMOUNT. El Paso (Cinecolor)—Principals: John Payne, Gail Russell, Gabby Hayes, Sterling Hayden. Director, Lewis Foster.

SCREEN GUILD. Shep Comes Home—Principals: Robert Lowery, Billy Kimberly, Sheldon Leonard, Flame, the dog. Director, Ford Beebe.

20th CENTURY-FOX. Prince of Foxes (shooting in Rome)—Principals: Tyrone Power, Orson Welles, Wanda Hendrix. Director, Henry King.

UNITED ARTISTS. Impact—Principals: Brian Donlevy, Ella Raines, Charles Coburn. Director, Arthur Lubin.

FILM CLASSICS. File 649, State Dept. (Cinecolor)—Principals: William Lundigan, Virginia Bruce, Richard Loo, Philip Ahn. Director, Peter Stewart.

INDEPENDENT. Zamba—Principals: Jon Hall, George Cooper, June Vincent. Director, Nate Watt.

TITLE CHANGES

"Big Harpe" (MGM) now
BIG JACK HORNER

"Twisted Road" (RKO) now
THEY LIVE BY NIGHT

"Numbers Racket" (MGM) now
FORCE OF EVIL

Chin Lee, Ariz., where Allied Artists' "When a Man's a Man" is being made by Windsor Pictures. Producers Julian Lesser and Frank Melford arranged to partially alleviate the destitution of 500 Navajo Indians there—they earned $12,500 during a five-day period, portraying themselves!

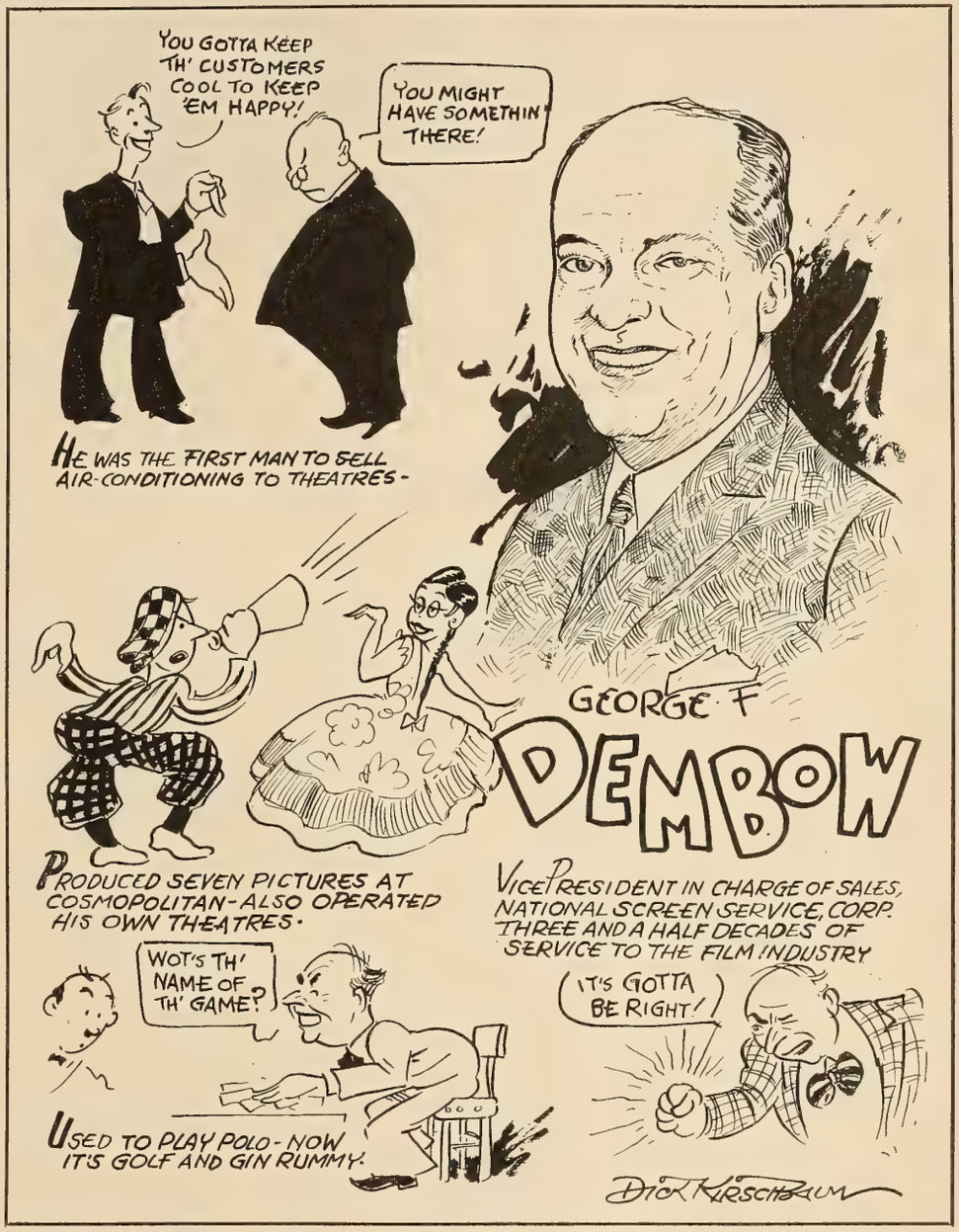
Jeff Donnell was signed by producer Peter Scully for the feminine lead in his first Monogram production, "The Rainmaker," which started Sept. 22. At the same time, Reno Browne checked in with two trunks filled with Western clothes—bought in Paris. Leading lady in the Johnny Mack Brown starrer "Frontier Agent," she was presented to the King and Queen of England while there on a recent tour. The Mother Cabrini Orphanage, an unendowed institution in Los Angeles that takes care of several hundred youngsters, benefited from a scene shot at Monogram for "Jiggs and Maggie in Court." Last Thursday, after the bakery sequence was photographed, the studio sent some of the props to the orphanage: 70 loaves of bread, four dozen coffee cakes and a wide assortment of pastries.

Whiskey Creek, an exact copy of the Banff, Canada waterway of that name, started flowing last week in a dredged channel on a location close to Hollywood. It was for Nat Holt's "Canadian Pacific," for 20th Century-Fox release, in Cinecolor. Unit manager Harold Godsoe superintended installation of the 10,000-gallon pump that keeps the creek flowing past the camera. Actor John Hamilton was a happy choice for the important part of a missionary priest to the Indians in the picture; he not only resembles the saintly Pere Lacombe, an actual Canadian hero, but he studied for the priesthood when a youth.

Albert Dekker, known as a screen villain, did an about-face when cast as a kind-hearted master blacksmith in Paramount's "A Mask for Lucretia." Lawrence Tibbet, Jr., 28-year-old son of the famous singing star, made his film debut in Pine-Thomas' "El Paso," Paramount Cinecolor release. His "debut" occurred in a scene in which young Tibbett sang a Western song in a barroom set.

Maurice Conn put "Zamba" into work at the Nassour lot with no release announced. A jungle-type attraction, the picture is being made by Fortune Films.

SHOWMEN'S SILHOUETTES by Dick Kirschbaum



Special Hope Film for Newspaper Boy Week

Paramount has completed a special film starring Bob Hope, who himself was a "newsie" during his youth in Cleveland, as its contribution to National Newspaper Boy Day, to be observed Oct. 2 as the climax to Newspaper Boy Week.

The picture will be shown in theatres throughout the country during the week, and bookings have already been pledged by Fox West Coast and others.

The event is sponsored by the American Newspaper Publishers Association and the International Circulation Managers Association, representing 1,500 newspapers.

'Wyoming Mail' Planned

"Wyoming Mail," semi-documentary film drama of the founding of the United States Secret Service in the West, will soon go into production at Eagle Lion with Aubrey Schenck producing.

Production to Resume Next Month at Universal

With production slated to resume on the Universal-International lot early next month, the studio payroll will be swelled by the addition of between 750 and 1,000 workers.

Most of the persons hired will be regular U-I employes who have been laid off during the current production shutdown. The back-to-work movement will be on a gradual basis according to production needs.

Resumption of activities will see three pictures going before the cameras next month. They are "The Life of Riley," being made by Brecher Productions, "The Amboy Dukes" and an outdoor Technicolor special, "The Story of Sam Bass."

Sell Dog Story to RKO

Stephen Moore and Hattie Bilson have sold an untitled dog story to RKO Radio for the studio's series of "My Pal" featurettes, which George Bilson is producing.

Stars to Visit Veteran Hospitals

The studios, radio, talent guilds and talent agents will join with the Hollywood Coordinating Committee in a concerted drive to send top personalities to the 107 Veteran Administration hospitals on the lists of Veterans Hospital Camp Shows, it was announced this week following a meeting of 50 entertainment industry leaders, studio and network talent representatives, Screen Actors Guild and AFRA leaders and talent agents.

The star program will be in addition to and separate from the paid hospital units, and will include both entertainers and dramatic stars who will make ward and bedside visits. Committee to launch the plan is headed by Marco Wolff, head of Fanchon & Marco, and includes William Meicklejohn and John Beck (studios) Sidney Strotz (radio) and Kay Kyser (radio stars). Jack Bolton was named chairman of an agency committee, with Abe Lastfogel, William Dover and Al Melnik. Meeting was called by George Murphy, Hollywood Coordinating Committee president.

Interview 317 Players For 70 Roles in Film

RKO Producer Richard Goldstone and Director Robert Wise have interviewed 317 players for the more than 70 important roles—said to be a studio record—for their forthcoming drama, "The Set-Up." The two men are retaining photographs of those interviewed, and will make their final selections from them.

7 Shooting for Warners

Six films are currently shooting at Warner Bros., with a seventh in production in England. The six films are "Flamingo Road," "Happy Times," "The Fountainhood," "Somewhere in the City," "Two Guys and a Gal" and "Montana." Shooting in London is "Under Capricorn," Transatlantic Pictures project.

ADVANCE DATA
On Forthcoming Product

The Lovers (Columbia) Principals: Cornel Wilde, Patricia Knight. Director, Douglas Sirk. A drama about a girl who is released from prison, where she was sent for murdering a man for her suave gambler sweetheart. She falls for the parole officer in whose charge she is placed, and eventually they become married and find happiness.

Wake of the Red Witch (Rep.) Principals: John Wayne, Gail Russell, Gig Young, Adele Mara, Luther Adler. Director, Edward Ludwig. A sea saga of the Dutch East Indies in sailing-ship days, in which two men fight over a girl and gold only to end by all being lost.

The Far Frontier (Rep.) Trucolor. Principals: Roy Rogers, Trigger, Gail Davis, Andy Devine. Director, William Witney. Roy rides herd on a ruthless gang of crooks engaged in smuggling American criminals back into the U. S. from Mexico.

Rose of the Yukon (Rep.) Principals: Steve Brodie, Myrna Dell, William Wright. Director, George Blair. A drama involving a threat to America's atomic leadership, in which a power-crazed ex-American officer in Alaska is about to sell uranium ore to an agent of a foreign nation. An Intelligence officer catches the villain before he can do his dirty work.

Mother Is a Freshman (20th-Fox) Technicolor. Principals: Loretta Young, Van Johnson, Rudy Vallee. Director, Lloyd Bacon. Comedy. A mother joins her daughter at college as a freshman to help bolster the family finances, only to finish by marrying her English professor.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN has it!



CONGRATULATIONS. J. Russell Spencer (left), newly-elected president of the Society of Motion Picture Art Directors, receives the congratulations of comedian Eddie Bracken (center) and William Ferrari, outgoing president. Returns were announced at the Society's 11th annual banquet held recently at the Beverly Hills Hotel.

One Woman (Para.) Principals: Alan Ladd, Donna Reed. Director, Lewis Allan. When a woman is found dead in a cheap hotel of TB, a reporter stumbles onto the story and eventually falls in love with the ghostlike angel he creates; in the end he is killed—but not before he has unraveled the full yarn.

Streets of Laredo (Para.) Technicolor. Principals: Macdonald Carey, William Holden, William Bendix. Director, Leslie Fenton. A story of frontier life with the Texas Rangers, of a woman forced to kill to awaken her heart to love, and friendships split by conflicting ideals.

Strike It Rich (AA) Principals: Rod Cameron, Bonita Granville, Don Castle. Director, Lesley Selander. A story of oil in East Texas, with two rivals for a girl's hand finally ending in friendship.

A Mask for Lucretia (Paramount) Principals: John Lund, Paulette Goddard, Macdonald Carey. Director, Mitchell Leisen. The tiny duchy of Ferrara lies between Cesar Bogia's Rome and his next victim, Venice. To capture the strategic city without a fight, Borgia poisons his sister's husband and tricks her into thinking it was Ferrara's work. Lucretia weds Ferrara, but agrees to postpone poisoning the Duke until her brother gives the word. By that time, however, love triumphs.

Prejudice (PFC) Principals: David Bruce, Bruce Edwards, James Seay. Director, Edward Cahn. A man who feels he's devoid of racial prejudice discovers that his Jewish assistant's work is so good that it offers him competition. He begins to dislike the Jewish chap. With a clergyman's aid, he discovers that the hatred stems from fear and insecurity.

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Feature Booking Guide

TITLE INDEX

Listed in the following index are titles of features (exclusive of western series releases and re-issues) with name of the distributor following the title. For data as to running time, stars, etc., refer to title under distributor company listing.

SHOWMEN'S TRADE REVIEW

A

Title	Company
Abbott & Costello Meet Frankenstein	U-I
Accused, The	Para.
Act of Violence	MGM
Adventures of Casanova	EL
Adventures of Don Juan	WB
Adventures of Gallant Bess	EL
Adventures of Silverado	Col.
Affairs of a Rogue	Col.
Air Hostess	Col.
Albuquerque	Para.
Alias A Gentleman	MGM
All My Sons	U-I
All's Well	Ind.
Always Together	WB
An Act of Murder	U-I
An Ideal Husband	20th-Fox
An Innocent Affair	UA
An Old-Fashioned Girl	EL
Angel in Exile	Rep.
Angels' Alley	Mono.
Angry God, The	UA
Anna Karenina	20th-Fox
Apartment for Peggy	20th-Fox
Appointment With Murder	FC
April Showers	WB
Arch of Triumph	UA
Are You With It?	U-I
Arizona Ranger	RKO
Arkansas Swing, The	Col.
Arthur Takes Over	20th-Fox
Assigned to Danger	EL
Atlantis, The Lost Continent	U-A

B

Babe Ruth Story, The	Allied
Bad Sister	U-I
Baltimore Escapade	RKO
Barkleys of Broadway	MGM
Behind Locked Doors	EL
Belle Starr's Daughter	20th-Fox
Berlin Express	RKO
Best Man Wins	Col.
Best Things in Life Are Free	MGM
Best Years of Our Lives	RKO
Beyond Glory	Para.
B. F.'s Daughter	MGM
Big Cat, The	EL
Big City	MGM
Big Clock, The	Para.
Big Fight, The	Mono.
Big Jack Horner	MGM
Big Punch, The	WB
Big Sombrero, The	Col.
Big Town Scandal	Para.
Bill and Coo	Rep.
Black Bart	U-I
Black Eagle, Story of a Horse	Col.
Blanche Fury	EL
Blonde Ice	FC
Blondie's Big Deal	Col.
Blondie's Night Out	Col.
Blondie's Reward	Col.
Blondie's Secret	Col.
Blood on the Moon	RKO
Bodyguard	RKO
Borrowed Trouble	UA
Boston Blackie's Chinese Venture	Col.
Boy With Green Hair, The	RKO
Bribe, The	MGM
Bride Goes Wild, The	MGM
Broken Journey	EL
Brothers, The	U-I
Brothers in the Saddle	RKO
Bungalow 13	20th-Fox
Bush Christmas	U-I

C

Caged Fury	Para.
Calendar, The	EL
Call Northside 777	20th-Fox
Campus Honeymoon	Rep.
Campus Sleuth	Mono.
Canadian Pacific	20th-Fox
Canon City	EL
Captain from Castile	20th-Fox
Captain Boycott	U-I
Casbah	U-I
Cass Timerlane	MGM
Caught	MGM
Challenge, The	20th-Fox
Checkered Coat, The	20th-Fox
Chicken Every Sunday	20th-Fox
Cleopatra Arms	WB
Code of Scotland Yard	Rep.
Connecticut Yankee, A	Para.
Corridor of Mirrors	U-I
Counterfeiters, The	20th-Fox
Countess of Monte Cristo	U-I
Coroner Creek	Col.
Cover-Up	UA
Creeper, The	20th-Fox
Crime Doctor's Diary	Col.
Criss-Cross	U-I
Cry of the City	20th-Fox

Features and western series pictures are listed alphabetically by title under name of distributor. (Consult TITLE INDEX *for distributor of pictures known only by title.) Numerals at left of titles indicate* PRODUCTION OR BLOCK NUMBER, *(SP in this column indicates Special release sold separately), those at extreme right give publication date of Advance Data: a; or Box-Office Slant: b. Asterisk following title indicates color photography with aajoining letter giving name of type of color thus: *T: Technicolor, *C: Cinecolor, *M: Magnacolor, *U: Trucolor, *V: Vitacolor. Audience Classification is indicated by letters following titles: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following key:*

(B) Biographical — (C) Comedy
(D) Drama — (Doc) Documentary
(G) Gangster — (M) Musical
(H) Horror — (W) Western
(My) Mystery — (Wa) War

(See final page of Guide for Re-Issues)

ALLIED ARTISTS

CURRENT

		Time Mins.	Rel. Date	Refer to
10 Babe Ruth Story, The (D)F	W. Bendix-C. Trevor-C. Bickford	111	9/6/48	b7/24/48
8 Dude Goes West, The (C)F	E. Albert-G. Storm-J. Gleason	87	8/15/48	b5/1/48
5 Hunted, The (D)A	Preston Foster-Belita	85	4/7/48	b2/7/48
7 Panhandle (W)F	R. Cameron-C. Downs	84	2/22/48	b2/14/48
6 Smart Woman (D)A	B. Aherne-C. Bennett-B. Sullivan	93	4/30/48	b3/13/48
4 Song of My Heart (D)F	Frank Sundstrom-Audrey Long	85	1/31/48	b11/8/57

COMING

Last of the Badmen	B. Sullivan-M. Reynolds-B. Crawford		11/15	a8/21/48
Strike It Rich	R. Cameron-B. Granville			
When a Man's a Man	G. Madison-R. Calhoun-G. Storm			

ASTOR PICTURES

Battling Marshal	Sunset Carson-Pat Starling			
Deadline	Sunset Carson-Pat Starling	64	4/15/48	New Release
Fighting Mustang	Sunset Carson-Pat Starling	62	3/1/48	New Release
Six-Shooter	Sunset Carson-Pat Starling			
Sunset Carson Rides Again	Sunset Carson-Pat Starling			
Sunset Carson Strikes Back	Sunset Carson-Pat Starling			

COLUMBIA

CURRENT

Adventures in Silverado (W)F	W. Bishop-G. Henry-E. Buchanan	73	3/25/48	b5/8/48
Arkansas Swing, The	H. Hot Shots-G. Henry-S. Hart	63	7/29/48	
Best Man Wins (C)F	E. Buchanan-A. Lee-R. Shayne	73	5/6/48	b5/22/48
Black Arrow, The (D)F	L. Hayward-J. Blair-G. Macready	76	Aug. '48	b7/3/48
Black Eagle, Story of a Horse	W. Bishop-V. Patton-G. Jones	76	9/16/48	a7/3/48
Blondie's Reward (C)F	Singleton-Lake-Simms-Kent	68	6/3/48	b8/21/48
Coroner Creek *C (D)A	R. Scott-M. Chapman-G. Macready	90	July '48	b6/5/48
Fuller Brush Man, The (C)F	Red Skelton-Janet Blair	93	June '48	b3/8/48
Gentleman From Nowhere (My)F	Warner Baxter-Fay Baker	66	9/9/48	b8/14/48
Glamour Girl (M)F	G. Krupa-V. Grey-M. Duane	68	1/16/48	b1/3/48
I Love Trouble (My)A	F. Tone-J. Blair-J. Carter	94	Jan. '48	b1(10(48
Lady from Shanghai, The (My)A	Rita Hayworth-Orson Welles	87	May '48	b4/17/48
Lost One, The (O)A	Nelly Corradi-Gino Mattera	84		b4/3/48
Lulu Belle (D)	D. Lamour-G. Montgomery-A. Dekker	87	Aug. '48	b6/12/48
Mary Lou (M)F	R. Lowery-J. Barton-G. Farrell	65	1/23/48	b2/28/48
Mating of Millie, The (C)F	G. Ford-E. Keyes-R. Randall	85	Apr. '48	b3/13/48
My Dog Rusty (D)F	T. Donaldson-J. Litel-J. Lloyd	64	4/8/48	b6/12/48
Port Said (D)A	Gloria Henry-William Bishop	68	4/15/48	b5/15/48
Prince of Thieves *C (D)F	J. Hall-P. Morison-A. Jergens	72	Jan. '48	b3/6/48
Relentless *T (D)F	R. Young-M. Chapman-W. Parker	93	2/20/48	b1/17/48
Return of the Whistler (My)F	M. Duane-L. Aubet-R. Lane	61	3/18/48	b4/3/48
Sign of the Ram, The (D)A	S. Peters-A. Knox-P. Thaxter	84	Mar. '48	b2/7/48
Singin' Spurs	Hoosier Hot Shots-Patricia White	62	9/23/48	
Song of Idaho (M-C)F	Hoosier Hot Shots-Kirby Grant	67	3/30/48	b4/10/48
Strawberry Roan, The *C (W)F	G. Autry-G. Henry-J. Holt	76	Aug. '48	b4/24/48
Swordsman, The *T (D)F	L. Parks-E. Drew-G. Macready	81	1/9/48	b10/11/47
Thunderhoof (D)F	P. Foster-M. Stuart-W. Bishop	76	7/8/48	b7/10/48
To the Ends of the Earth (D)A	D. Powell-S. Hasso-Maylia	109	2/27/48	b1/24/48
Trapped By Boston Blackie (M)	C. Morris-J. Vincent-R. Lane	78	5/13/48	b6/19/48
Walk a Crooked Mile (D)A	D. O'Keefe-L. Hayward-L. Allbritton	91	Sept. '48	b9/4/48
Woman from Tangiers, The (D)A	A. Jergens-S. Dunne-M. Duane	66	2/12/48	b3/6/48
Wreck of the Hesperus (D)F	Willard Parker-Edgar Buchanan	68	2/5/48	b5/29/48

COMING

Affairs of a Rogue (D)A	Jean-Pierre Aumont-Joan Hopkins	111		b5/8/48
Air Hostess	G. Henry-W. Wright-R. Ford			
Big Sombrero, The *C	Gene Autry-Elena Verdugo			a9/20/47
Blondie's Big Deal	P. Singleton-A. Lake-L. Simms			
Blondie's Night Out (C)	P. Singleton-A. Lake-L. Simms			a1/10/48
Blondie's Secret	Singleton-Lake-Kent-Simms			a7/3/48
Boston Blackie's Chinese Venture	C. Morris-R. Lane-G. E. Stone			a7/17/48
Crime Doctor's Diary	Warner Baxter-Lois Maxwell			
Dark Past, The	William Holden-Lee J. Cobb			a7/10/48
Gallant Blade *C (D)	Larry Parks-Marguerite Chapman			a2/21/48
Her Wonderful Lie	Janis Carter-Marc Platt			
I Surrender Dear (M)F	Gloria Jean-David Street	67	10/7/48	b9/4/48
Jungle Jim	Johnny Weissmuller-Virginia Grey			a9/18/48
Jungle Jim's Adventure	J. Weissmuller-E. Verdugo-M. Dell			
Knock On Any Door	H. Bogart-J. Derek-S. Perry			a9/18/48
Ladies of the Chorus	A. Jergens-R. Brooks-M. Monroe			a7/3/48
Law of the Barbary Coast	R. Shayne-A. Jergens-S. Dunne			
Leather Gloves	C. Mitchell-J. Nigh-B. Edwards			a6/12/48
Loaded Pistols	Gene Autry-Barbara Britton			a7/3/48
Lone Wolf and His Lady, The	Ron Randell-June Vincent			a9/11/48
Lovers, The	Cornel Wilde-Patricia Knight			
Loves of Carmen, The *T (D)A	R. Hayworth-G. Ford-R. Randell	97	Oct. '48	b8/21/48
Make-Believe Ballroom	Courtland-Dorsey-Laine-Starr			
Man from Colorado, The *T (D)	Glenn Ford-Ellen Drew-Wm. Holden			a5/24/47
Manhattan Angel	G. Jean-R. Ford-A. Tyrrell			a6/12/48
Mr. Soft Touch	Glenn Ford-Evelyn Keyes			a9/18/48
Racing Luck	Stanley Clements-Gloria Henry			a7/17/48
Return of October, The *T (C)	Glenn Ford-Terry Moore			
Ridin' the Old Pine Trail *C	Gene Autry-Jimmy Lloyd			a7/31/48
Rough Sketch	Jennifer Jones-John Garfield			
Rusty Leads the Way (D)F	T. Donaldson-S. Moffett-J. Litel	58	10/21/48	b7/31/48
Rusty Saves a Life	T. Donaldson-G. Henry-S. Dunne			a7.10/48
Slightly French	Lamour-Carter-Parker-Ameche			a5/8/48
Smoky Mountain Melody	Roy Acuff-Smoky Mountain Boys			
Song of India	Sabu-T. Bey-G. Russell			a7/31/48
Triple Threat (D)F	R. Crane-G. Henry-J. Litel	70	9/30/48	b9/18/48

	Undercover Man	G. Ford-N. Foch			a7/31/48
	Untamed Breed, The *C	S. Tufts-B. Britton-G. "G." Hayes		Oct. '8	a6/5/48
	Walking Hills, The	R. Scott-E. Raines-W. Bishop			a7/3/48
	Westerns				
	Blazing Across the Pecos	Charles Starrett-Smiley Burnette	55	7/1/48	
	Challenge of the Range	Charles Starrett-Smiley Burnette			
	Desert Vigilantes	Charles Starrett-Smiley Burnette			
	El Dorado Pass	Charles Starrett-Smiley Burnette		10/14/48	
	Phantom Valley	Charles Starrett-Smiley Burnette	52	2/19/48	
	Quick On The Trigger	Charles Starrett-Smiley Burnette			
	Six Gun Law (W)	C. Starrett-S. Burnette	54	1/9/48	
	Trail to Laredo	C. Starrett-S. Burnette-J. Bannon	54	8/12/48	
	West of Sonora	Charles Starrett-Smiley Burnette	55	3/25/48	
	Whirlwind Raiders	Charles Starrett-Smiley Burnette	54	5/13/48	

EAGLE LION

CURRENT

812	Adventures of Casanova (D)F	DeCordova-Bremer-Bey-Sutton	83	2/7/48	b2/28/48
821	Assigned to Danger (My)	G. Raymond-N. Nash-R. Bice	66	5/19/48	a4/17/48
	Broken Journey (D)A	P. Calvert-M. Grahame-F. L. Sullivan	89	9/12/48	b4/24/48
826	Canon City (Doc)A	S. Brady-J. Corey-W. Bissell	82	6/30/48	b6/26/48
824	Close-Up	Alan Baxter-Virginia Gilmore	76	6/9/48	
820	Cobra Strikes, The (My)F	S. Ryan-R. Fraser-L. Brooks	61	4/24/48	b5/22/48
817	Enchanted Valley, The *C (D)F	A. Curtis-A. Gwynne-C. Grapewin	77	3/27/48	b4/3/48
810	Heading for Heaven (C)F	S. Erwin-G. Farrell	71	1/17/48	b12/20/47
904	Hollow Triumph (D)A	Paul Henreid-Joan Bennett	83	8/30/48	b8/14/48
831	Lady at Midnight (My)F	R. Denning-F. Rafferty-J. Searle	59	8/8/48	b7/31/48
808	Linda Be Good (C)A	E. Knox-J. Hubbard-M. Wilson	66	1/3/48	b11/1/47
815	Man from Texas (D)F	J. Craig-J. Johnston-L. Bari	71	3/6/48	b4/3/48
825	Mickey *C (C)F	L. Butler-B. Goodwin-I. Hervey	87	6/23/48	b6/19/48
819	Noose Hangs High (C)F	Abbott-Costello-Downs-Calleia	77	4/17/48	b4/10/48
830	Northwest Stampede *C (C)F	J. Leslie-J. Craig-J. Oakie	79	7/28/48	b7/3/48
818	October Man, The (D)A	J. Mills-J. Greenwood-E. Chapman	85	3/20/48	b9/6/47
813	Open Secret (D)A	J. Ireland-J. Randolph-R. Bohnen	70	5/5/48	b7/17/48
822	Raw Deal (D)A	D. O'Keefe-C. Trevor-M. Hunt	79	5/26/48	b5/22/48
816	Ruthless (D)A	Z. Scott-L. Hayward-D. Lynn	102	4/3/48	b4/3/48
829	Shed No Tears (D)A	W. Ford-J. Vincent-R. Scott	70	7/2/48	b7/24/48
811	Smugglers, The *T (D)A	Michael Redgrave-Jean Kent	85	1/31/48	b4/12/47
827	Spiritualist, The (D)A	T. Bey-L. Bari-C. O'Donnell	78	7/7/48	b8/7/48
823	Sword of the Avenger (D)A	R. Del Gado-Sigrid Gurie	72	6/2/48	b5/15/48
809	T-Men (D)F	Dennis O'Keefe-Mary Meade	91	1/10/48	b12/20/47
814	Take My Life (D)F	Greta Gynt-Hugh Williams	80	2/28/48	b5/17/47

COMING

905	Adventures of Gallant Bess *C (D)F	C. Mitchell-A. Long-F. Knight	73		b7/31/48
	An Old-Fashioned Girl	G. Jean-J. Lydon-F. Rafferty			
906	Behind Locked Doors (D)A	L. Bremer-R. Carlson-D. Fowley	61		b9/11/48
	Big Cat, The *T	L. McCallister-P. A. Garner-P. Foster			a8/28/48
	Blanche Fury *T (D)A	V. Hobson-S. Granger	95		b3/20/48
	Calendar, The (C)A	Greta Gynt-John McCallum	79		b6/5/48
	He Walked by Night	Scott Brady-Richard Basehart			a7/10/48
903	In This Corner (D)F	S. Brady-A. Shaw-J. Millican	61½		b9/4/48
	It Always Rains on Sundays	G. Withers-J. Warner	92		b11/29/47
	Let's Live a Little	Hedy Lamarr-Robert Cummings			a6/5/48
	Man Wanted	Anabel Shaw-Robert Lowery			
	Million Dollar Weekend	G. Raymond-O. Massen-F. Lederer			
	Mr. Perrin and Mr. Traill (D)A	D. Farrar-M. Goring-G. Gynt	92		b8/28/48
	Olympic Games of 1948 (Doc)F	Athletes of 58 Nations	136		b9/18/48
828	Oliver Twist (D)F	R. Newton-A. Guinness-K. Walsh	116		b7/3/48
	Parole	Turhan Bey-Michael O'Shea			a8/21/48
	Philo Vance's Peril	W. Wright-L. Belasco-R. Ames			b1/25/47
	Red Shoes, The *T (D)A	A. Walbrook-M. Goring-M. Shearer	134		b7/31/48
	Red Stallion in the Rockies *C	Red Stallion-Arthur Franz			
	Reign of Terror	R. Cummings-A. Dahl-R. Basehart			
	Strange Mrs. Crane, The	M. Lord-P. Watkin-J. McGuire			
	Tulsa *T	S. Hayward-R. Preston-P. Armendariz			
	Westerns				
853	Check Your Guns (W)F	E. Dean-R. Ates-N. Gates	55	1/24/48	b11/22/47
	Gun Fighter	Lash LaRue-Fuzzy St. John-Mary Scott			a12/18/47
856	Hawk of Powder River, The (W)F	E. Dean-R. Ates-J. Holt	54	4/10/48	b3/27/48
857	Prairie Outlaws	E. Dean-R. Ates-J. Holt	57	5/12/48	
858	Tioga Kid, The (W)F	E. Dean-R. Ates-J. Holt	54	6/17/48	b3/20/48
854	Tornado Range (W-S)F	Eddie Dean-Roscoe Ates-J. Holt	56	2/21/48	2/21/48
855	Westward Trail, The (W)F	E. Dean-R. Ates-P. Planchard	56	3/13/48	b3/13/48

FILM CLASSICS

CURRENT

	Appointment With Murder	John Calvert-Catherine Craig			a8/28/48
	Blonde Ice (D)A	Leslie Brooks-Robert Paige	73	May '48	b5/22/48
	Daughter of Ramona *C	P. Reed-M. Vickers-D. Woods			
	Devil's Cargo (M)A	J. Calvert-R. Hudson-R. Karns	61	Apr. '48	b3/20/48
	Discovery (Doc)F	Admiral Byrd-Members of Expedition	74	Jan. '48	b4/24/48
	File 649, State Dept. *C	Lundigan-Bruce-Loo-Ahn			
	For You I Die (D)A	C. Downs-P. Langton-M. Auer	76	Jan. '48	b1/3/48
	Furia (D)A	Isa Pola-Rosanno Brazzi	89	Jan. '48	b10/25/47
	Inner Sanctum	Mary Beth Hughes-Charles Russell	62	Oct. '48	
	Miraculous Journey *C (D)F	R. Calhoun-A. Long-V. Grey	76	Sept. '48	b8/14/48
	Money Madness	H. Beaumont-F. Rafferty-H. Warde	73	Apr. '48	b4/3/48
	Sofia *C	Gene Raymond-Sigrid Gurie	82	Sept. '48	b8/28/48
	The Argyle Secrets (My)F	W. Gargan-M. Lord-R. Byrd	63	May '48	b4/24/48
	Unknown Island *C	V. Grey-B. MacLane-P. Reed			
	Will It Happen Again? (Doc)A	Adolph Hitler-Eva Braun	62	May '48	b5/22/48
	Women in the Night (D)A	Tala Birell-William Henry	90	Jan. '48	b1/17/48

METRO-GOLDWYN-MAYER

CURRENT

818	Alias a Gentleman (C-D)A	W. Beery-T. Drake-D. Patrick	76	Mar. '48	b2/7/48
820	B. F.'s Daughter (D)A	B. Stanwyck-Heflin-C. Coburn	108	Apr. '48	b2/21/48
827	Big City (D)M	M. O'Brien-R. Preston-D. Thomas	103	June '48	b3/27/48
819	Bride Goes Wild, The (C)F	V. Johnson-J. Allyson-B. Jenkins	97	Mar. '48	b2/28/48
813	Cass Timberlane (D)A	Spencer Tracy-Lana Turner	119	Jan. '48	b11/8/47
829	Easter Parade *T(M)F	J. Garland-F. Astaire-P. Lawford	103	July '48	b5/29/48
831	Date With Judy, A *T (C)F	W. Beery-J. Powell-E. Taylor	113	July '48	b6/19/48
815	High Wall (D)A	R. Taylor-A. Totter-H. Marshall	99	Feb. '48	b12/20/47
826	Homecoming (D)A	Gable-Turner-Baxter-Hodiak	113	May '48	b4/10/48
814	If Winter Comes (D)A	W. Pidgeon-D. Kerr-A. Lansbury	97	Jan. '48	b12/27/47
901	Luxury Liner *T (M)F	G. Brent-F. Gifford-J. Powell	99	Sept. '48	b8/21/48
825	Pirate, The *T (M)A	J. Garland-G. Kelly-W. Slezak	102	June '48	b4/3/48
830	Search, The (D)F	Montgomery Clift-Aline MacMahon	105	Aug. '48	b3/27/48
902	Southern Yankee, A (C)F	R. Skelton-B. Donlevy-A. Dahl	90	Sept. '48	b8/7/48
824	State of the Union	S. Tracy-K. Hepburn-V. Johnson	124	Apr. '48	b3/27/48
821	Summer Holiday *T (C)A	Rooney-De Haven-Huston-Morgan	92	5/20/48	b3/13/48
816	Tenth Avenue Angel (D)F	M. O'Brien-A. Lansbury-G. Murphy	74	Feb. '48	b1/17/48
817	Three Daring Daughters *T (M)F	J. MacDonald-J. Iturbi-J. Powell	115	Mar. '48	b2/14/48

Title — *Company*

D

Dangerous Years 20th-Fox
Daredevils of the Clouds ..... Rep.
Dark Past ..... Col.
Daughter of Darkness ..... Para.
Daughter of the Jungle ..... Rep.
Daughter of Ramona ..... FC
Date With Judy, A ..... MGM
Date With Murder, A ..... FC
Dead Don't Dream, The ..... UA
Dear Murderer ..... UI
Decision of Christopher Blake ..... WB
Deep Waters 20th-Fox
Design for Death ..... RKO
Devil's Cargo ..... FC
Disaster ..... Para.
Discovery ..... FC
Docks of New Orleans ..... Mono.
Double Life, A ..... UI
Down to the Sea in Ships 20th-Fox
Dream Girl ..... Para.
Drums Along the Amazon ..... Rep.
Dude Goes West, The ..... Allied
Duel in the Sun ..... Selznick
Dulcimer Street ..... U-I
Dynamite ..... Para.

E

Easter Parade ..... MGM
El Paso ..... Para.
Embraceable You ..... WB
Emperor Waltz, The ..... Para.
Enchanted Valley ..... EL
Enchantment ..... RKO
End of the River ..... UI
Escape 20th-Fox
Every Girl Should Be Married ..... RKO
Eyes of Texas ..... Rep.

F

Fallen Idol, The 20th-Fox
False Paradise ..... UA
Fame Is the Spur ..... U-I
Family Honeymoon ..... U-I
Fan, The 20th-Fox
Far Frontier ..... Rep.
Feudin', Fussin' and A-Fightin' ..... U-I
Fighter Squadron ..... WB
Fighting Back 20th-Fox
Fighting Father Dunne ..... RKO
Fighting Mad ..... Mono.
File 649, State Dept. ..... FC
Flamingo Road ..... WB
Flaxy Martin ..... WB
Follow Me Quietly ..... RKO
Foreign Affair, A ..... Para.
For the Love of Mary ..... U-I
For You I Die ..... FC
Force of Evil ..... MGM
Forever Amber 20th-Fox
Fort Apache ..... RKO
Fountainhead, The ..... WB
Four Faces West ..... UA
French Leave ..... Mono.
Fuller Brush Man ..... Col.
Furia ..... FC
Fury at Furnace Creek 20th-Fox

G

Gallant Blade ..... Col.
Gallant Hombre ..... UA
Gallant Legion, The ..... Rep.
Gay Amigo ..... UA
Gay Intruders 20th-Fox
Gay Ranchero, The ..... Rep.
Gentleman From Nowhere ..... Col.
Gentleman's Agreement 20th-Fox
Girl From Jones Beach ..... WB
Girl From Manhattan, The ..... UA
Give My Regards to Broadway 20th-Fox
Golden Eye, The ..... Mono.
Good News ..... MGM
Good Sam ..... RKO
Good Time Girl ..... U-I
Great Gatsby, The ..... Para.
Green Grass of Wyoming 20th-Fox
Green Promise ..... Ind.
Guns of Hate ..... RKO

H

Half-Past Midnight 20th-Fox
Hamlet ..... U-I
Happy Times ..... WB
Harpoon ..... SGP
Hatter's Castle ..... Para.
Hazard ..... Para.
He Walked by Night ..... EL
Heading for Heaven ..... EL
Heart of Virginia ..... Rep.
Heiress, The ..... Para.
Henry the Fifth ..... UA
Her Wonderful Lie ..... Col.
Here Comes Trouble ..... UA
High Tension ..... Mono.
High Wall ..... MGM
Hills of Home ..... MGM
Holiday Camp ..... U-I
Hollow Triumph ..... EL
Homecoming ..... MGM
Homicide ..... WB
Homicide for Three ..... Rep.
House Across the Street ..... WB
Hungry Hill ..... U-I
Hunted, The ..... Allied

I

I Became a Criminal ..... WB
Idol of Paris ..... WB
If Winter Comes ..... MGM
If You Knew Susie ..... RKO

Title	Company
I, Jane Doe	Rep.
Impact	UA
In This Corner	EL
Incident	Mono.
Indian Agent	RKO
Indian Scout	UA
Inner Sanctum	FC
Inside Story, The	Rep.
Interference	RKO
I Remember Mama	RKO
Iron Curtain	20th-Fox
Iron Dukes	Mono.
Isn't It Romantic?	Para.
I Surrender Dear	Col.
It Always Rains on Sunday	EL
I Walk Alone	Para.
I Wouldn't Be in Your Shoes	Mono.
J	
Jiggs and Maggie in Court	Mono.
Jiggs & Maggie in Society	Mono.
Jinx Money	Mono.
Joan of Arc	RKO
Joe Palooka in Winner Take All	Mono.
John Loves Mary	WB
Johnny Belinda	WB
Judge Steps Out, The	RKO
Julia Misbehaves	MGM
June Bride	WB
Jungle Goddess	SGP
Jungle Jim	Col.
Jungle Jim's Adventure	Col.
Jungle Patrol	20th-Fox
K	
Key Largo	WB
Kidnapped	Mono.
King of the Gamblers	Rep.
Kings of the Olympics (Pt. 1)	UA
Kiss in the Dark	WB
Kiss the Blood Off My Hands	U-I
Kissing Bandit	MGM
Knock on Any Door	Col.
L	
Ladies of the Chorus	Col.
Lady at Midnight	EL
Lady Surrenders, A	UI
Laff-Time	UA
Larceny	U-I
Last of the Badmen	Allied
Last of the Wild Horses	SGP
Law of the Barbary Coast	Col.
Le Silence est D'Or	RKO
Leather Gloves	Col.
Let's Live a Little	EL
Letter From an Unknown Woman	U-I
Letter to Three Wives	20th-Fox
Let's Live Again	20th-Fox
Life With Father	WB
Lightnin' in the Forest	Rep.
Linda Be Good	EL
Little Women	MGM
Loaded Pistols	Col.
Lone Wolf & His Lady	Col.
Long Denial, The	RKO
Look for the Silver Lining	WB
Love Happy	UA
Lovers, The	Col.
Loves of Carmen	Col.
Luck of the Irish, The	20th-Fox
Luckiest Girl in the World	MGM
Lucky Stiff	UA
Lulu Belle	Col.
Luxury Liner	MGM
M	
Macbeth	Rep.
Madonna of the Desert	Rep.
Mad Wednesday	UA
Magic Bow	U-I
Make-Believe Ballroom	Col.
Man About the House	20th-Fox
Main Street Kid	Rep.
Man-Eaters of Kumaon	U-I
Man of Evil	UA
Man From Colorado, The	Col.
Man From Texas	EL
Manhattan Angel	Col.
Man Wanted	EL
Mark of the Lash	SGP
Mary Lou	Col.
Mask for Lucretia, A	Para.
Mating of Millie	Col.
Meet Me at Dawn	20th-Fox
Melody Time	RKO
Mexican Hayride	U-I
Michael O'Halloran	Mono.
Mickey	EL
Million Dollar Weekend	EL
Mine Own Executioner	20th-Fox
Miracle of the Bells	RKO
Miracle in Harlem	SG
Miraculous Journey	FC
Miss Mink of 1949	20th-Fox
Miss Tatlock's Millions	Para.
Mr. Blandings Builds His Dream House	SRO
Mr. Joseph Young of Africa	RKO
Mr. Peabody and the Mermaid	U-I
Mr. Perrin and Mr. Traill	EL
Mr. Reckless	Para.
Mr. Soft Touch	Col.
Money Madness	FC
Montana	WB
Moonrise	Rep.
Mother Is a Freshman	20th-Fox
Mourning Becomes Electra	RKO
Mozart Story, The	SGP
Music Man	Mono.
My Brother Jonathan	Mono.
My Dear Secretary	UA
My Dream Is Yours	WB
My Own True Love	Para.
Mystery in Mexico	RKO
My Girl Tisa	WB

COMING

	Act of Violence	V. Heflin-R. Ryan-J. Leigh			a8/14/48
	Barkleys of Broadway *T	F. Astaire-G. Rogers-O. Levant-B. Burke			
	Big Jack Horner	Wallace Beery-Marjorie Main			
	Bribe, The	R. Taylor-A. Gardner-C. Laughton			a8/14/48
	Caught	J. Mason-B. Bel-Geddes-R. Ryan			
	Command Decision	Gable-Pidgeon-Johnson-Donlevy			a8/14/48
	Force of Evil	John Garfield-Thomas Gomez		Oct. '48	
	Hills of Home *T	Lassie-E. Gwenn-J. Leigh	97		a11/15/47
903	Julia Misbehaves (C)F	G. Garson-W. Pidgeon-P. Lawford	99	Oct. '48	b8/14/48
	Kissing Bandit, The *T	F. Sinatra-K. Grayson			a8/23/47
	Little Women *T	Allyson-O'Brien-Taylor-Lawford			
	No Minor Vices	D. Andrews-L. Palmer-L. Jourdan	96		a7/31/48
828	On An Island With You *T (M)F	E. Williams-P. Lawford	107		b5/1/48
	Piccadilly Incident (D)A	Anna Neagle-Michael Wilding	88		b8/31/47
	Secret Land, The (Doc)F	U. S. Navy	70	Oct. '48	b8/28/48
	Sun in the Morning *T	J. MacDonald-C. Jarman, Jr.-Lassie			a8/14/48
	Take Me Out to the Ball Game *T	F. Sinatra-E. Williams-G. Kelly			
	Three Godfathers	J. Wayne-P. Armendariz-H. Carey, Jr.			a8/14/48
	Three Musketeers *T	Turner-Kelly-Heflin-Allyson	125		a5/22/48
	Words and Music *T	J. Garland-M. Rooney-G. Kelly			a8/14/48

MONOGRAM

CURRENT

4708	Angels' Alley (D)F	L. Gorcey-H. Hall-B. Benedict	67	3/21/48	b1/31/48
4713	Campus Sleuth (My)F	F. Stewart-J. Preisser-B. Sherwood	57	4/18/48	b6/5/48
4712	Docks of New Orleans (My)F	Roland Winters-Victor Sen Young	64	4/4/48	b5/15/48
4709	Fighting Mad (D)F	L. Errol-J. Kirkwood-E. Knox	75	2/7/48	b2/21/48
4714	French Leave (C-D)F	Jackie Cooper-Jackie Coogan	64	4/25/48	b5/8/48
4720	Golden Eye, The	R. Winters-M. Moreland	69	8/29/48	a8/7/48
4716	I Wouldn't Be in Your Shoes (My)A	Don Castle-Elyse Knox	70	5/23/48	b5/8/48
4704	Jiggs & Maggie in Society (C)F	Joe Yule-Renie Riano	67	1/10/48	b2/14/48
4717	Jinx Money (My)F	Gorcey-Hall-Caldwell-McKay	68	6/27/48	b5/22/48
4802	Joe Palooka in Winner Take All (D)F	J. Kirkwood-E. Knox-W. Frawley	64	9/19/48	b8/28/48
4719	Michael O'Halloran (D)F	Scotty Beckett-Allene Roberts	79	8/8/48	b6/19/48
4721	Music Man (M)F	P. Brito-F. Stewart-J. Dorsey	66	9/5/48	b7/24/48
4707	Perilous Waters (D)A	D. Castle-A. Long	64	2/14/48	a12/13/47
4705	Rocky (D)F	Roddy McDowall-"Rags"-E. Barrier	76	3/7/48	b5/8/48
4710	Rose of the Rio Grande	Movita-John Carroll	60	3/14/48	
4718	Shanghai Chest, The	R. Winter-D. Best-J. Alvin	65	7/11/48	
4801	16 Fathoms Deep (D)F	L. Chaney-A. Lake-T. Chandler	82	7/25/48	b6/12/48
627	Smart Politics (M-C)F	F. Stewart-J. Preisser-F. Darro	68	1/3/48	b3/6/48
4715	Stage Struck (D)A	Audrey Long-Kane Richmond	71	6/13/48	b5/15/48

COMING

	Big Fight, The	J. Kirkwood-L. Errol-D. Bruce			
4803	Incident	W. Douglas-J. Frazee-J. Compton		10/31/48	a9/18/48
	Iron Dukes	L. Gorcey-H. Hall-G. Dell			a8/21/48
	Jiggs and Maggie in Court	Joe Yule-Renie Riano			
4725	Kidnapped (D)F	R. McDowall-S. England-D. O'Herlihy	80	12/1/48	b9/11/48
	My Brother Jonathan (D)A	M. Denison-D. Gray	105	Oct. '48	b3/13/48
4726	Smugglers' Cove	L. Gorcey-H. Hall-G. Dell		10/10/48	a6/5/48
	Temptation Harbour (D)A	Robert Newton-Simone Simon	110	Nov. '48	b3/29/48
	Trouble Makers	Gorcey-Hall-Dell-Parrish			a7/10/48

Westerns

4757	Back Trail	Johnny Mack Brown-Raymond Hatton	54	7/18/48	
4762	Cowboy Cavalier	J. Wakely-C. Taylor		7/4/48	
4755	Crossed Trails	Johnny Mack Brown-Raymond Hatton	53	4/11/48	
4753	Fighting Ranger	Johnny Mack Brown-Raymond Hatton	57	8/15/48	
4756	Frontier Agent	Johnny Mack Brown-Raymond Hatton	56	5/16/48	
	Gallant Texan	Jimmy Wakely-"Cannonball" Taylor			
	Gunning for Justice	J. M. Brown-R. Hatton-E. Finley		10/10/48	
	Headin' for Trouble	Jimmy Wakely-Cannonball Taylor			
4761	Oklahoma Blues	J. Wakely-C. Taylor-V. Belmont	56	3/28/48	
4764	Outlaw Brand	J. Wakely-C. Taylor		10/24/48	
4751	Overland Trail	J. Mack Brown-R. Hatton-V. Belmont	58	1/31/48	
4765	Partners in the Sunset	J. Wakely-Cannonball Taylor	53	5/6/48	
4766	Range Renegades	J. Wakely-C. Taylor-C. Larson	54	6/6/48	
4767	Rangers Ride	Wakely-Taylor-Belmont		9/26/48	
4754	Sheriff From Medicine Bow	J. M. Brown-R. Hatton	55	10/3/48	
4763	Silver Trails	Wakely-Taylor-Larson	53	8/22/48	
4752	Triggerman	Johnny Mack Brown-Raymond Hatton	56	6/20/48	

PARAMOUNT

CURRENT

4709	Albuquerque *C (WD)F	R. Scott-B. Britton-G. Hayes	89	2/20/48	b1/24/48
4726	Beyond Glory (D)F	A. Ladd-D. Reed-G. Macready	82	9/3/48	b6/19/48
4713	Big Clock, The (M-D)A	R. Milland-C. Laughton-M. O'Sullivan	95	4/9/48	b2/21/48
4722	Big Town Scandal (D)F	Philip Reed-Hillary Brooke	61	7/30/48	
4711	Caged Fury (D)F	Richard Denning-Sheila Ryan	61	3/5/48	b2/14/48
4721	Dream Girl (C)F	B. Hutton-M. Carey-P. Knowles	85	7/23/48	b5/8/48
4720	Emperor Waltz, The *T (C)F	Bing Crosby-Joan Fontaine	103	7/2/48	b5/8/48
4724	Foreign Affair, A (C)A	J. Arthur-M. Dietrich-J. Lund	116	8/20/48	b6/19/48
4718	Hatter's Castle (D)A	R. Newton-J. Mason-D. Kerr	105	6/18/48	b4/17/48
4716	Hazard (C)F	P. Goddard-M. Carey-F. Clark	100	5/28/48	b3/20/48
4708	I Walk Alone (D)F	B. Lancaster-L. Scott-K. Douglas	96	1/16/48	b12/20/47
4712	Mr. Reckless (D)F	W. Eythe-B. Britton-W. Catlett	66	3/26/48	b2/28/48
4710	Saigon (D)A	A. Ladd-V. Lake-D. Dick	94	3/12/48	b2/7/48
4714	Sainted Sisters, The (C-D)A	V. Lake-J. Caulfield-B. Fitzgerald	89	4/30/48	b3/13/48
4717	Shaggy *C (D)F	B. Joyce-G. Nokes-R. Shayne	71	6/11/48	b4/17/48
4723	So Evil My Love (D)A	R. Milland-A. Todd-G. Fitzgerald	109	8/6/48	b3/13/48
4801	Sorry, Wrong Number (My)A	B. Stanwyck-B. Lancaster-A. Richards	90	9/24/48	b7/31/48
4715	Speed to Spare (D)F	R. Arlen-J. Rogers-R. Travis	57	5/14/48	b3/13/48
4725	Unconquered *T (D)F	Gary Cooper-Paulette Goddard	146	4/2/48	b9/27/47
4719	Waterfront at Midnight (D)A	W. Gargan-M. B. Hughes-R. Travis	63	6/25/48	b5/8/48

COMING

	Accused, The	L. Young-R. Cummings-W. Corey			a6/19/48
	Connecticut Yankee, A *T (MC)	B. Crosby-R. Fleming			a1/31/48
	Daughter of Darkness (D)A	Anne Crawford-Maxwell Reed	91		b2/28/48
4806	Disaster	R. Denning-T. Marshall-D. O'Flynn	60	12/3/48	a6/19/48
	Dynamite	William Gargan-Leslie Brooks			a6/12/48
	El Paso *C	Payne-Russell-Hayes-Hayden			
	Great Gatsby, The	A. Ladd-B. Field-B. Sullivan			a6/12/49
	Heiress, The	De Havilland-Richardson-Hopkins-Clift			a8/21/48
4802	Isn't It Romantic? (C)F	V. Lake-M. Freeman-B. DeWolfe	87	10/8/48	b8/21/48
	Mask for Lucretia, A	P. Goddard-J. Lund-M. Carey			
4805	Miss Tatlock's Millions (C)A	J. Lund-W. Hendrix-B. Fitzgerald	101	11/19/48	b9/11/48
	My Own True Love (D)	Phyllis Calvert-M. Douglas			a8/16/47
4803	Night Has a Thousand Eyes, The (D)A	Robinson-Russell-Lund	81	10/22/48	b7/17/48
	Now and Forever	C. Rains-M. Carey-W. Hendrix			a5/15/48
	One Woman	A. Ladd-D. Reed-J. Havoc-B. Kroeger			
4807	Paleface, The *T	Bob Hope-Jane Russell	83	11/2/48	a3/6/48
	Strange Temptation	R. Milland-T. Mitchell-A. Totter			a7/10/48
	Special Agent	W. Eythe-L. Elliott-C. Mathews			a6/26/48

4804	Sealed Verdict (D)A	R. Milland-F. Marly-B. Crawford	83	11/5/48		b9/11/48
	Sorrowful Jones	Bob Hope-Lucille Ball				a7/10/48
	Streets of Laredo	Holden-Carey-Bendix-Freeman				
	Whispering Smith *T	A. Ladd-R. Preston-B. Marshall				a6/14/47

RKO RADIO

CURRENT

				Trade Shown		
814	Arizona Ranger, The (D)F	T. Holt-J. Holt-N. Leslie	63	May '48		b4/3/48
951	Best Years of Our Lives	F. March-M. Loy-D. Andrews	172	Dec. '47		b11/23/46
815	Berlin Express (D)R	Oberon-Ryan-Korvin-Lukas	86	June '48		b4/10/48
907	Design for Death (Doc)F	Japanese Cast	48	Sept. '48		b2/7/48
816	Fighting Father Dunne (D)F	Pat O'Brien-Darryl Hickman	93	June '48		b5/15/48
870	Fort Apache (D)A	J. Wayne-H. Fonda-S. Temple	127	Mar. '48		b3/13/48
962	Good Sam (C)F	Gary Cooper-Ann Sheridan	114	Sept. '48		b7/31/48
819	Guns of Hate (W)F	Tim Holt-Nan Leslie	61	June '48		b5/22/48
811	If You Knew Susie (C)F	E. Cantor-J. Davis-A. Joslyn	90	Jan. '48		b2/7/48
868	I Remember Mama (C-D)F	I. Dunne-B. Bel Geddes-O. Homolka	134	Mar. '48		b3/13/48
991	Melody Time *T (M)F	R. Rogers-D. Day-Andrews Sisters	75	7/8/48		b5/22/48
869	Miracle of the Bells (D)	F. MacMurray-Valli-F. Sinatra	120	Mar. '48		b3/6/48
904	Mourning Becomes Electra	R. Russell-L. Genn-K. Paxinou	120	9/3/48		
903	Pearl, The (D)A	P. Armendariz-M. E. Marques	78	Sept. '48		b2/14/48
821	Race Street (D)A	G. Raft-W. Bendix-M. Maxwell	79	July '48		b6/26/48
817	Return of the Badmen (W)A	Randolph Scott-Anne Jeffreys	90	July '48		b5/15/48
813	Tarzan and the Mermaids (D)F	Weissmuller-Joyce-Christian	67	May '48		b4/3/48
961	Velvet Touch, The (D)A	Russell-Genn-Trevor-Greenstreet	97	Aug. '48		b7/24/48
812	Western Heritage (W)F	Tim Holt-Nan Leslie	61	Jan. '48		b1/31/48

COMING

	Baltimore Escapade	R. Young-S. Temple-J. Agar				a8/21/48
	Blood on the Moon	Mitchum-Bel Geddes-Preston-Brennan				a6/12/48
905	Bodyguard (My)A	L. Tierney-P. Lane-P. Reed	62			b9/4/48
	Boy With Green Hair *T	O'Brien-Ryan-Hale-Stockwell				a6/12/48
	Brothers in the Saddle	T. Holt-R. Martin-R. Powers				
	Enchantment	David Niven-Teresa Wright		Nov. '48		a7/3/48
	Every Girl Should Be Married	G. Grant-F. Tone-D. Lynn				a9/11/48
	Follow Me Quietly	William Lundigan				
	Gun Runners	Tim Holt-Richard Martin-Martha Hyer				
	Indian Agent	T. Holt-R. Martin-N. Leslie				a7/5/47
	Interference	Mature-Ball-Scott-Tufts				a9/11/48
	Joan of Arc *T (D)	I. Bergman-J. Ferrer-J. Emery				a1/3/48
	Judge Steps Out, The (D)	A. Knox-A. Southern-G. Tobias				a7/5/47
864	Le Silence est D'Or (C)A	Maurice Chevalier-M. Derrien	89			b10/25/47
	Long Denial, The	M. O'Hara-M. Douglas-B. Williams				a6/5/48
	Mr. Joseph Young of Africa	Johnson-Armstrong-Toomey-Moore				
822	Mystery in Mexico (My)F	W. Lundigan-J. White-R. Cortez	65			b6/26/48
901	Rachel and the Stranger (D)F	L. Young-W. Holden-R. Mitchum	92	Nov. '48		b8/7/48
	Roughshod (D)	R. Sterling-C. Jarman-G. Grahame				a9/6/47
	Rustlers	Tim Holt-Richard Martin				
	Set-Up, The	Robert Ryan				
952	Song Is Born, A *T (C)F	D. Kaye-V. Mayo-B. Goodman	113	Oct. '48		b8/28/48
	Station West (D)A	D. Powell-A. Moorehead-J. Greer	92	Nov. '48		b9/4/48
	Tarzan's Fountain of Youth	L. Barker-B. Joyce-E. Ankers				a8/21/48
820	They Live by Night (D)A	C. O'Donnell-F. Granger-H. DaSilva	95	Nov. '48		b6/26/48
902	Variety Time (Vaudeville)F	Kennedy-Errol-Carle	59			b8/7/48
	Weep No More	Cotten-Valli-Paar-Byington				a7/3/48
	Window, The	B. Hale-B. Driscoll-A. Kennedy				a5/15/48

REPUBLIC

CURRENT

719	Angel in Exile	Carroll-Mara-Gomez-Bedoya	90	9/3/48		a7/17/48
728	Bill and Coo *U (N)F	George Burton's Birds	61	3/28/48		b12/27/47
703	Campus Honeymoon (MC)F	Wilde Twins-R. Crane-A. Mara	61	2/1/48		b1/31/48
713	Code of Scotland Yard (D)F	O. Homolka-D. Farr-M. Pavlow	60	8/30/48		b9/4/48
716	Daredevils of the Clouds (D)F	Robert Livingston-Mae Clarke	60	8/10/48		b7/31/48
732	Eyes of Texas *U (W)F	R. Rogers-Trigger-L. Roberts	70	7/15/48		b7/24/48
715	Gallant Legion, The (W)F	W. Elliott-J. Schildkraut-A. Booth	88	7/25/48		b5/29/48
644	Gay Ranchero *U (W)F	R. Rogers-T. Guizar-J. Frazee	72	1/10/48		b1/31/48
707	Heart of Virginia (D)F	Janet Martin-Robert Lowery	60	4/25/48		b5/8/48
710	I, Jane Doe (D)F	R. Hussey-J. Carroll-V. Ralston	85	5/25/48		b5/15/48
705	Inside Story, The (C-D)F	M. Hunt-W. Lundigan-C. Winninger	87	3/14/48		b3/27/48
709	King of the Gamblers (D A	Janet Martin-William Wright	60	5/10/48		b6/5/48
706	Lightin' in the Forest (D)F	L. Roberts-D. Barry-W. Douglas	58	3/25/48		b4/24/48
704	Madonna of the Desert (D)F	L. Roberts-D. Castle-D. Barry	60	2/23/48		b3/13/48
701	Main Street Kid, The (C)F	A. Pearce-J. Martin-A. Mowbray	64	1/1/48		b1/17/48
733	Nighttime in Nevada *U	R. Rogers-A. Mara-A. Devine	67	8/29/48		a7/10/48
708	Old Los Angeles (W)	W. Elliott-J. Carroll-C. McLeod	88	4/25/48		a1/17/48
717	Out of the Storm (D)F	Jimmy Lydon-Lois Collier	61	8/25/48		b9/4/48
711	Secret Service Investigator (D)F	Lynn Roberts-Lloyd Bridges	60	5/31/48		b6/5/48
702	Slippy McGee (D)A	D. Barry-D. Evans-T. Brown	65	1/15/48		b1/24/48
718	Sons of Adventure	Russel Hayden-Lynne Roberts	60	8/28/48		
712	Train to Alcatraz (D)A	D. Barry-J. Martin-W. Phipps	60	6/28/48		b7/17/48
731	Under California Stars *U (W)F	R. Rogers-J. Frazee-A. Devine	70	5/1/48		b5/15/48

COMING

	Daughter of the Jungle	L. Hall-J. Cardwell-S. Leonard				
	Drums Along the Amazon	Brent-Ralston-Aherne-Bennett		11/1/48		a8/28/48
	Far Frontier	R. Rogers-F. Willing-G. Davis				
	Homicide for Three	W. Douglas-A. Young-F. Withers				a7/17/48
	Macbeth (D)	O. Welles-J. Nolan-R. McDowell				a8/23/48
714	Moonrise (D)A	D. Clark-G. Russell-E. Barrymore	90	10/1/48		b9/11/48
	Plunderers, The *U	R. Cameron-I. Massey				a7/24/48
	Red Pony, The *T (D)	M. Loy-R. Mitchum-L. Calhern				a10/25/47
	Rose of the Yukon	S. Brodie-M. Dell-W. Wright				
	Wake of the Red Witch	John Wayne-Gail Russell				

Westerns

754	Bold Frontiersman, The (W)F	Allan Lane-Black Jack	60	4/15/48		b5/8/48
654	California Firebrand *U (W)F	Monte Hale-Adrian Booth	63	4/1/48		b5/8/48
755	Carson City Raiders (W)F	A. Lane-E. Waller-B. Jons	60	5/13/48		b5/29/48
	Denver Kid, The	A. Lane-E. Waller-C. Gallagher		10/1/48		
757	Desperadoes of Dodge City (W)F	A. Lane-B. Jack-E. Waller	60	9/15/48		b9/11/48
	Grand Canyon Trail *U	R. Rogers-A. Devine-F. Willing		10/15/48		
756	Marshall of Amarillo	Allan "Rocky" Lane-Eddy Waller	60	7/25/48		
	Missourians, The *T	W. Elliott-A. Booth-A. Devine				
	Son of God's Country	Monte Hale		9/15/48		
	Sundown in Santa Fe	A. Lane-E. Waller				
656	Timber Trail *U (W)F	M. Hale-L. Roberts-J. Burke	67	6/15/48		b7/10/48
652	Under Colorado Skies *U	Monte Hale-Adrian Booth	65	12/15/47		b12/27/47

SCREEN GUILD PRODUCTIONS

	Dead Man's Gold	L. LaRue-F. St. John-P. Stewart	60	9/10/48		
	Frontier Revenge	Lash LaRue-Fuzzy St. John				
4804	Harpoon	J. Bromfield-A. Louis	81	9/24/48		
4802	Jungle Goddess	G. Reeves-W. McKay-Armida	61	8/13/48		a7/31/48
	Last of the Wild Horses	J. Ellison-J. Frazee-M. B Hughes	82	10/15		
	Mark of the Lash	L. LaRue-A. St. John-P. Stewart		10/29/48		
X-3	Miracle in Harlem (D)A	S. Guyse-S. Fetchit-H. Offley	70	10/29/48		b8/21/48

Title	Company
N	
Naked City	U-I
Nicholas Nickelby	U-I
Night Beat	WB
Night Has a Thousand Eyes	Para.
Night Unto Night	WB
Night Wind	20th-Fox
Nighttime in Nevada	Rep.
No Minor Vices	MGM
Noose Hangs High	EL
Northwest Stampede	EL
Now and Forever	Para.
O	
October, Man, The	EL
O'Flynn, The	U-I
Oh Say Can You Sing	Univ.
Old Los Angeles	Rep.
Oliver Twist	EL
Olympic Cavalcade	UA
Olympic Games of 1948	EL
On an Island With You	MGM
On Our Merry Way	UA
One Last Fling	WB
One Night With You	UI
One Sunday Afternoon	WB
One Touch of Venus	U-I
Open Secret	EL
One Woman	Para.
Out of the Storm	Rep.
Outpost in Morocco	UA
P	
Paleface	Para.
Panhandle	Allied
Paradine Case	Selznick
Parole	E-L
Pearl, The	RKO
Perilous Waters	Mono.
Philo Vance's Peril	EL
Piccadilly Incident	MGM
Pirate, The	MGM
Pitfall	UA
Plunderers, The	Rep.
Port Said	Col.
Portrait of Jennie	SRO
Prairie, The	SG
Prejudice	Ind.
Prince of Foxes	20th-Fox
R	
Race Street	RKO
Rachel and the Stranger	RKO
Racing Luck	Col.
Raw Deal	EL
Red Canyon	U-I
Red Pony, The	Rep.
Red River	UA
Red Shoes, The	EL
Red Stallion in the Rockies	EL
Reign of Terror	EL
Relentless	Col.
Return of the Badmen	RKO
Return of October	Col.
Return of Wildfire	SGP
Ridin' the Old Pine Trail	Col.
River Lady	U-I
Road House	20th-Fox
Rocky	Mono.
Rogues' Regiment	U-I
Romance on the High Seas	WB
Rope	WB
Rose of the Rio Grande	Mono.
Rose of the Yukon	Rep.
Rough Sketch	Col.
Roughshod	RKO
Rustlers	RKO
Rusty Leads the Way	Col.
Rusty Saves a Life	Col.
Ruthless	EL
S	
S. O. S. Submarine	SGP
Saigon	Para.
Sainted Sisters	Para.
Sand	20th-Fox
Saxon Charm, The	U-I
Scudda Hoo, Scudda Hay	20th-Fox
Sealed Verdict	Para.
Search, The	MGM
Secret Beyond the Door, The	U-I
Secret Land, The	MGM
Secret Service Investigator	Rep.
Senator Was Indiscreet	U-I
Set-Up, The	RKO
Shaggy	Para.
Shanghai Chest, The	Mono.
Shed No Tears	EL
Shep Comes Home	SGP
Silent Conflict	UA
Silver River	WB
Singin' Spurs	Col.
Sinister Journey	UA
Sitting Pretty	20th-Fox
Sixteen Fathoms Deep	Mono.
Sleep, My Love	UA
Slightly French	Col.
Slippy McGee	Rep.
Smart Girls Don't Talk	WB
Smart Politics	Mono.
Smart Woman	Allied
Smugglers, The	EL
Smugglers Cove	Mono.
Snake Pit, The	20th-Fox
Snowbound	U-I
So Evil My Love	Para.
Sofia	FC

Title	Company
Somewhere in the City	WB
Song Is Born, A	RKO
Song of India	Col.
Song of My Heart	Allied
Sons of Adventure	Rep.
Sorry, Wrong Number	Para.
Sorrowful Jones	Para.
So This Is New York	UA
South of St. Louis	WB
Southern Yankee, A	MGM
Special Agent	Para.
Speed to Spare	Para.
Spiritualist, The	EL
Stage Struck	Mono.
State of the Union	MGM
Station West	RKO
Strange Gamble	UA
Strawberry Roan	Col.
Strange Mrs. Crane, The	EL
Strange Temptation	Para.
Street With No Name	20th-Fox
Streets of Laredo	Para.
Strike It Rich	AA
Summer Holiday	MGM
Sword of the Avenger	EL
Swordsman	Col.

T

Take Me Out to the Ball Game	MGM
Take My Life	EL
Tap Roots	U-I
Tarzan and the Mermaids	RKO
Tarzan's Fountain of Youth	RKO
Temptation Harbour	Mono.
Tenth Avenue Angel	MGM
Texas, Brooklyn & Heaven	UA
That Lady in Ermine	20th-Fox
That Wonderful Urge	20th-Fox
The Argyle Secrets	FC
They Live By Night	RKO
Thirteen Lead Soldiers	20th-Fox
This Was a Woman	20th-Fox
Three Daring Daughters, The	MGM
Three Godfathers	MGM
Three Musketeers	MGM
Thunder in the Pines	SGP
Time of Your Life	UA
T-Men	EL
To the Ends of the Earth	Col.
To the Victor	WB
Too Late for Tears	UA
Trail of the Mounties	SG
Train to Alcatraz	Rep.
Treasure of Sierra Madre	WB
Triple Threat	Col.
Trouble Makers	Mono.
Trouble Preferred	20th-Fox
Tucson	20th-Fox
Tulsa	EL
Two Guys and a Gal	WB
Two Guys from Texas	WB

U

Unconquered	Para.
Under California Stars	Rep.
Under Capricorn	WB
Undercover Man	Col.
Unfaithfully Yours	20th-Fox
Unknown Island	FC
Untamed Breed, The	Col.
Up in Central Park	U-I
Urubu	U

V

Variety Time	RKO
Velvet Touch, The	RKO
Vendetta	UA
Vicious Circle, The	UA
Voice of the Turtle	WB

W

Wake of the Red Witch	Rep.
Walking Hills	Col.
Wallflower	WB
Walls of Jericho	20th-Fox
Walk a Crooked Mile	Col.
Waterfront at Midnight	Para.
Weep No More	RKO
West of Tomorrow	20th-Fox
Western Heritage	RKO
When My Baby Smiles at Me	20th-Fox
When a Man's a Man	Allied
Where the North Begins	SG
While I Live	20th-Fox
Whiplash	WB
Whispering Smith	Para.
Who Killed 'Doc' Robbin?	UA
Will It Happen Again?	FC
Window, The	RKO
Wings Westward	Col.
Winner's Circle, The	20th-Fox
Winslow Boy, The	20th-Fox
Winter Meeting	WB
Woman from Tangiers	Col.
Woman in White	WB
Women in the Night	FC
Woman's Vengeance	UI
Words and Music	MGM
Wreck of the Hesperus	Col.

Y

Years Between	U-I
Yellow Sky	20th-Fox
You Gotta Stay Happy	U-I
You Were Meant for Me	20th-Fox
Younger Brothers, The	WB

Z

Zamba	Ind.

4805	Mozart Story, The	H. Holt-W. Markus	99	10/8/48		
	Outlaw Country	Lash LaRue-Fuzzy St. John-P. Stewart				
4705	Prairie, The (D)	L. Aubert-A. Baxter	76	8/6/48		a12/27/47
4801	Return of Wildfire, The (W)F	R. Arlen-P. Morison-M. B. Hughes	81	8/13/48		b8/21/48
	S. O. S. Submarine	Italian Navy		10/17/48		a7/24/48
	Shep Comes Home	Robert Lowery-Lanny Rees	62	12/3/48		
	Thunder in the Pines	George Reeves-Ralph Byrd	62	11/5/48		
4708	Trail of the Mounties	R. Hayden-Jennifer Holt	42	2/21/48		

SELZNICK RELEASING ORGANIZATION

	Mr. Blandings Builds His Dream House (C)F	C. Grant-M. Loy-M. Douglas	94			b3/17/48
	Paradine Case, The (D)A	G. Peck-A. Todd-C. Laughton-Valli	132	Jan. '48		b1/3/48

COMING

	Portrait of Jennie (D)	J. Jones-J. Cotten-E. Barrymore				a11/1/47

20TH-FOX

CURRENT 1947-'48

809	An Ideal Husband *T (C-D)A	P. Goddard-M. Wilding-D. Wynyard	96	Mar. '48		b11/29/47
820	Anna Karenina (D)A	V. Leigh-R. Richardson-K. Moore	110	May '48		b2/28/48
817	Arthur Takes Over (C)F	Lois Collier-Richard Crane	63	May '48		b4/10/48
805	Call Northside 777 (D)A	J. Stewart-R. Conte-L. J. Cobb	111	Feb. '48		b1/24/48
801	Captain from Castile (D)F *T	T. Power-J. Peters-C. Romero	140	Jan. '48		b11/29/47
807	Challenge, The (D)F	T. Conway-J. Vincent-R. Stapley	68	Mar. '48		b2/28/48
825	Checkered Coat, The (D)A	T. Conway-N. Nash-H. Hatfield	62	July '48		b8/14/48
819	Counterfeiters, The (My)A	John Sutton-Doris Merrick	74	June '48		b6/5/48
839	Creeper, The (My)A	E. Cianelli-O. Stevens-J. Vincent	68	Sept. '48		b9/4/48
804	Dangerous Years (D)F	William Halop-Ann E. Todd	61	Feb. '48		b12/20/47
821	Deep Waters (D)F	D. Andrews-J. Peters-C. Romero	85	July '48		b7/3/48
822	Escape (D)A	Rex Harrison-Peggy Cummins	78	Sept. '48		b5/29/48
828	Fighting Back (D)F	P. Langton-J. Rogers-G. Gray	68	Aug. '48		b8/7/48
838	Forever Amber *T (D)A	Linda Darnell-Cornel Wilde	139	Sept. '48		b10/16/47
815	Fury at Furnace Creek (W)	V. Mature-C. Gray	88	May '48		b4/10/48
840	Gay Intruders, The (C)A	John Emery-Tamara Geva	68	Sept. '48		b6/19/48
806	Gentleman's Agreement (D)F	G. Peck-D. McGuire-J. Garfield	118	Mar. '48		b11/15/47
827	Give My Regards to Broadway *T (C)F	D. Dailey-C. Winninger-N. Guild	89	June '48		b5/22/48
818	Green Grass of Wyoming *T (D)F	P. Cummins-C. Coburn-R. Arthur	89	June '48		b4/24/48
808	Half Past Midnight (D)F	K. Taylor-P. Knudsen-J. Sawyer	69	Mar. '48		b3/6/48
816	Iron Curtain, The (D)A	D. Andrews-G. Tierney-J. Havoc	87	May '48		b5/8/48
813	Let's Live Again (D)F	J. Emery-J. Millican-T. Holmes	68	Apr. '48		b3/6/48
837	Luck of the Irish, The (C)F	T. Power-A. Baxter-C. Kellaway	99	Sept. '48		b9/4/48
812	Meet Me at Dawn (C)A	W. Eythe-S. Holloway-B. Campbell	89	Apr. '48		b3/20/48
824	Mine Own Executioner (D)A	B. Meredith-K. Moore-D. Gray	102	July '48		b12/6/47
823	Street With No Name, The (Doc)A	M. Stevens-R. Widmark-L. Nolan	91	July '48		b6/26/48
811	Scudda Hoo, Scudda Hay *T (D)F	J. Haver-L. McCallister-W. Brennan	95	Apr. '48		b3/6/48
810	Sitting Pretty (C)A	R. Young-M. O'Hara-C. Webb	84	Apr. '48		b2/28/48
836	That Lady in Ermine *T (M)A	B. Grable-D. Fairbanks, Jr.	89	Aug. '48		b7/17/48
814	Thirteen Lead Soldiers (My)F	Tom Conway-Maria Palmer	66	Apr. '48		b6/5/48
802	You Were Meant for Me (MC-D)F	J. Crain-D. Dailey-O. Levant	91	Feb. '48		b1/24/48
826	Walls of Jericho, The (D)A	Wilde-Darnell-Baxter-Douglas	111	Aug. '48		b7/10/48
829	Winner's Circle, The (Doc)F	Johnny Longden-Morgan Farley	75	Aug. '48		b6/19/48

COMING

842	Apartment for Peggy *T (C)F	J. Crain-W. Holden-E. Gwenn	99	Oct. '48		b9/11/48
846	Belle Starr's Daughter	G. Montgomery-R. Cameron-R. Roman				a8/28/48
847	Bungalow 13	Tom Conway-Margaret Hamilton				
	Canadian Pacific *C	R. Scott-N. Olson-V. Jory				
	Chicken Every Sunday	D. Dailey-A. Young-C. Holm				a7/17/48
841	Cry of the City (D)A	V. Mature-R. Conte-F. Clark	95	Oct. '48		b9/18/48
	Down to the Sea in Ships	R. Widmark-C. Kellaway-D. Stockwell				
	Fallen Idol, The (D)A	M. Morgan-R. Richardson-B. Henrey	92			b8/28/48
	Fan, The	Crain-Sanders-Carroll-Greene				a7/24/48
848	Jungle Patrol	C. Miller-A. Franz-R. Jaeckel				
	Letter to Three Wives	Darnell-Crane-Lynn-Sothern				a7/17/48
	Man About the House, A	M. Johnson-D. Gray-K. Moore	94			b6/28/47
	Miss Mink of 1949	Jimmy Lydon-Lois Collier-Richard Lane				
	Mother Is a Freshman *T	L. Young-V. Johnson-B. Lawrence				
843	Night Wind	C. Russell-V. Christine-G. Gray	68	Oct. '48		a6/5/48
	Prince of Foxes	T. Power-O. Welles-W. Hendrix				
844	Road House	Lupino-Wilde-Holm-Widmark	95			a6/5/48
	Sand *T	M. Stevens-C. Gray-C. Grapewin				a7/17/48
	Snake Pit, The (D)	O. deHavilland-L. Genn-M. Stevens				a10/11/47
	That Wonderful Urge	T. Power-G. Tierney-R. Gardiner				a6/19/48
	This Was a Woman (D)A	Sonia Dresdel-Barbara White				a1/24/48
	Trouble Preferred	C. Russell-P. Knudsen-L. Roberts				a6/19/48
	Tucson	J. Lydon-P. Edwards-C. Russell				a7/17/48
	Unfaithfully Yours	R. Harrison-L. Darnell-R. Vallee	108			a5/29/48
845	When My Baby Smiles at Me *T	Grable-Dailey-Oakie-Havoc				a5/29/48
	While I Live (D)A	T. Walls-C. Evans-C. Raye	85			b10/18/47
	Winslow Boy, The (D)F	R. Donat-Sir C. Hardwicke-B. Radford	117			b9/11/48
	Yellow Sky *T	G. Peck-A. Baxter-R. Widmark				a7/17/48

UNITED ARTISTS

CURRENT

	Arch of Triumph (D)A Sp	I. Bergman-C. Boyer-C. Laughton	120	Mar. '48		b2/21/48
	Four Faces West (D)F	J. McCrea-F. Dee-C. Bickford	90	5/15/48		b5/15/48
	Henry the Fifth (D)F *T	L. Olivier-R. Asherson	134			b4/27/46
	Here Comes Trouble *C (C)F	B. Tracey-J. Sawyer-E. Parnell	50	4/9/48		b4/17/48
	Laff-Time	W. Tracy-P. Morgan-E. Janssen	110	4/9/48		
	Kings of the Olympics (Pt. 1) (Doc.) F	Bill Slater—Narrator	65	Apr. '48		b1/24/48
	Man of Evil (D)A	J. Mason-P. Calvert-A. Stephens	90	Jan. '48		b2/7/48
	Olympic Cavalcade	Olympic Stars		July '48		
	On Our Merry Way	B. Meredith-P. Goddard-F. MacMurry	107	Feb. '48		b2/7/48
	Pitfall (D)A	D. Powell-L. Scott-J. Wyatt	80	8/19/48		b8/7/48
	Red River (D)F	J. Wayne-M. Clift-W. Brennan	125	8/26/48		b7/17/48
	Silent Conflict (W)F	W. Boyd-A. Clyde-R. Brooks	61	Apr. '48		b4/17/48
	Sleep, My Love (D)A	C. Colbert-D. Ameche-R. Cummings	97	Jan. '48		b1/17/48
	So This Is New York (C)F	H. Morgan-R. Vallee-H. Herbert	80	May '48		b5/15/48
	Texas, Brooklyn, and Heaven (C)A	G. Madison-D. Lynn-J. Dunn	76	8/11/48		b7/17/48
	Time of Your Life (D)A	J. Cagney-Wm. Bendix-J. Cagney	109	5/27/48		b5/29/48
	Urubu (D)F	Native Cast	66	8/16/48		b8/21/48
	Vicious Circle (D)A	Conrad Nagel	77	7/24/48		b5/29/48
	Who Killed 'Doc' Robbin? *C (C)F	V. Grey-D. Castle-G. Zucco	51	Apr. '48		b5/8/48

COMING

	Angry God, The	Alicia Parla-Casimiro Ortega				
	An Innocent Affair (C)F	F. MacMurray-M. Carroll-C. Rogers	90			b9/4/48
	Atlantis, The Lost Continent	Maria Montez-Jean Pierre-Aumont				
	Borrowed Trouble	William Boyd-Andy Clyde				
	Cover-Up	W. Bendix-D. O'Keefe-B. Britton				a8/21/48
	Dead Don't Dream, The (W)	W. Boyd-A. Clyde				
	False Paradise	Wm. Boyd-Andy Clyde				
	Gallant Hombre	Duncan Renaldo-Leo Carillo				
	Gay Amigo, The	D. Renaldo-L. Carrillo-Armida				a8/28/48
	Girl From Manhattan, The (C-D)A	Lamour-Montgomery-Laughton	81			b9/18/48
	Impact	Donlevy-Raines-Walker-Coburn				
	Indian Scout	George Montgomery-Ellen Drew				a8/21/48
	Love Happy	Marx Bros.-Massey-Vera Ellen-Hutton				

	Lucky Stiff	D. Lamour-B. Donlevy-C. Trevor			
	Mad Wednesday (D)F	H. Lloyd-R. Washburn-J. Conlin	89		b2/22/47
	My Dear Secretary (C)F	L. Day-K. Douglas-K. Wynn	95		b9/11/48
	Outpost in Morocco	George Raft-Akim Tamiroff			
	Sinister Journey	Wm. Boyd-Andy Clyde			
	Strange Gamble (W)	W. Boyd-A. Clyde-R. Brooks			a12/13/47
	Too Late for Tears	Scott-DeFore-Miller-Corey			
	Vendetta (D)	Hillary Brooke-Faith Domergue			a5/10/47

UNIVERSAL-INTERNATIONAL

CURRENT

664	Abbott & Costello Meet Frankenstein (C)F	Abbott-Costello-Chaney-Lugosi	83	July '48	b7/3/48
657	All My Sons (D)A	Edward G. Robinson-Burt Lancaster	94	May '48	b2/21/48
656	Are You With It? (M)F	D. O'Connor-O. San Juan-M. Stewart	90	May '48	b3/13/48
663	Bad Sister	M. Lockwood-I. Hunter	91	July '48	b12/6/47
653	Black Bart *T (W-D)A	Y. DeCarlo-D. Duryea-J. Lynn	80	Apr. '48	b1/31/48
652	Captain Boycott (D)F	Stewart Granger-Kathleen Ryan	93	Jan. '48	b9/6/47
655	Casbah (D)A	Y. DeCarlo-T. Martin-P. Lorre	94	Apr. '48	b3/6/48
658	Dear Murderer (D)A	E. Portman-G. Gynt-D. Price	94	May '48	b6/7/48
650	Double Life, A (D)A	R. Colman-S. Hasso-E. O'Brien	104	Mar. '48	b1/3/48
	End of the River, The (D)A	Sabu-Bibi Ferreira	80	June '48	b11/29/47
665	Feudin', Fussin' and A-Fightin'	D. O'Connor-M. Main-P. Kilbride	78	July '48	
672	For the Love of Mary (C)F	Durbin-O'Brien-Taylor-Lynn	90½	Sept. '48	b8/28/48
679	Holiday Camp	M. Lockwood-P. Roc-D. Price	96	Mar. '48	b8/23/47
669	Larceny (D)A	J. Payne-J. Caulfield-D. Duryea	89	Aug. '48	b8/7/48
659	Letter from an Unknown Woman (D)A	Joan Fontaine-Louis Jourdan	90	June '48	b4/10/48
666	Man-Eater of Kumaon (D)F	Sabu-W. Corey-J. Page	80	July '48	b6/19/48
667	Mr. Peabody and the Mermaid (C)A	W. Powell-A. Blyth-I. Hervey	89	Aug. '48	b7/10/48
651	Naked City, The (D)A	B. Fitzgerald-H. Duff-D. Hart	96	Mar. '48	b1/24/48
670	One Touch of Venus (C)A	R. Walker-A. Gardner-D. Haymes	81	Aug. '48	b8/21/48
661	River Lady *T (D)A	Y. DeCarlo-D. Duryea	78	June '48	b5/8/48
671	Saxon Charm, The (D)A	R. Montgomery-S. Hayward-J. Payne	88	Sept. '48	b9/4/48
627	Secret Beyond the Door (D)A	J. Bennett-M. Redgrave-A. Revere	98½	Feb. '48	b1/10/48
633	Senator Was Indiscreet, The (C)A	W. Powell-E. Raines	83	Jan. '48	b12/13/47
668	Tap Roots *T (D)F	V. Heflin-S. Hayward-B. Karloff	109	Aug. '48	b6/26/48
662	Up in Central Park (C)F	D. Durbin-D. Haymes-V. Price	87	June '48	b5/29/48
634	Woman's Vengeance, A (D)A	Charles Boyer-Ann Blyth	96	Feb. '48	b12/20/47

COMING

673	An Act of Murder (D)A	F. March-E. O'Brien-F. Eldridge	91		b8/28/48
677	Brothers, The (D)A	Patricia Roc-Will Fyffe	98		b5/24/47
635	Bush Christmas (D)F	C. Rafferty-J. Fernside	76	Dec. '48	b11/29/47
	Corridor of Mirrors (D)A	E. Portman-E. Romney	105		b3/27/48
	Countess of Monte Cristo	S. Henie-O. San Juan-F. Trenkler			a6/19/48
	Criss Cross	B. Lancaster-Y. De Carlo-D. Duryea			a9/18/48
	Dulcimer Street (D)A	R. Attenborough-A. Sim-F. Compton	112		b8/7/48
	Fame Is the Spur (D)A	M. Redgrave-R. Johns	112		b10/4/47
	Family Honeymoon	C. Colbert-F. MacMurray			a8/14/48
	Good Time Girl (D)A	Jean Kent-Dennis Price	92		b5/28/48
	Hamlet (D)F	Laurence Olivier-Jean Simmons	150		b5/15/48
	Hungry Hill (D)A	Margaret Lockwood-Dennis Price	109		b1/18/47
	Kiss the Blood Off My Hands	J. Fontaine-B. Lancaster-R. Newton			a6/19/48
	Lady Surrenders, A (D)A	Margaret Lockwood-Stewart Granger	113		b10/12/48
	Magic Bow, The (D-M)F	Stewart Granger-Phyllis Calvert	106		b9/28/48
	Mexican Hayride	Abbott & Costello			7/17/47
	Nicholas Nickelby (D)F	Cedric Hardwicke-Sally Howes	105		b3/22/47
	O'Flynn, The	D. Fairbanks, Jr.-H. Carter-R. Greene			a8/21/48
	Oh Say Can You Sing	Sheila Ryan-Fred Brady			a5/25/46
	One Night With You (C)F	Nino Martini-Patricia Roc	92		b5/1/48
	Red Canyon	A. Blyth-H. Duff-G. Brent			a8/14/48
	Rogues' Regiment	D. Powell-M. Toren-V. Price			a6/26/48
	Snowbound	R. Newton-D. Price	86		
	Years Between, The (D)A	M. Redgrave-V. Hobson-F. Robson	87		b9/13/47
	You Gotta Stay Happy	J. Fontaine-J. Stewart-E. Albert			a8/7/48

WARNER BROS.

CURRENT

713	Always Together (C)F	R. Hutton-J. Reynolds	78	1/10/48	b12/20/47
719	April Showers (C)F	J. Carson-A. Sothern-R. Alda	95	3/27/48	b3/13/48
727	Big Punch, The (D)A	W. Morris-L. Maxwell-G. MacRae	80	6/26/48	b5/29/48
732	Embraceable You (D)A	D. Clark-G. Brooks-S. Z. Sakall	88	8/21/48	b7/31/48
717	I Became a Criminal (D)A	Sally Gray-Trevor Howard	78	3/6/48	b7/12/47
731	Key Largo (D)A	H. Bogart-E. G. Robinson-L. Bacall	101	7/31/48	b7/10/48
702	Life With Father (C)F	W Powell-I Dunne-E Taylor	118	8/14/48	b8/16/47
715	My Girl Tisa (C-D)F	L. Palmer-S. Wanamaker-A. Tamiron	95	2/7/48	b1/24/48
728	Romance on the High Seas *T (M)F	J. Carson-J. Paige-D. DeFore	99	7/3/48	b6/12/48
802	Rope *T (D)A	J. Stewart-J. Dall-F. Granger	80	9/25/48	b8/28/48
725	Silver River (W)A	Errol Flynn-Ann Sheridan	107	5/29/48	b5/8/48
720	To the Victor (D)A	D. Morgan-V. Lindfors-V. Francen	101	4/10/48	b4/3/48
714	Treasure of Sierra Madre (D)A	H. Bogart-W. Huston-T. Holt	127	1/24/48	b1/10/48
801	Two Guys From Texas *T (C)F	J. Carson-D. Morgan-D. Malone	86	9/4/48	b8/7/48
716	Voice of the Turtle (C)A	R. Reagan-E. Parker-E. Arden	103	2/21/48	b12/27/47
726	Wallflower (C)F	J. Reynolds-R. Hutton-J. Paige	77	6/12/48	b5/22/48
721	Winter Meeting (D)A	B. Davis-J. Davis-J. Paige	100	4/24/48	b4/10/48
724	Woman in White, The (My)A	A. Smith-E. Parker-S. Greenstreet	109	5/15/48	b4/24/48

COMING

	Adventures of Don Juan *T (H-R)	Errol Flynn-Viveca Lindfors			a2/7/48
	Cleopatra Arms	David Niven-Jane Wyman			a6/26/48
	Decision of Christopher Blake, The (D)	A. Smith-R. Douglas			a10/11/47
	Fighter Squadron *T	Edmond O'Brien-Robert Stack			a7/24/48
	Flamingo Road	J. Crawford-G. George-G. Michael			
	Flaxy Martin	Z. Scott-V. Mayo-D. Kennedy			a7/3/48
	Fountainhead, The	G. Cooper-P. Neal-R. Massey			a8/28/48
	Girl from Jones Beach, The	V. Mayo-R. Reagan-E. Bracken			a7/24/48
	Happy Times *T	Kaye-Bates-Slezak-Cobb			
	Homicide	R. Douglas-H. Westcott-R. Alda			
	House Across the Street	J. Paige-B. Bennett-J. Holden			
	Idol of Paris (D)A	Michael Rennie-Beryl Baxter	105		b2/28/48
	John Loves Mary	Reagan-Carson-Neal-Morris			a5/1/48
804	Johnny Belinda (D)A	J. Wyman-L. Ayres-C. Bickford	104	10/23/48	b9/18/48
	June Bride	B. Davis-R. Montgomery-B. Lyon			a7/10/48
	Kiss in the Dark	Jane Wyman-David Niven			
	Look for the Silver Lining *T	J. Haver-R. Bolger-G. MacRae			a7/3/48
	Montana *T	Errol Flynn-Alexis Smith			
	My Dream Is Yours *T	Carson-Day-Bowman-Arden			a6/26/48
	Night Beat	W. Douglas-A. Hale-R. Alda			a8/28/48
	Night Unto Night (D)	Ronald Reagan-Viveca Lindfors			a5/10/47
	One Last Fling	A. Smith-Z. Scott-J. Backus			a5/22/48
	One Sunday Afternoon *T	Dennis Morgan-Janis Paige			a5/22/48
803	Smart Girls Don't Talk (D)A	V. Mayo-B. Bennett-R. Hutton	81	10/9/48	b9/18/48
	Somewhere in the City	V. Lindfors-E. O'Brien-V. Mayo			
	South of St. Louis *T	J. McCrea-A. Smith-Z. Scott			a7/24/48
	Two Guys and a Gal *T	D Morgan-J. Carson-D. Day			
	Under Capricorn *T	Ingrid Bergman-J. Cotten-M. Wilding			
	Whiplash (D)	D. Clarke-A. Smith-S. Z. Sakall			a11/1/47
	Younger Brothers, The	W. Morris-J. Paige-B. Bennett			a7/24/48

JUL 6-1949

MISCELLANEOUS FEATURES

Listing of features of foreign and U. S. origin not distributed by major outlets. Titles are followed, in parentheses, by name of country of origin and U. S. national distributor; names of stars, running time, and date of issue in which review appeared, in that order.

A FRIEND WILL COME TONIGHT (Lopert) Michel Simon, Madeleine Sononge. 92. b7/17/48.

ALL'S WELL (U. S.-Independent) D. Lamour-C. Laughton

BLIND DESIRE (France-Discina Int'l) Jean-Louis Barbault-Edwige Feuillere. 88. b6/12/48.

CRIME AND PUNISHMENT (Sweden-Film Rights Int'l.) H. Faustman-G. Wallgren. 107. b3/20/48

DAMNED, THE (France-Discina) H. Vidal-F. Marley. 105. b5/1/48

DAY OF WRATH (Denmark-Schaefer). L. Movin-T. Roose. 100. b5/1/48

DIE FLEDERMAUS (Germany-Artkino) M. Harrell-J. Heesters. 96. b3/30/48

FANNY (France-Siritsky) Raimu-P. Fresnay. 124. b2/21/48

FARREBIQUE (France - Siritsky) Non-pro. cast. 90. b3/6/48

FIGHT NEVER ENDS, THE (U. S.-W. Alexander) Joe Louis-Mills Bros. 70. b2/28/48

FIRST OPERA FILM FESTIVAL (Italy-Classic). T. Gobbi-P. Malcarini. 95. b5/29/48

FRANCOIS VILLON (France-Creative) S. Reggiani-R. Faure. 81. b8/28/48

FRIC-FRAC (France-Oxford). Fernandel-Arletty. 90. b6/5/48

GREEN PROMISE (U. S.-Independent). W. Brennan-M. Chapman.

IDIOT, THE (France-European Copyrights) G. Phillippe-E. Feuillere. 92. b2/14/48

ILLEGALS, THE (U. S.-Mayer-Burstyn) T. Torres-Y. Mikalowitch. 75. b7/10/48

JANS MONSON IN AMERICA (Sweden-Scandia). E. Persson-S. Olin. 103. b4/17/48

JENNY LAMOUR (France-Vog Films) L. Jourdan-S. Renant. 102. b2/14/48

LAUGH, PAGLIACCI (Italy-Continental) A. Valli-B. Gigli. 83 b3/13/48

LOST HAPPINESS (Italy-Saturnia) L. Cortese-D. Sassoli. 75. b3/6/48

MARIUS (France-Siritzky Int'l). Raimu-P. Fresnay. 128. b5/15/48

MURDERERS AMONG US (Germany-Artkino) H. Knef-E. Borchert. 84. b8/28/48

NAIS (France-Siritzky-Int'l). Fernandel-J. Pagnol. 105. b6/19/48

PAISAN (Italy-Mayer-Bur.) C. Sazio-R. Von Loon. 118. b2/28/48

PASSIONNELLE (France-Distinguished) O. Joyeaux-Alerme. 82. b2/21/48

PORTRAIT OF INNOCENCE (France-Siritzky-Int'l) Louis Carletti-Gilbert Gil. 90. b6/12/48.

PREJUDICE (U. S. - Independent) D. Bruce-M. Marshall.

PRIVATE LIFE OF AN ACTOR (France - Siritzky). S. Guitry - L. Marconi. 102. b9/18/48

QUIET WEEKEND (England-Distinguished) D. Farr-F. Cellier. 83. b8/28/48

ROOM UPSTAIRS, THE (France-Lopert). M. Dietrich-J. Gabin. 90. b6/5/48

ROSSINI (Italy-Best) N. Besozzi-P. Barbara. 95. b2/14/48

SHOWTIME (England-English Films). A. Todd-R. Greene. 91. b6/5/48

SPIRIT AND THE FLESH, THE (Italy-Variety) G. Cervi-D. Sassoli. 98. b8/28/48

STORY OF LIFE, THE (U. S.-Crusades) J. Crehan-W. McKay. 67. b7/10/48

STRANGE VICTORY (U. S.-Target) V. Richardson-C. McGregor. 73. b7/24/48

THEY ARE NOT ANGELS (France-Siritzky-Int'l). P. Blanchard-R. Bussieres. 130. b5/29/48

VOYAGE SURPRISE (France-Duke Inter'l) J. Henri-Duval. 80. b3/13/48

WHERE WORDS FAIL (Spain-Lopert) E. Muino-I. Bertini. 90. b8/28/48

ZAMBA (U. S.-Independent). J. Hall-G. Cooper.

BRIGHTON ROCK (England). R. Attenborough-H. Baddeley. 92. b1/3/48

EASY MONEY (England). G. Gynt-D. Price. 94. b3/6/48

GHOSTS OF BERKELEY SQUARE (England). R. Morley-F. Aylmer. 90. b11/1/47

LOVES OF JOANNA GODDEN, THE (England). G. Withers-J. Macallum. 85. b6/21/47

MARK OF CAIN, THE (England). E. Portman-S. Gray. 88. b1/17/48

MRS. FITZHERBERT (England). P. Graves-J. Howard. 99. b2/14/48

NEWSREEL SYNOPSES

(Released Wednesday, Sept. 22)

MOVIETONE (Vol. 31, No. 75)—A "marked" man (Mikhail Samarin) talks; East-West clashes in Berlin; President greets "Youth of the Year"; Miss Truman opens "first voter" drive; Maine woman wins Senate election; Ground broken in New York for U.N. capital; Oil tanks explode in California; "Mrs. America" chosen at Asbury Park; Sports: New York Giants top Chicago Bears at football (except Washington, D. C.)—Charles beats Bevins in heavyweight bout (Washington, D. C. only)—Motorcycle hill climbing.

NEWS OF THE DAY (Vol. 20, No. 205)—Ground broken for U.N. home in New York; First world citizen; Turmoil in Berlin; Progress rides the rails; Woman wins Senate seat; Mrs. America of 1948; Fire disasters; Sports: Youth of the year—"Iron horse" jockeys compete.

PARAMOUNT (No. 8)—Newest on the rails; Elections—"as Maine goes so goes . . . ?"; Campaign for packages aids European needy; Ground broken for U.N. capital; Youth of the year; Brandenburg Gate incident in Berlin; Czechoslovakia mourns Benes; Giants trims Bears at charity football game.

UNIVERSAL (Vol. 21, No. 170)—200,000 pay homage to Pope; Flames rip Dutch warehouse; New luxury train takes bow; Mrs. America for 1948; Government honors railroad; Mathias "Youth of the Year"; Gay nineties festival held; Giants claw Bear gridders.

WARNER PATHE (Vol. 20, No. 10)—The battle of the rallies in Berlin; Benes, Czech president, dies; People in the news: Garry Davis, Bob Mathias; Fashions for fall; Sports: Joe Louis picks Ezzard Charles as probable successor—Underdog N. Y. Giants trap the Chicago Bears.

ALL AMERICAN (Vol. 6, No. 309)—Boy Scout awarded medal and scholarship for heroism; Worn out jalopies are destroyed in giant bonfire; Mothers get information on proper diet at hospital class; Leigh Ward wins talent search; Citizens present scroll to Senator Brooks; Harlem celebrates annual West Indies day.

TELENEWS (Vol. 2, No. 38)—Fateful issues await U.N. Paris sessions on assassination of Bernadotte, on Italy, India, Korea and Berlin; DeGaulle asks new French elections; Overseas briefs; U. S. political campaign opens; Strike violence in California; Air Force anniversary; Football: Chicago Bears vs. Washington Redskins.

(Released Saturday, September 25)

MOVIETONE (Vol. 31, No. 76)—Truman speaks in Iowa; Dewey starts tour of west; French Communist demonstration ends in violence; Assassination of Bernadotte shocks world; Marshall given Humanitarian award by Variety Clubs; Sports: Chicago Bears beat Washington Redskins—Pendleton rodeo in Oregon—International Tuna Cup matches in Nova Scotia.

NEWS OF THE DAY (Vol. 20, No. 206) — Bernadotte assassination shocks the world; Riots mark new crisis in France; Humanitarian award for Marshall; Bathing beauties give lens fans a dizzy day; Sports: New tennis champs—Texas U routs Louisiana State.

PARAMOUNT (No. 9) — Presidential race quickens as Truman and Dewey swing west on big tours; Babes in the news; Marshall's busy days; Bernadotte assassination rocks U.N.; 671 m.p.h. as jet plane sets world speed mark.

UNIVERSAL (Vol. 21, No. 180)—Bernadotte slain; Truman and Dewey on campaign roundup; Air speed record; Marshall gets award; Sports — Tuna fishing—Football.

WARNER PATHE (Vol. 20, No. 11)—Truman and Dewey on tour; Bernadotte assassinated; People in the news: Secretary Marshall—General D'Gaulle—Harold Stassen; Nation marks Air Force day; Sports: Football—tennis—boxing—rodeo.

RE-ISSUES (Nationally Released)

			Time Mins.	Rel. Date	Orig Rel. Date
ASTOR PICTURES					
	Aces Wild	Harry Carey	63	4/30/48	1937
	Frontiers of '49	"Wild Bill" Elliott		1/1/49	1939
	In Early Arizona	"Wild Bill" Elliott		3/1/49	1938
	Law Comes to Texas, The	"Wild Bill" Elliott		10/1/48	1939
	Lone Star Pioneers	"Wild Bill" Elliott		12/1/48	1939
	Man from Tumbleweeds	"Wild Bill" Elliott		2/1/49	1940
	Pecos Kid	Fred Kohler, Jr.	59	4/25/48	1935
	Pioneers of the Frontier	"Wild Bill" Elliott		5/1/49	1940
	Return of Daniel Boone	"Wild Bill" Elliott		11/1/48	1941
	Taming of the West	"Wild Bill" Elliott		4/1/49	1939
	Toll of the Desert	F. Kohler, Jr.-B. Mack	55	6/1/48	1937
	Wagon Trail	Harry Carey	58	5/30/48	1935
FILM CLASSICS					
	Border Wolves	Bob Baker	56	8/15/48	1938
	Challenge, The	J. Gardner-M. Clare	78	5/20/48	1939
	Deep in the Heart of Texas	J. M. Brown-Ritter	61	7/15/48	1942
	Drums *T	Sabu-R. Massey		7/20/48	1938
	Eagle Squadron	R. Stack-D. Barrymore	109	6/11/48	1942
	Four Feathers *T	J. Duprez-R. Richardson		7/20/48	1939
	Gun Justice	Ken Maynard	61	9/15/48	1934
	Gung-Ho	R. Scott-R. Mitchum	87	6/11/48	1943
	Honor of the Range	Ken Maynard	63	4/15/48	
	Last Stand	Bob Baker	57	9/15/48	1938
	Man Who Reclaimed Head	C. Rains-J. Bennett		7/1/48	1935
	Pony Post	Johnny M. Brown	60	8/15/48	1940
	Singing Outlaw	Bob Baker	57	4/15/48	
	Tower of London	B. Karloff-B. Rathbone		7/1/48	1939
	Wheels of Destiny	Ken Maynard	65	7/15/48	1934
METRO-GOLDWYN-MAYER					
823	Tarzan's New Adventure	J. Weismuller-M. O'Sullivan	70	Apr. '48	1942
822	Tarzan's Secret Treasure	J. Weismuller-M. O'Sullivan	81	Apr. '48	1941
MONOGRAM					
4711	Sign of the Wolf	M. Whalen-G. Bradley	69	5/2/48	1941
PARAMOUNT					
R7-3508	Crusades, The	L. Young-H. Wilcoxon	126	June '48	1935
REALART PICTURES					
1290	Captive Wild Woman	J. Carradine-Aquanetta	60	Apr. '48	1943
1250	Corvette K-225	R. Scott-B. Fitzgerald	98	May '48	1943
1210	Drums of the Congo	S. Erwin-O. Munson	61	Apr. '48	1941
796	Magnificent Brute	J. McLaglen-B. Barnes	78	Apr. '48	1936
361	Sea Spoilers	J. Wayne-N. Grey	63	Apr. '48	1936
871	Wings Over Honolulu	R. Milland-W. Barrie	78	May '48	1937
RKO RADIO					
892	Bambi *T	Disney Feature Cartoon	70		1942
882	Border G-Man (W)	G. O'Brien-L. Day	60		1938
818	Bring 'Em Back Alive	Frank Buck			1933
881	Gun Law (W)	G. O'Brien-R. Oehman	60		1933
884	Lawless Valley (W)	G. O'Brien			1938
883	Painted Desert (W)	G. O'Brien-L. Day	60		1938
886	Timber Stampede (W)	G. O'Brien-M. Reynolds			1939
885	Trouble in Sundown (W)	G. O'Brien-W. Bond			1939
SCREEN GUILD PRODUCTIONS					
S-7	Duke of West Point	L. Hayward-J. Fontaine	108	10/1/48	1938
S-5	Flirting With Fate	J. E. Brown-B. Roberts	72	9/3/48	1938
HC23	Hidden Gold	W. Boyd-R. Hayden	62	8/27/48	1940
S-4	King of the Turf	A. Menjou-D. Costello	89	8/20/48	1939
HC20	Law of the Pampas	W. Boyd-R. Hayden	79	6/3/48	1939
S-8	Miss Annie Rooney	A. Temple-W. Gargan	88	10/1/48	1942
HC19	Range War	W. Boyd-R. Hayden	69	5/7/48	1939
HC18	Renegade Trail (W)	W. Boyd-G. Hayes	60	4/10/48	1939
S-3	Runaway Daughter	B. Stanwyck-R. Young	71	8/20/48	
HC21	Santa Fe Marshal	W. Boyd-R. Hayden	70	6/25/48	1940
HC22	Showdown, The	W. Boyd-R. Hayden	66	7/30/48	1940
HC24	Stagecoach War	W. Boyd-R. Hayden	64	10/22/48	1940
S-6	That's My Boy	J. Durante-R. Tauber	81	9/3/48	
20TH CENTURY-FOX					
830	Belle Starr	R. Scott-G. Tierney	87	June '48	1941
834	Blood and Sand	T. Power-L. Darnell	125	Aug. '48	1941
831	Frontier Marshal	R. Scott-N. Kelly	71	June '48	1939
835	I Wake Up Screaming	B. Grable-V. Mature	82	Aug. '48	1941
832	Rose of Washington Square	T. Power-A. Faye	86	July '48	1939
833	Slave Ship	W. Baxter-W. Beery	92	July '48	1937
WARNER BROS.					
730	Flowing Gold	J. Garfield-P. O'Brien	82	7/17/48	1940
729	God's Country and the Woman	G. Brent-B. Roberts	71	7/17/48	1936
723	The Fighting 69th	J. Cagney-P. O'Brien	78	5/8/48	1938
729	Valley of the Giants	W. Morris-C. Trevor	79	5/8/48	1940

1947-48 SHORT SUBJECT BOOKING GUIDE

Releases (grouped in series of which they are a part) listed under name of distributor. Reading from left to right are: distributor's release number; title of subject; running time in minutes; release date; date of issue of SHOWMEN'S TRADE REVIEW in which data concerning the subject appeared.

ASTOR PICTURES

Rel. No.	Title	Rel. Date	Data
	Jimmy Fidler's Personality Parade (20)	12/20	.....
	Boss Comes to Dinner (10)	4/1	.....
	Makers of Destiny #1(17½)	5/1	6/5

COLUMBIA

SPECIAL MUSICAL FEATURETTE (1)

9451	A Voice Is Born (20½)..	1/15	.....

THREE STOOGES COMEDIES (8)

9401	Brideless Groom (16½)...	9/11	.....
9402	Sing a Song of Six Pants (17)	10/30	12/20
9403	All Gummed Up (18)	12/11	12/20
9404	Shivering Sherlocks (17)...	1/8	6/5
9405	Pardon My Clutch (15)...	2/26	6/19
9406	Squareheads of the Round Table (18)	3/4	6/5
9407	Fiddlers Three (17)	5/6	6/5
9408	The Hot Scots (17)	7/8	7/31

ASSORTED & ALL-STAR COMEDIES (17)

9431	Rolling Down to Reno (16½)	9/4	.....
9432	Hectic Honeymoon (17)..	9/18	.....
9421	Wedding Belle (17)	10/9	1/17
9422	Should Husbands Marry? (17)	11/13	12/20
9423	Silly Billy (18)	1/29	6/19
9424	Two Nuts in a Rut (18)...	2/19	6/12
9425	Tall, Dark and Gruesome (16)	4/15	6/5
9426	Crabbin' in the Cabin (18).	5/13	6/19
9427	Pardon My Lamb Chop ( ).	6/10	7/10
9433	Wife to Spare (16)	11/20	12/20
9434	Wedlock Deadlock (16)....	12/18	2/14
9435	Radio Romeo (17½)	12/25	.....
9436	Man or Mouse (18)	1/15	6/19
9437	Eight Ball Andy (17½)...	3/11	6/19
9438	Jitter Bughouse (17)	4/29	6/12
9439	The Sheepish Wolf (17½)..	5/27	6/19
9440	Flat Feat (17½)	6/24	7/31

COLOR RHAPSODIES (3)

9501	Swiss Tease (6)	9/11	.....
9502	Boston Beany (6)	12/4	12/20
9503	Flora (7)	3/18	6/19

COLOR PHANTASIES (3)

9701	Kitty Caddy (6)	11/6	12/20
9702	Topsy Turkey (6½)	2/5	.....
9703	Short Snorts on Sports (6½)	6/3	7/10

COLOR FAVORITES (Re-Issues) (8)

9601	Dreams on Ice (6½)	10/30	.....
9602	Novelty Shop (6½)	11/20	.....
9603	Dr. Bluebird (8)	12/18	.....
9604	In My Gondola (7½)	1/22	.....
9605	Animal Cracker Circus (7)	2/19	.....
9606	Bon Bon Parade (8½)...	4/8	.....
9607	House That Jack Built (7).	5/6	.....
9608	The Untrained Seal (7½).	7/15	.....

THRILLS OF MUSIC (8)

9951	Boyd Raeburn & Orch. (11)	9/18	.....
9952	Claude Thornhill & Orch. (11)	10/30	.....
9953	Lecuona Cuban Boys (10½)	11/13	12/20
9954	Skitch Henderson Orch. (10)	12/11	2/14
9955	Charlie Barnet & Orch. (10½)	1/15	6/5
9956	Ted Weems & Orchestra (10½)	3/25	6/5
9957	Gene Krupa Orch. (10)....	6/10	7/10
9958	Tony Pastor Orch. (10)...	7/22	8/28

SCREEN SNAPSHOTS (10)

9851	Hollywood Cowboys (9½).	9/4	.....
9852	Laguna, U. S. A. (9½)..	10/9	12/20
9853	Out of This World Series (9)	11/27	12/20
9854	Off the Air (10)	12/18	12/20
9855	Hawaii in Hollywood (10).	1/22	6/5
9856	Photoplay's Gold Medal Awards (9½)	3/18	.....
9857	Smiles and Styles (10)....	4/1	6/5
9858	Hollywood Honors Hersholt (8)	5/6	6/12
9859	Hollywood Party (9).....	6/10	7/10
9860	Hollywood Friars Honor George Jessel (9½)....	7/8	7/31

WORLD OF SPORTS (9)

9801	Cinderella Cagers (9½)..	9/25	.....
9802	Ski Demons (9)	10/23	12/20
9803	Bowling Kings (10)	11/13	12/20
9804	Navy Crew Champions (10).	12/25	2/14
9805	Rodeo Thrills and Spills (9½)	1/29	6/5
9806	Net Marvels (9)	3/11	6/19
9807	Champions in the Making (8½)	5/23	6/19
9808	No Holds Barred (9).....	6/17	7/10
9809	Aqua Zanies (9)	7/15	7/31

FILM NOVELTIES (8)

9901	Aren't We All? (10½)...	11/27	.....

COMMUNITY SINGS (9)

9651	No. 1—Linda (10)	9/4	.....
9652	No. 2—April Showers (9).	10/2	.....
9653	No. 3—Peg O' My Heart (9)	11/6	12/20
9654	No. 4—When You Were Sweet 16 (9½)	12/4	12/20
9655	Feudin' and A-Fightin' (10½)	1/8	6/19
9656	Civilization ( )	2/12	6/5
9657	I'm Looking Over a Four-Leaf Clover (9½)..	4/29	6/5
9658	Manana (9)	6/3	6/19
9659	California Here I Come (9)	8/12	8/28

SERIALS (15 Chapters) (4)

9120	The Sea Hound	9/4	.....
9140	Brick Bradford	12/18	1/17
9160	Tex Granger	4/1	.....
9180	Superman (Sp.)	7/15	.....

METRO-GOLDWYN-MAYER

MGM TECHNICOLOR CARTOONS (11)

W-931	Slap Happy Lion (7)	9/20	.....
W-932	The Invisible Mouse (7)..	9/27	11/22
W-933	King Size Canary ( )....	12/6	2/14
W-934	The Bear and the Bean (7).	1/31	4/3
W-935	What Price Fleadom? (6).	3/20	.....
W-936	Make Mine Freedom (10).	4/24	6/12
W-937	Kitty Foiled (8)	5/1	6/12
W-938	Little 'Tinker (8)	5/15	7/24
W-939	The Bear and the Hare (7).	6/26	7/24
W-940	The Truce Hurts (7)	7/17	9/4
W-941	Half-Pint Pygmy (7)	8/7	.....

TRAVELTALKS (4)

T-911	Visiting Virginia (9)	11/29	11/22
T-912	Cradle of a Nation (9)	12/13	3/6
T-913	Cape Breton Island (9)....	5/8	7/24
T-914	Chicago, the Beautiful (10).	7/31	8/21

THE PASSING PARADE (5)

K-971	Miracle in a Corn Field (8)	12/20	3/6
K-972	It Can't Be Done (10)...	1/10	4/3
K-973	Goodbye Miss Turlock (10).	1/24	4/3
K-974	My Old Town (9)	2/7	4/3
K-975	Souvenirs of Death (10)..	6/19	7/24

GOLD MEDAL CARTOONS (Reissues) (6)

W-921	Goldilocks and the Three Bears (11)	11/22	.....
W-922	The Fishing Bear (8)	12/20	.....
W-923	The Milky Way (8)	2/14	.....
W-924	The Midnight Snack (9)..	3/27	.....
W-925	Puss 'N' Toots (7)	4/24	.....
W-926	The Bowling Alley Cat (8).	6/12	.....

PETE SMITH SPECIALTIES (10)

S-951	Football Thrills No. 10 (8).	9/6	.....
S-952	Surfboard Rhythm (8)....	10/18	11/22
S-953	What D'Ya Know? (9)....	11/18	11/22
S-954	Have You Ever Wondered? (9)	.....	.....
S-955	Bowling Tricks (10)	1/10	4/3
S-956	I Love My Mother-in-Law But (8)	2/7	5/1
S-957	Now You See It (Tech.) (9)	3/30	.....
S-958	You Can't Win (9)	5/29	6/12
S-959	Just Suppose (9)	7/17	9/4
S-960	Football Thrills No. 11 (9)	8/21	8/21

MUSICAL MERRY-GO-ROUND (6)

M-981	Freddy Martin, Keenan Wynn (10)	2/14	6/5
M-982	Tex Beneke (10)	2/13	6/5
M-983	Ray Noble, Buddy Clark (11)	6/26	7/24
M-984	Martin Block's Musical Merry-Go-Round (10)..	7/17	8/28

TWO REEL SPECIALS (2)

A-901	Drunk Driving (21)	3/27	.....
A-902	Going to Blazes (21)	4/24	6/12

PARAMOUNT

PACEMAKERS (6)

K7-1	It Could Happen to You (11)	10/3	.....
K7-2	Babies, They're Wonderful (11)	11/14	11/22
K7-3	Bundle From Brazil (11)...	1/2	1/17
K7-4	Musical Miracle (11)	3/12	.....
K7-5	A Model Is Born (7)	5/28	6/26
K7-6	Neighbor to the North (13)..	7/22	7/24

POPULAR SCIENCE (6)

J7-1	Radar Fisherman (10)	10/17	11/22
J7-2	Desert Destroyers (11)	12/16	12/20
J7-3	Streamlined Luxury (10)....	2/20	3/6
J7-4	Fog Fighters (10)	4/2	6/5
J7-5	The Big Eye (10)	5/21	6/12
J7-6	Flying Wing (10)	8/6	9/11

SPORTLIGHTS (10)

R7-1	Riding the Waves (10)	10/3	11/22
R7-2	Running the Hounds (11)...	10/31	11/22
R7-3	Five Fathoms of Fun (10)..	11/28	1/17
R7-4	Stop, Look and Guess 'Em (10)	12/5	1/17
R7-5	All American Swing Stars (10)	1/16	4/3
R7-6	Double Barrelled Sport (10).	2/20	4/3
R7-7	Big Game Angling (10)....	3/26	6/5
R7-8	Riding Habits (10)	4/30	6/5
R7-9	Big League Glory (10).....	6/11	7/10
R7-10	Her Favorite Pools (10)....	7/30	8/7

UNUSUAL OCCUPATIONS (6)

L7-1	Hula Magic (11)	11/7	11/22
L7-2	Bagpipe Lasses (11)	1/2	3/6
L7-3	Modern Pioneers (11)	2/13	6/5
L7-4	Nimrod Artist (10)	4/16	6/5
L7-5	Feather Finery (10)	5/14	6/26
L7-6	Aerial Hot Rods (10)	8/13	9/11

SPEAKING OF ANIMALS (6)

Y7-1	Dog Crazy (11)	10/3	.....
Y7-2	Ain't Nature Grand (10)...	11/14	11/22
Y7-3	Monkey Shines (9)	12/12	1/17
Y7-4	Home Sweet Home (10)....	2/6	3/6
Y7-5	'Tain't So and 'Tain't True (10)	4/16	6/5
Y7-6	As Headliners (10)	6/18	7/3

NOVELTOONS (8)

Technicolor

P7-1	Santa's Surprise (9)	12/5	1/17
P7-2	Cat O'Nine Ails (8)	1/9	1/17
P7-3	Flip Flap (8)	2/23	6/5
P7-4	We're in the Honey (8)....	3/19	6/5
P7-5	The Bored Cuckoo (8)	4/9	6/5
P7-6	There's Good Boo's Tonite (9)	4/23	6/5
P7-7	Land of the Lost (7)	5/7	6/12
P7-8	Butterscotch and Soda (7)..	6/4	6/26

POPEYE (8)

E7-1	All's Fair at the Fair (8)..	12/19	12/20
E7-2	Olive Oyl for Pres'dent (7)..	1/30	1/17
E7-3	Wigwam Whoopee (8)	2/27	6/5
E7-4	Pre-Hysterical Man (9)....	3/26	6/5
E7-5	Popeye Meets Hercules (7).	6/18	.....
E7-6	A Wolf in Sheik's Clothing (8)	7/30	8/7
E7-7	Spinach vs. Hamburgers (8).	8/27	9/11
E7-8	Snow Place Like Home.....	9/3	.....

SCREEN SONG (8)

X7-1	The Circus Comes to Clown (7)	12/26	1/17
X7-2	Base Brawl (7)	1/23	4/3
X7-3	Little Brown Jug (8)	2/20	4/3
X7-4	The Golden State (8)	3/12	6/5
X7-5	Winter Draws On (7)	3/19	6/5
X7-6	Sing or Swim (7)	6/4	6/26
X7-7	Camptown Races (8)	7/16	8/7
X7-8	The Lone Star State (9)....	8/20	9/11

MUSICAL PARADES (5)

FF7-1	Samba-Mania (18)	2/27	4/3
FF7-2	Footlight Rhythm (19)....	4/9	6/5
FF7-3	Gypsy Holiday (19)	6/25	7/3
FF7-4	Tropical Masquerade (16)..	8/6	9/11
FF7-5	Big Sister Blues ( )....10/1		.....

RKO RADIO

FLICKER FLASHBACKS (7)

84201	No. 1 (10)	10/24	12/20
84202	No. 2 (9)	12/5	1/17
84203	No. 3 (9)	1/16	4/3
84204	No. 4 (9)	2/27	6/5
84205	No. 5 (8)	4/9	6/5
84206	No. 6 (9)	5/21	6/26
84207	No. 7 (9)	7/2	9/4

THIS IS AMERICA (13)

83101	Border Without Bayonets (16)	11/14	12/20
83102	Switzerland Today (18)...	12/12	1/17
83103	Children's Village (19)....	1/9	3/6
83104	Operation White Tower (18)	2/6	3/6
83105	Photo Frenzy (16)	3/5	5/1
83106	Funny Business (18)	4/2	6/5
83107	Democracy's Diary (16)..	4/30	6/19
83108	Crime Lab (17)	5/28	6/26
83109	Letter to a Rebel (16)....	6/25	7/3
83110	Sports Golden Age (17)...	7/23	8/28
83111	Glamour Street (16)		9/11

SPORTSCOPES (13)

84301	Ski Holiday (8)	9/19	.....
84302	Golf Doctor (8)	10/17	.....
84303	Quail Pointers (8)	11/14	12/20
84304	Pin Games (8)	12/12	1/17
84305	Racing Day (8)	1/9	3/6
84306	Sports Coverage (8)	2/6	3/6
84307	Teen Age Tars (9)	3/5	5/1
84308	Doggone Clever (8)	4/2	6/19
84309	Big Mouth Bass (8)	4/30	6/19
84310	Muscles and the Lady (9).	5/28	6/26
84311	Ladies in Wading (8)	6/25	7/31
84312	Athletic Varieties (8)	7/23	8/28
84313	Strikes to Spare (8)	8/20	.....

MUSICAL JAMBOREES (Revivals) (7)

84401	Enric Madriguera & Orch. (8)	9/5	.....
84402	Tommy Tucker Time (8)...	10/3	.....
84403	Johnny Long & Orch. (8)..	10/31	.....
84404	Duke Elligton (9)	11/28	.....
84405	Jerry Wald &Orch. (9)...	12/26	.....
84406	Ray McKinley & Orch. (8).	1/23	.....
84407	Dick Stabile & Orch. (8)..	2/20	.....

LEON ERROL (4)

83701	Bet Your Life (14)	1/16	4/3
83702	Don't Fool Your Wife (18).	3/5	6/5
83703	Secretary Trouble (17)....	4/9	6/5

EDGAR KENNEDY (6)

83401	Mind Over Mouse (17)....	11/21	1/17
83402	Brother Knows Best (17)..	1/2	4/3
83403	No More Relatives (18)...	2/6	5/1
83404	How to Clean House (18)..	5/14	6/26
83405	Dig That Gold (17)	6/25	7/31
83406	Home Canning (16)	8/6	8/28

RAY WHITLEY REVIVALS (4)

83501	Molly Cures a Cowboy (19).	9/5	.....
83502	Musical Bandit (16)	10/10	.....
83503	Corralling a School Marm (14)	11/14	.....
83504	Prairie Spooners (13)....	12/19	.....

SPECIAL (3)

83601	20 Years of Academy Awards (19)	4/2	6/5
83801	Basketball Headliners of 1948 (18)	4/23	6/19
842	Louis-Walcott Fight Picture (19)	6/26	.....
83901	Football Highlights of 1947 (20)	12/12	.....

WALT DISNEY CARTOONS (6)

Reissues

84701	Hawaiian Holiday (8)	10/17	.....
84702	Clock Cleaners (8)	12/12	2/14
84703	Little Hiawatha (9)	2/20	.....
84704	Alpine Climbers (10)	4/2	.....
84705	Woodland Cafe (7)	5/14	6/19
84706	Three Little Pigs ( )		.....

REPUBLIC

SERIALS (4)

791	G-Men Never Forget (12 Chapters)	1/31	.....
792	Dangers of the Canadian Mounted (12 Chapters).	4/24	.....
793	Dick Tracy Returns (15 Chapters)	7/17	.....

CARTOONS (1)

Trucolor

761	It's A Grand Old Nag (8).	12/20	12/20

20th CENTURY-FOX

MOVIETONE ADVENTURES

8201	Horizons of Tomorrow (8).	9/12	12/20
8202	The 3 R's Go Modern (9)..	11/7	.....
8203	Sky Thrills (9)	3/	5/1
8204	Majesty of Yellowstone (9).	7/	6/19
8251	Holiday in South Africa (8)	8/22	.....
8252	Home of the Danes (8)....	10/17	.....
8253	Jungle Closeups (8)	12/12	5/1
8254	Copenhagen Pageantry (T) (8)	1/	5/1
8255	Scenic Sweden (T) (8)...	6/	6/19
8256	Riddle of Rhodesia (T) (8)	7/	9/4
8257	Bermuda (T) (8)	8/	9/4
8258	Desert Lights (T) (8)	8/	8/28

SPORTS REVIEW

8301	Gridiron Greatness (9)....	8/1	.....
8302	Olympic Class (10)	2/	5/1
8303	Everglades Adventure (9)...		5/1
8304	Football Finesse (10)	9/	8/21
8351	Vacation Magic (8)	9/26	.....
8352	Aqua Capers (T) (8)	1/	5/1
8353	Playtime in Scandinavia (T) (8)....	4/	6/5

TERRYTOONS

Technicolor

8501	One Note Tony (7)	2/	.....
8502	Talking Magpies in Flying South (7)	8/15	.....
8503	Mighty Mouse in a Date for Dinner (7)	8/29	.....
8504	Talking Magpies in Fishing by the Sea (7)	9/19	1/17
8505	Mighty Mouse in the First Snow (7)	10/10	1/17
8506	Talking Magpies in the Super Salesman (7)....	10/24	1/17
8507	Mighty Mouse in a Fight to the Finish (7)	11/14	1/17
8508	The Wolf's Pardon (7)	12/5	1/17
8509	Mighty Mouse in Swiss Cheese Family Robinson (7)	12/19	5/1
8510	Talking Magpies in Hitch Hikers (7)	12/12	6/5
8511	Mighty Mouse in Lazy Little Beavers (7)	12/26	6/5
8512	Felix the Fox (7)	1/	6/5
8513	The Talking Magpies in Taming the Cat (7)....	1/	6/5
8514	Mighty Mouse and the Magician (7)	3/	6/19
8515	Chipper Chipmunk, The (7)	3/	8/21
8516	Hounding the Hares (7)...	4/	6/19
8517	Mighty Mouse in the Feudin' Hillbillies (7)..	4/	6/19
8518	Mystery in the Moonlight (7)	5/	6/19
8519	Seeing Ghosts (7)	6/	6/15
8520	A Sleepless Night (7)	6/	8/21

el. No.	Title	Rel. Date	Data
8521	The Witch's Cat (7).....	7/	9/4
8522	Magpie Madness (7).....	7/	8/28
8523	Mighty Mouse in Love's Labor Won (7).....	8/	9/11

TERRYTOONS

Technicolor-Reissues

8531	The Butcher of Seville (7)..	5/	.....
8532	Mighty Mouse in the Green Line (7)	5/	....

DRIBBLE PUSS PARADE

8901	Album of Animals (8)....11/21		...
8902	Dying to Live (9).....	5/	6/1

FEMININE WORLD

8601	Something Old—Something New (8)	2/	5/1
8602	Fashioned for Action (8)..	4/	6/5

MARCH OF TIME

1	Is Everybody Listening? (19)	9/5	9/6
2	T-Men in Action (18)....10/3		10/4
3	End of an Empire (18)....10/31		11/1
4	Public Relations . . . This Means You! 11/28		12/20
5	The Presidential Year ( ).12/26		12/20
6	The Cold War ( )	1/	.....
7	Marriage and Divorce ( ).	2/20	3/6
8	Crisis in Italy ( )	3/	.....
9	Life With Junior ( )	4/	.....
10	Battle for Greece (17)....	5/	.....
11	The Fight Game (19).....	5/	6/26
12	The Case of Mrs. Conrad (18)	7/	.....
13	White-Collar Girls (18)...	8/6	8/7

UNITED ARTISTS

LANTZ CARTUNES (7)

The Bandmaster (7).....12/		1/17
The Mad Hatter (7).....	2/	/6/19
Pixie Picnic (7).....		6/5
Banquet Busters (7).....		6/19
Kiddie Koncert (7).....		6/5
Wacky Bye Baby (7).....	7/16	.....
Wet Blanket Policy (7)....	8/27	.....

UNIVERSAL-INTERNATIONAL

NAME BAND MUSICALS (13)

3301	Alvino Rey and Orch. (15).10/22		2/14
3302	Drummer Man (15).....12/3		2/14
3303	Carlos Molina & His Orch. (15) 12/13		2/14
3304	Tex Beneke & His Orch. (15)	3/3	6/19
3305	Woody Herman & His Orch. (15)	3/31	.....
3306	Reg Ingle & His National Seven (15)	6/16	6/19
3307	Tex Williams and His Orch. in Western Whoopee (15)	6/23	7/31
3308	Jimmy Dorsey & Orch. ( ).	8/18	.....

TECHNICOLOR CARTUNES (5)

Reissues

3321	Knock Knock (7).....	3/	.....
3322	Syncopated Sioux (7).....	5/	...
3323	Woody Woodpecker (7)....	7/	.....

THE ANSWER MAN (8)

3391	Wind, Curves and Trapped Doors (10) 12/22		2/14
3392	Hall of Fame (10).....	1/19	.....
3393	Men, Women & Motion (10)	3/15	6/19
3394	Flood Water (10).....	4/26	7/31
3395	Mighty Timber (10).....	6/21	7/31
3396	Rockets of the Future (10)	7/5	
3397	Water Battlers (7).....	8/16	9/18
3398	Home of the Iceberg ( )...	8/23	.....

Rel. No.	Title	Rel. Date	Data

VARIETY VIEWS (8)

3341	Tropical Harmony (9).....	9/29	11/22
3342	Chimp Aviator (9).....11/17		11/22
3343	Brooklyn Makes Capital (27)	2/9	6/19
3344	Whatta Built (10).....	6/7	6/19
3345	Copa Carnival (9).....	6/28	7/31
3346	Paris on the Plata ( ).....	7/12	.....
3347	Gaucho Fiesta ( ).....	8/16	.....

SING AND BE HAPPY SERIES (8)

3381	Spotlight Serenade (10)...	3/29	.....
3382	Singing the Blues (10)...	5/	7/31
3383	River Melodies (8).....	7/5	7/31

MUSICAL WESTERNS (3)

3351	Hidden Valley Days (27)..	2/5	6/19
3352	Powder River Gunfire (24).	2/26	.....
3353	Echo Ranch (25).....	4/1	6/19

SPECIALS (2)

3201	Snow Capers (19).....	2/18	6/19

WARNER BROS.

TECHNICOLOR SPECIALS (8)

4001	Celebration Days (20)....	1/31	2/14
4002	Soap Box Derby (20).....10/18		.....
4003	Teddy, the Roughrider (20).	2/21	....
4004	King of the Carnival (20).	4/3	.....
4005	Calgary Stampede (20)....	5/29	.....
4006	A Day at the Fair (20)...	7/3	7/24
4007	The Man From New Orleans (19)	9/4	.....
4008	My Own United States (20).10/16		9/18

MEMORIES FROM MELODY LANE (6)

4201	A Song of the West (10)..	9/27	.....
4202	An Old Time Song (10)..12/27		.....
4203	A Song About the Moonlight (10)	1/24	3/6
4204	Grandfather's Favorites ...	3/13	6/5
4205	A Stephen Foster Song (10)	5/3	6/19
4206	A Song From the Movies (10)	7/17	....

BLUE RIBBON HIT PARADE (13)

(Revivals) Technicolor

4301	Dangerous Dan McFoo (7).12/20		....
4302	Hobo Gadget Band (7)....	1/17	.....
4303	Little Pancho Vanilla (7).	3/20	.....
4304	Don't Look Now (7).....	4/10	.....
4305	Curious Puppy (7).....	4/24	.....
4306	Circus Today (7).....	5/22	.....
4307	Little Blabber Mouse (7)..	6/12	.....
4308	The Squawkin' Hawk (7)..	7/10	.....
4309	A Tale of Two Kitties (7).	7/31	.....
4310	Pigs in a Polka (7).....	8/14	.....
4311	Greetings Bait (7).....	8/28	.....
4312	Hiss and Make Up (7)....	9/18	.....
4313	Hollywood Steps Out (7)..10/2		.....

JOE McDOAKES COMEDIES (6)

4401	So You Want to Be a Salesman (10)	9/13	.....
4402	So You Want to Hold Your Wife (10) 11/22		12/20
4403	So You Want An Apartment (10)	1/3	3/6
4404	So You Want to Be a Gambler (10)	2/4	.....
4405	So You Want to Build a House (10)	5/15	.....
4406	So You Want to Be a Detective (10)	6/26	.....

SPORTS PARADE (13)

Technicolor

4501	Las Vegas Frontier Town (10) 11/1		.....
4502	Action in Sports (10)....12/13		.....
4503	A Nation on Skis (10)....	7/31	.....
4504	Sun Valley Fun (10).....	2/14	....
4505	Trip to Sportland (10)...	3/6	6/5
4506	Ride, Ranchero, Ride (10).	3/20	6/5
4507	Holiday for Sports (10)..	4/17	6/19
4508	Built for Speed (10).....	6/5	.....
4509	Fighting Athletes (10)....	5/1	6/19
4510	The Race Rider (10).....	6/19	7/24
4511	Playtime in Rio (10).....	8/14	.....
4512	Sports Down Under (10)..	9/18	.....
4513	Gauchos of the Pampas (10) 10/9		.....

MELODY MASTERS BANDS (8)

4601	Freddy Martin & His Orch. (10)	9/13	.....
4602	Swing Styles (10).....10/25		....
4603	Borrah Minevitch & Har. Sch. (10) 12/6		.....
4604	Rubinoff and His Violin (10)	1/10	.....
4605	Artie Shaw & His Orch. (10)	2/7	....
4606	Henry Busse & His Orch. (10)	5/15	.....
4607	The Saturday Night Swing Club (10)	6/19	.....
4608	Joe Reichman & His Orch. (10)	7/17	.....

MERRIE MELODIES (18)

Cinecolor

4702	Bone Sweet Bone (7).....	5/22	7/24
4704	Up-Standing Sitter (7)....	7/3	.....
4707	Dough Ray Me-Ow (7)....	8/14	.....
4709	Odor of the Day (7).....10/2		.....
4712	Daffy Dilly (7).....10/30		.....

MERRIE MELODIES

Technicolor

4701	Nothing But the Tooth (7)	5/1	..
4703	The Shell-Shocked Egg (7)	7/10	..
4704	The Rattled Rooster (7)...	6/26	...
4706	You Were Never Duckier (7)	8/7	....
4708	The Pest That Came to Dinner (7)	9/11	....
4710	The Foghorn Leghorn (7)	10/9	....
4711	A Lad in His Lamp (7)...10/23		.....

L. T. TECH. CARTOON

4713	Kit for Cat (7).....11/6		.....
4714	Stupor Salesman (7).....11/20		.....

M.M. BUGS BUNNY SPECIAL

4715	Riff Raffy Daffy (7).....11/27		.....
4719	Hot Cross Bunny (7).....	8/21	
4720	Hare Splitter (7).....	9/25	.....

ADVENTURE SPECIALS (6)

Technicolor

4801	Land of Romance (10)....	9/6	...
4802	Beautiful Bali (10).....	11/15	12/20
4803	Dad Minds the Baby (10)	12/20	....
4804	What's Hatchin'? (10)....	2/28	...
4805	Rhythm of a Big City (10).	3/27	6/5
4806	Living With Lions (10)...	6/5	7/24

1948-49
COLUMBIA

THREE STOOGES COMEDIES

1401	Heavenly Daze (16½)....	9/2	.....
1402	I'm a Monkey's Uncle (16).11/7		.....

ASSORTED & ALL-STAR COMEDIES

1421	Billie Gets Her Man (17)..	9/9	.....
1422	Go Chase Yourself (17)....11/14		.....

COMEDY FAVORITES

Reissues

1441	Pest from the West (18½)	9/30	.....
1442	Ay Tank Ay Go (16).....11/21		.....

ONE-REEL SPECIAL

1551	Candid Microphone (11)...11/21		.....

COLOR RHAPSODIES

1501	Pickled Puss (6½).....	9/2	.....

COLOR FAVORITES

Reissues

1601	The Stork Takes a Holiday (8)	9/9	....
1602	Swing Monkey Swing (8)...11/14		.....

VERA VAGUE LAFF TOURS

1751	A Lass in Alaska (10½)..11/28		.....

WORLD OF SPORTS

1801	Diving Champions ( ).....	9/23	.....
1802	Acrobatic Babies ( )....11/14		.....

THRILLS OF MUSIC

1951	Elliot Lawrence & Orch. ( )	9/23	.....

SCREEN SNAPSHOTS

1851	Hollywood Holiday ( ).....	9/2	...
1852	A Day at C.B.S. (9½)...11/7		.....

COMMUNITY SINGS

1651	Baby Face (9).....	9/16	....
1652	My Happiness ( ).....	11/21	.....

SERIALS

1120	Congo Bill (15 Chapters)..11/28		.....

PARAMOUNT

NOVELTOON

P8-1	The Mite Makes Right ( )..10/15		.....
P8-2	Hector's Hectic Life ( )...11/19		.....
P8-3	Old Shell Game ( ).....	12/17	.....

SCREEN SONG

X8-1	Readin' 'Ritin' and Rhythmetic ( ) 10/22		.....

SPEAKING OF ANIMALS

Y8-1	The Gnu Look ( ).....10/29		.....

G. RICE SPORTLIGHT

R8-1	Hot Rod Speedsters ( ).....	11/5	.....
R8-2	Acrobatic Illini ( ).....	12/10	.....

POPEYE

E8-1	Robin Hood-Winked ( )....11/12		.....
E8-2	Symphony in Spinach ( )...12/31		.....

UNUSUAL OCCUPATIONS

L8-1	The Glass Orchestra ( )....11/26		.....

POPULAR SCIENCE

J8-1	Solar Secrets ( ).....12/24		....

RKO RADIO

WALT DISNEY CARTOONS

Reissues

94101	Pluto's Purchase (7).....	7/9	.....
94102	The Trial of Donald Duck (7)	7/30	9/18
94103	Catnap Pluto (6).....	8/13	9/11

UNITED ARTISTS

LANTZ CARTUNES

Playful Pelican (7).....		10/8	.....
Dog Tax Dodgers (7).....		11/19	.....
Wild & Woody (7).....		12/31	.....
Scrappy Birthday (7).....		2/11	.....
Drooler's Delight (7).....		3/25	.....

WARNER BROS.

TECHNICOLOR SPECIALS

Reissues

5001	Sons of Liberty (20).....11/20		9/18

JOE McDOAKES COMEDIES

5401	So You Want to Be in Politics (10) 10/23		9/18
5402	So You Want to Be on the Radio (10 .....11/6		.....

MERRY MELODIES

	Hen House Henery (7)...	9/11	.....

SPORTS PARADE

5501	Jungle Man Killers (10)..11/6		9/18

ADVENTURE SPECIALS

5801	Mysterious Ceylon (10)...	9/25	9/18

FEATURETTES

5101	Football Magic (20).....	9/11	9/18
5102	Grandfather's Follies (20).11/13		.....

SPORTS NEWS REVIEWS

5601	Roaring Wheels (10).....10/2		9/18

BLUE RIBBON CARTOONS

Reissues

5301	An Itch in Time (7).....10/30		9/18

M.M. BUGS BUNNY SPECIAL

	Rebel Rabbit (7).....		9/18

Plan Legitimate Theatre To Train Movie Hopefuls

Legitimate theatre training for youthful aspirants, who will thereby gain valuable groundwork for films, is currently being planned in Hollywood by a committee which includes David O. Selznick, Gregory Peck, Jerry Wald, Mel Ferrer, Ray Milland, Alan Miller.

The committee, now discussing general policy and financing, would open a "prestige" theatre in Beverly Hills, either by building a new structure or converting an old one.

Barnes to Photograph New DeMille Spectacle

George Barnes has been named director of photography for Cecil B. DeMille's "Samson and Delilah," which is scheduled to get underway soon. Hedy Lamarr heads the cast of the Technicolor film along with Victor Mature, George Sanders and Henry Wilcoxon.

VIEWS ON NEW SHORT SUBJECTS

HEAVENLY DAZE (Col.—1401) **Three Stooges Comedy. 17 mins.** Shemp Howard's spirit can't enter Heaven until he reforms the Stooges who, back on earth, are trying to sell their new invention, a fountain pen that writes under whipped cream. Release date, 9/2/48.

BILLIE GETS HER MAN (Col.—1421) **All-Star Comedy. 17 mins.** A comedy of errors in which Billie Burke, as a worrisome mother, thinks her daughter, Jan, is going to have a baby when, actually, she is only trying to buy a puppy. Jan's poor boy friend is in for it too, making amusing complications. Release date, 9/9/48.

PICKLED PUSS (Col.—1501) **Color Rhapsody. 6½ mins.** In this subject a cat and mouse are good buddies and have a grand time blowing bubbles and engaging in many comic antics. Release date, 9/2/48.

ELLIOT LAWRENCE AND ORCHESTRA (Col.—1951) **Thrills of Music. 10 mins.** Disc Jockey Fred Robbins takes the Elliot Lawrence Orchestra on a turntable spree while Mindy Carson sings "Gypsy in My Soul" and Alan Dale warbles "Oh Marie."

JIMMY DORSEY & ORCHESTRA (Univ.—3308) **Name Band Musical. 15 mins.** Jimmy Dorsey and his newly-formed recording orchestra with the Mello-Larks, and singers Dottie O'Brien and Bill Lawrence give out with some favorite juke-box hits: "Am I Blue," a comedy number, "We Hate Cowboy Songs," a romantic ballad, "Quien Sabe" and a grand finale of the fast "Jamboree Jones" by Johnny Mercer, making a variety of tuneful entertainment.

CHARLIE BARNET AND ORCHESTRA IN REDSKIN RHUMBA (Univ.—3309) **Name Band Musical. 15 mins.** Vocalists Virginia Maxey and Clark Dennis are featured with Barnet's Cardinal Recording Orchestra in such popular numbers as "Redskin Rhumba," "Skyline," "Jeepers Creepers," "Peg of My Heart" and "Jealousy." This should "send" them.

ROCKETS OF THE FUTURE (Univ.—3396) **Answer Man Series. 8 mins.** A thorough brush-up on rockets, a demonstration of fencing techniques, an illustration of how snakes bite and lessons on how to train a dog contribute to the wide interest of his short.

PARIS ON THE PLATA (Univ.—3346) **Variety View No. 6. 9 mins.** Ben Grauer, announcer of radio fame, is narrator in this travel-film about the "Paris of South America," Buenos Aires. Its streets, racetracks, military strength, welcoming ceremonies and the raising of live-stock are all shown in shots of scenic beauty. Entertainment by the city's famous Diligenti Quintuplets who sing, play and dance bring the short to a close.



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